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Crazylegs: Hollywood cemented Elroy's fame

WT Week 7/29/87
by Patrick Dorn

Exploits on the football field may have launched Elroy Hirsch's fame among sports fans, but it was the glitter of Hollywood that forever placed him as a star in the eyes of the general public.

Hirsch notes today that playing the lead in the 1953 movie *Crazylegs, All-American*, a depiction of his life story, "was a heckuva break," adding that it almost didn't happen.

"I received this letter from (producer) Hall Bartlett asking whether I'd be interested in doing this movie," Hirsch explained. "I threw it away and a couple of months later I received another one."

The second time Hirsch responded and, after a discussion with Bartlett, was convinced to trust the young filmmaker's instincts, even if the movie was Bartlett's first full-length feature. The decision turned out to be fortuitous for both men, launching Bartlett's film company and elevating Hirsch to celebrity status.

Most people think Hirsch's Hollywood career was bounded by *Crazylegs*. However, he went on to perform in two other Bartlett films; playing a prison inmate in *Unchained* in 1955 and an airplane pilot in the 1957 release *Zero Hour!*

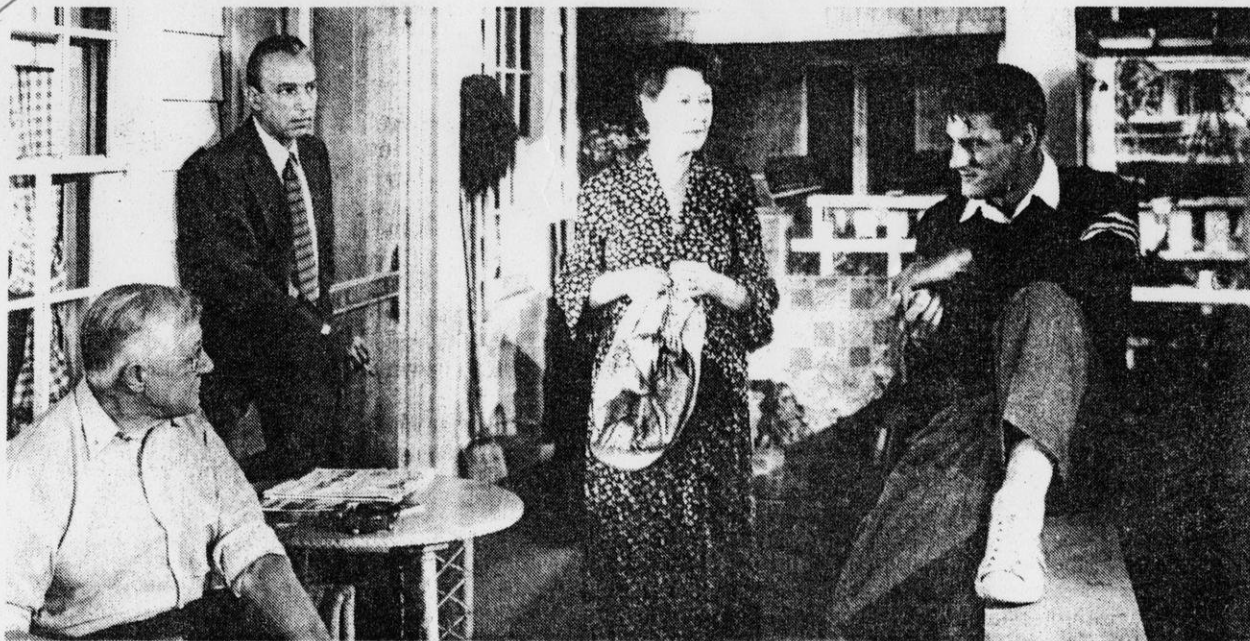
Hirsch said he never fancied himself much of an actor, yet the movie appearances laid the groundwork for several ventures in the world of television and radio. While the entertainment industry was interesting and fun, Hirsch said he never seriously considered pursuing acting as a profession.

"You really have no control over what you do. You sit at home and wait for the phone to ring," he said. "I guess I was just never one for that kind of job insecurity."

The Hollywood pay scale was not what it is today, he added. The usual take on a movie set was \$20 a day for actors with non-speaking parts and \$60 for those with lines.

Hirsch's relatively obscure television work included roles in episodes of *Shotgun Slade* ("a forgettable appearance") and on Bob Cummings' popular situation comedy *Love that Bob*. He hosted a daily sports radio show in the late-1950s and, for six months each in 1958 and 1959, hosted the *76 Sports Club*, a how-to sports television show sponsored by Union Oil Company.

His last and probably least-known television fling was an amusing bit part in an episode of *The Munsters*. In the episode, Herman Munster—a comic version of Frankenstein—tries out for a pro baseball team, producing all sorts of typical Munster antics like ground balls hit so hard they tunnel into the ground.



ELROY HIRSCH, right, is shown in a scene from the movie *Crazylegs, All-American*. The scene depicts a family discussion just before Hirsch heads out to play football at the University of Wisconsin. With Hirsch who played himself in the 1953 film are, from left to right, actor Norman Field as his father. Lloyd Nolan as his high school football coach Win Brockmeyer and Louise Lorimer as his mother.

Hirsch, then general manager of the Los Angeles Rams, was shown in the episode's final scene, with baseball legend Leo Durocher. A football appears from nowhere and bonks Hirsch on the head. The ball, naturally, was kicked by Herman Munster—from three blocks away. Hirsch's excitement about the possibility of recruiting the phenomenal kicker is quickly quelled by Durocher, who tells him to forget it. "I've seen the guy play baseball," Durocher says.

Of all his show-biz work, Hirsch said he most enjoyed making *Crazylegs*, in part because all action footage in the film was actual game film from his playing days and "It was an easy thing to do. You just had to be yourself."

The making of *Unchained* provided some memorable moments, he said. The movie was based on prison reform theories implemented at a minimum-security institution in Chino, Calif.

After filming was complete and the cast was shooting publicity stills at the prison, the inmate-coach of the prison football team noticed Hirsch on the grounds and asked him to review a play he had diagrammed.

"The first thing I noticed was he had five guys in the

backfield, so I told him that was illegal," Hirsch said. "He laughed and told me, 'That's why we're here. We cheat.'"

Hirsch joked that the prisoners had one other advantage: "They played all their games at home."

Now that he's stepped down from his post as athletic director, the entertainment industry has recalled Hirsch, this time in a tailor-made role as color commentator on radio broadcasts of Badger football games. Hirsch promises that his color commentary is the closest he will get to Hollywood.

His contract with the university officially runs through next June, with an option to continue until he is 70.

"I'll take it one year at a time," he said. For the coming year, his efforts mostly will be devoted to raising funds for construction of the \$9.5 million McClain Indoor Practice Facility.

He said officials from a bowl game have contacted him about possibly taking over as bowl director. He declined to identify which bowl, but said the job would require about six months of work each year "in a warm climate." ■

Ruth and Elroy: A good 41 years

WI. Week 7/29/87

by Karen Walsh

"We moved so often, I didn't unpack my wedding gifts for nine years."

In her own words, Ruth Hirsch's marriage has not been "run of the mill." But she discusses her 41-year marriage to Elroy Hirsch with a newlywed's gleam in her eye.

She first "noticed" him at a church youth group meeting in their hometown of Wausau. Later, they became high school sweethearts—with a little help from their friends.

"A girlfriend of mine knew a friend of his, and so she threw a party and invited Elroy and his friend," she recalled. "That's how it happened. I sort of planned it—you know how girls do when they're 16 years old."

Meet him she did, and they eventually married. That's when the moving began. His athletic career meant the Hirsches had to move. A lot. They moved to Chicago, Los Angeles, and various points in between. Sometimes, they moved as a team. Sometimes, she returned to Wausau and stayed with her parents.

"I think my friends in Wausau wondered what kind of a marriage I had. They must have thought, 'That fella is off in California playing a game and trying to make a team, and she's sitting at home with her mother!'"

"It wasn't the kind of marriage where

you marry a fellow, and he goes off to work and comes home again every night."

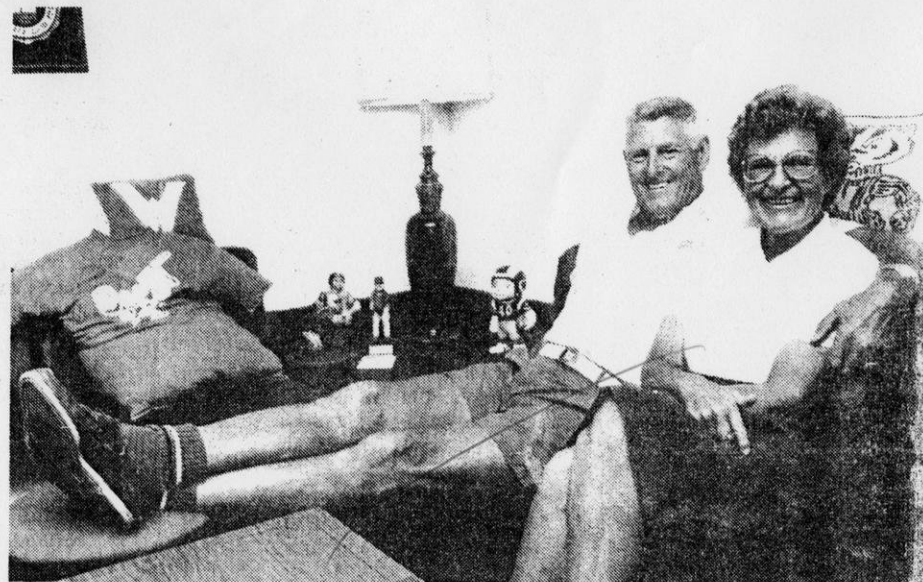
After he had secured a place on the Los Angeles Rams, she joined him in Los Angeles with their small son, Win. During the lonely times, Ruth Hirsch found she had a ready-made group of friends who immediately understood how she was feeling: The wives of her husband's teammates. They were from all over the country, she recalled: Minnesota, New York, Oklahoma.

"When our husbands were on a road trip, we'd do things together. We didn't think our lives were so unusual, because all of us were living like that—rented housing, moving here and there. That was the way professional athletes lived.

"It was fun to live in different places and have friends from all over. When I look back, I'm glad I did it."

When it was done, the Hirsches settled in Los Angeles, where they lived for 17 years. They built a house and settled down to a stable life with their two children. Then, Wisconsin called, offering him the job as athletic director.

"At first I wasn't happy at all about moving back to Wisconsin," she said. "I felt Los Angeles was our home. Our daughter Patty was born there. I'd waited a long time for the house we were living in. It was home.



ELROY AND RUTH HIRSCH relax at home in what he refers to as his "brag room." The room is filled with memorabilia from his rich and illustrious career, including a replica of Hirsch's NFL Hall of Fame bust.

"But after we talked about it, we both realized it was the right thing. Then we were very happy, because Madison is such a great place to live."

Madison is also a great place to retire, and the couple plan to stay in town. Not far away, their daughter Patty and her husband Doug Malmquist are proud parents of the the Hirsches' first grandchild: Grant Elroy Malmquist. (His middle name is a combination of Elroy and Ray, the first names of his grandfathers.)

"He's a dear baby. In fact, I have to restrain myself from going over there all the time!"

She is delighted with her husband's retirement ("It was time") but says Elroy

hasn't slowed enough yet for her to notice a difference. "He's still so busy, with golf outings and fund raising for the McClain (indoor practice) facility."

There will still be football games to attend, too. Ruth Hirsch will probably attend a few. From their seats in Camp Randall, she can see the small apartment on Madison and Regent Streets where she and Elroy once lived during their student days.

"It was just a bedroom and a tiny kitchen, and we shared a bath with two other couples. I look over at that house a lot when I'm in the stadium. Whoever thought when we lived there that someday we'd be at the university?" ■

UW news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release:

Immediately

7/15/87

CONTACT: Paula Bonner (608) 263-5581

RIBS AND ROCK ON TAP FOR ANNUAL WOMEN'S SPORTS FUNDRAISER

MADISON--(Elroy Hirsch's) legs may be "crazy," but his ribs will be the center of attention at an upcoming fundraiser for Badger women's sports.

Hirsch will be among contestants Saturday, July 25 in the fourth annual Ribs 'N' Rock for Badger Women's Sports (previously known as Ribfest) at Madison's Warner Park. Crazylegs will be after the \$350 first prize for amateur rib cooks in the event that runs from noon to 7 p.m.

Paula Bonner, director of women's sports at UW-Madison, said 25 to 30 amateur barbecuers are expected to participate in the contest and day-long festivity, the largest annual fundraiser for UW-Madison women's athletics. Also, for the first time in the event's history, Bonner said, restaurants will have a separate rib cooking contest.

Bonner said WIS Club organizers are hoping to draw 15,000 to 20,000 people for the event, which includes games and family activities, a raffle, music by two popular local bands, appearances by local media celebrities, the opportunity to meet the university's women athletes and, of course, plenty of food. Fat Jack's of Monona will supply ribs for sale to the public.

In addition to the first-place award of \$350, Bonner said amateur rib chefs will vie for a \$150 showmanship award presented for best food presentation or booth design. The winning restaurant will be given a plaque.

Expert judges for the contest include Leo M. Walsh, dean of UW-Madison's

-more-

Add 1--Ribs N' Rock

College of Agricultural and Life Sciences, Dane County Executive Jonathan Barry and new UW-Madison Athletic Director Ade Sponberg. A host of Madison media personalities also are slated to be judges.

Scheduled to provide the "rock" for the day are "The Shakers" and "Little Vito and the Torpedoes."

The event, organized annually by the WIS Club, netted about \$30,000 last year for women's sports programs. Stop-N-Go of Madison is this year's main corporate sponsor.

Bonner noted that there is a \$10 entry fee for rib contest participants. Anyone interested in entering the contest can register by phoning the UW-Madison Women's Athletic Department at (608) 263-5580. General admission tickets for the public (\$2) are available with purchases at Stop-N-Go stores, and will be sold at Warner Park on the day of the event. If it rains, Ribs 'N' Rock will be held Sunday, July 26.

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--Patrick Dorn (608) 262-2650

Elroy Hirsch says he's led a charmed life. "Football's given me everything I have, basically," he told me. "The good Lord blessed me with the ability to catch and run with a football, and I've been very lucky. It opens a lot of doors."

It seems, in fact, as one adds up the Athletic Director's achievements on the eve of his retirement, life has indeed been a series of open doors. From the sandlots of Wausau to a hall-of-fame professional football career and starring role in a Hollywood film about his life (in which, unlike most jocks who play themselves on film, Hirsch performed as though he actually knew what the next word in the script was), he has experienced some of the finer things this world has to offer.

But there is another side to Crazylegs, a seldom-exposed side that goes deeper than the stereotyped backslapping, golf-playing good-old-boy image ballyhooed by the state's news media. It is the side of Hirsch that understands what many star athletes fail to recognize, namely that one has to meet athletic stardom halfway. "Somewhere along the line you have to pay it back, and there's a lot of ways to do that," he said.

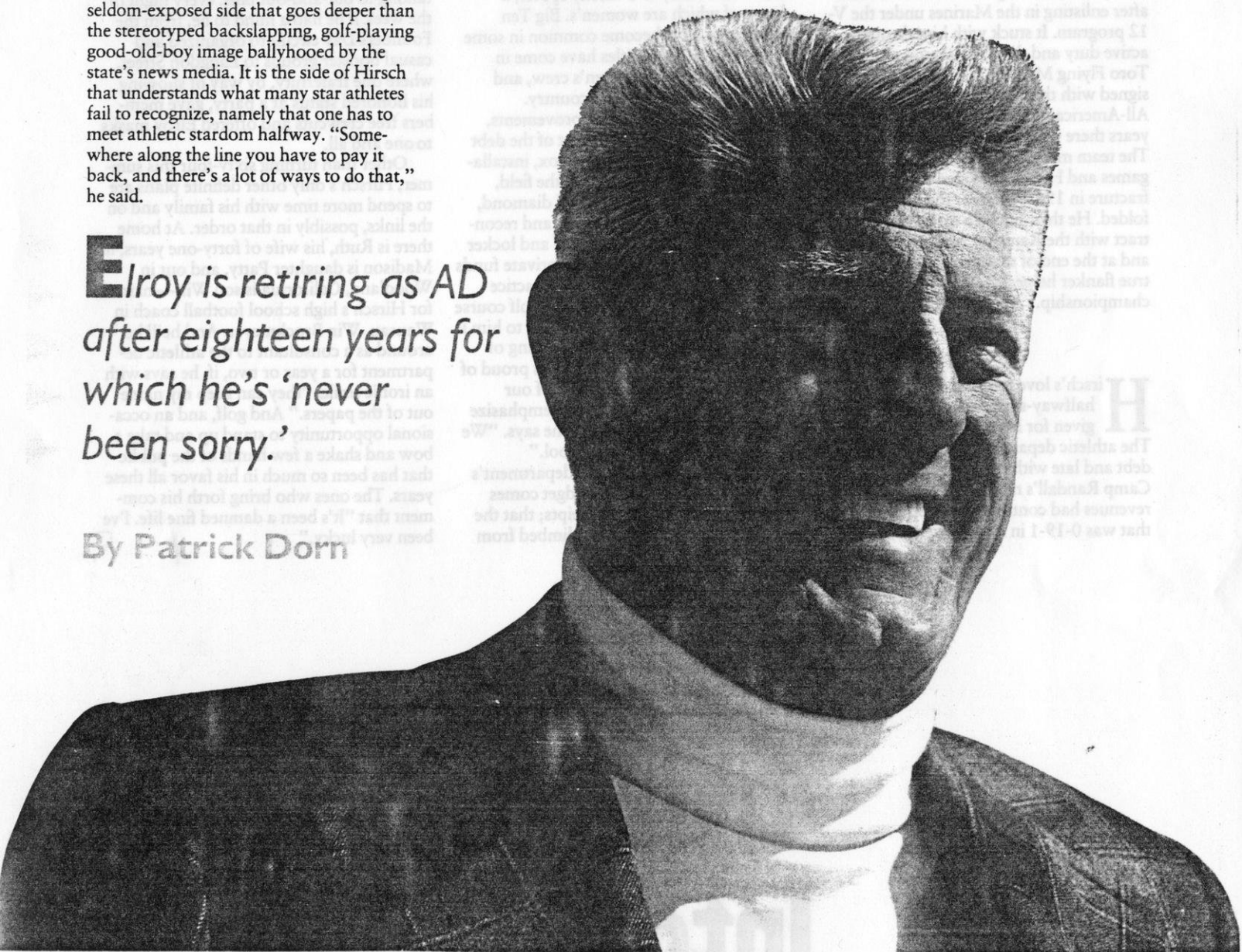
Elroy is retiring as AD after eighteen years for which he's 'never been sorry.'

By Patrick Dorn

One of the ways he chose was to return to Wisconsin and the University in 1969 with the mission of putting a floundering athletic program back on track. After twenty comfortable years in the California sun—the first nine as a star performer for the L.A. Rams and the remainder in its front office—he recalls the decision to come back here a very tough one to make. "Wisconsin people and my love for this school were the deciding factors, and I've never been sorry, never," Hirsch says.

That love can be easily understood, even though his previous association with the

UW lasted only one season in 1942. He was the key figure in an 8-1-1 record that year to end a down period for Wisconsin football stretching back to the early '30s. It was a season in which this shifty back collected 767 rushing yards, including afternoons of 178 against Purdue and 174 against Missouri; a season that saw a 17-7 upset of Ohio State in a game in which he threw a touchdown pass en route to personally accounting for more than 200 yards in total offense; a season that started a love affair between the man and the state.



Glenn Trudell

It was also the season in which he got his nickname and trademark. Hirsch recalls "Crazylegs" as being bestowed by Chicago Daily News reporter Francis Powers; other claimants have included the late UW publicist Robert Foss. Whatever, it has meant enough to the owner that in 1974 he sued Johnson's Wax for what amounted to royalties when they hung the name on a depilatory. He has always seen the name as appropriate: "My left foot points out when I run and the harder I run, the more I wobble." He would swing his left leg in almost a full circle with each stride, and he did a lot of that in a game against Great Lakes NTS, including a long touchdown run.

The nickname went with Hirsch the next year to Michigan where he was sent after enlisting in the Marines under the V-12 program. It stuck with him through active duty and the 1945 season with the El Toro Flying Marines. The next year he signed with the Chicago Rockets of the old All-American Conference. The next three years there were the low point of his career. The team managed seven wins in forty-five games and Hirsch managed to get a skull fracture in 1948, the year the conference folded. He then signed a three-year contract with the Rams for \$12,000 a year, and at the end of that period the NFL's first true flanker helped the Rams to a world championship.

Hirsch's love for Wisconsin is the only halfway-sane reason he could have given for his return here in 1969. The athletic department was \$200,000 in debt and late with the next payment on Camp Randall's new upper deck. Ticket revenues had continued to drop for a team that was 0-19-1 in its last twenty tries. So

he turned on the celebrity status to raise funds and repair the football program. He shook hands with the public and hit the banquet circuit, he met personally with team recruits. In short, he did the things that have made him a favorite target with his most severe critics. And he has always had an answer for them, an answer that applies today as it did nearly twenty years ago. "Eighty-five percent of the department's income is from football. I have to pay more attention to that. I have to set priorities."

And few could maintain that things aren't better. Under Hirsch, the athletic department has expanded its programs from twelve varsity sports—all limited to men—to twenty-five varsity sports, a dozen of which are women's. Big Ten champions have become common in some sports and national titles have come in hockey, men's and women's crew, and men's and women's cross-country.

There are less-visible improvements, too, among them the payment of the debt for the upper deck and press box, installation of artificial turf down on the field, construction of a new baseball diamond, enlargement of the crew house and reconstruction of the fieldhouse roof and locker rooms. And on the horizon, if private funds come in as he hopes, are a new practice building at Camp Randall and a golf course near Verona. Even more satisfying to him is our reputation for a careful blending of athletics and academics. Hirsch is proud of the 86-percent graduation rate of our student athletes. "Our coaches emphasize that to all the young people," he says. "We are not a win-at-any-cost school."

He enjoys noting that the department's entire \$11-million annual budget comes from donations and gate receipts; that the average football attendance climbed from

43,559 per game in 1968 to more than 70,000 per game in 1971 and holding. "People at other schools around the country are pretty envious of our program," Hirsch has observed in his travels.

The last few years have been his most difficult, what with some embarrassing violations of NCAA rules and an occasional and highly publicized run-in with former chancellor Irving Shain but, Hirsch says, he hopes those smudges "won't be the only thing the public will remember about me." He doesn't have much to worry about. His popularity has never flagged, and the constant stream of invitations hit flood proportions since he announced he'll retire in June. He could be somewhere, talking to out-and-out fans, every night of the week if he had a mind to be, from the Founders Day circuit to organized and casual booster groups to Langdon Street, where one fraternity, by way of showing his honored status at a party, gave members free crewcuts and offered Elroy masks to one and all.

Other than turning sixty-four this summer, Hirsch's only other definite plans are to spend more time with his family and on the links, possibly in that order. At home there is Ruth, his wife of forty-one years, in Madison is daughter Patty, and out in Woodland, California is son Win—named for Hirsch's high school football coach in Wausau, Win Brockmeyer. And he'll be around as a consultant to the athletic department for a year or two, if, he says with an ironic smile, "they can keep my name out of the papers." And golf, and an occasional opportunity to stand up and take a bow and shake a few hands of the public that has been so much in his favor all these years. The ones who bring forth his comment that "It's been a damned fine life. I've been very lucky." □

CrazyLegs Heads Into the Open

UW news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: Immediately

5/15/87

CONTACT: A.L. "Ade" (pronounced "aid") Sponberg (701) 237-8985

NOTE TO EDITORS: For further comment on Sponberg's background: Don Morton, UW football coach, (608) 262-4312; Jim Wacker, football coach, Texas Christian University, (817) 921-7970; L.D. Loftsgard, president, North Dakota State University, (701) 237-7211; Lynn Dorn, women's athletic director, North Dakota State, (701) 237-8981.

A.L. 'ADE' SPONBERG NAMED UW-MADISON ATHLETIC DIRECTOR

MADISON--A.L. "Ade" Sponberg, 50, athletic director at North Dakota State University since 1973, was named University of Wisconsin-Madison athletic director Friday (May 15) by UW-Madison Acting Chancellor Bernard C. Cohen.

He replaces Elroy Hirsch, stepping down as athletic director in June after 18 years. Sponberg will assume the position July 1.

Sponberg has nearly 20 years' experience as a college athletic director. He was athletic director at Augustana College in Sioux Falls, S.D. from 1968-73 before going on to North Dakota State.

He also has been heavily involved in National Collegiate Athletic Association governance and policymaking. He currently is a member of the NCAA Council, and was NCAA Division II vice president and NCAA Administrative Committee member from 1984-86. Since 1976, he has served on nine other NCAA committees dealing with issues such as recruiting, legislation and interpretation, television and eligibility.

The athletic program at North Dakota State has been very successful under Sponberg's leadership. For four straight years, from 1982-85, North Dakota State was the All Sports Champion of the North Central Intercollegiate

-more-

Add 1--Athletic director

Athletic Conference; the football team won NCAA Division II national championships in 1983, 1985 and 1986.

The men's and women's basketball teams and the women's volleyball team all have reached the NCAA Division II playoffs in recent years.

Among football coaches Sponberg hired at North Dakota State were Jim Wacker, who has gone on to coach at Texas Christian University, and Don Morton, the new coach at Wisconsin.

Sponberg holds a Ph.D. in Physical Education and Athletic Administration from the University of Michigan, earned in 1968; he received a master's degree in physical education from Mankato State University in Mankato, Minn., in 1963 and a bachelor's degree in physical education from Gustavus Adolphus College in 1958.

In addition to being the director of athletics, he holds the rank of professor at North Dakota State, and chairs the Division of Health, Physical Education, Recreation and Athletics.

At UW-Madison, he will have a five-year contract, with an initial salary of \$72,923. The contract also will include a country club membership and the use of a car, paid through UW Foundation athletic funds.

Sponberg and his wife Donna have two children, Steve, 29, and Kari, 27.

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-- Steve Schumacher (608) 262-8289

UW news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: **Immediately**

4/22/86

(NOTE TO EDITORS/NEWS DIRECTORS: All documents pertaining to the Cory Blackwell case -- the summary of the investigation by attorney Thomas P. Schneider, previously unreleased transcripts of testimony to the Athletic Board Compliance Committee, the testimony of basketball Coach Steve Yoder to the Athletic Board, and correspondence from Athletic Director Elroy Hirsch, UW-Madison Chancellor Irving Shain and Athletic Board Chairman David Tarr -- are available at University News Service, 19 Bascom Hall, [608] 262-3571)

CONTACT: (Elroy Hirsch) (608) 262-2311; David Tarr (608) 263-1990

HIRSCH'S RECOMMENDATIONS IN BLACKWELL CASE FORWARDED TO NCAA

MADISON--University of Wisconsin Athletic Director Elroy Hirsch's recommendations in the Cory Blackwell loan case have been accepted by the UW Athletic Board and by UW-Madison Chancellor Irving Shain as generally appropriate and forwarded to the National Collegiate Athletic Association.

However, disagreements between Hirsch and the Athletic Board over appropriate disciplinary measures for basketball Coach Steve Yoder and Associate Athletic Director Otto Breitenbach surfaced in documents released Tuesday (April 22) by the university.

Among other actions in the case, Hirsch recommended that Yoder not receive a contract extension this year beyond the current 1989 end date and not receive a raise for 1986-87. In addition, he recommended that Yoder be placed on probation for one year and have a letter of reprimand placed in his file.

The recommendations stem from an investigation into a 1982 car loan to basketball player Cory Blackwell that was reported in newspaper articles in July 1985. Following a special investigation conducted for the university by Milwaukee Assistant District Attorney Thomas P. Schneider and a review by the

Compliance Committee of the UW Athletic Board, Hirsch concluded that Yoder knew that the Blackwell loan had been guaranteed by UW athletic booster Donald Eisenberg in violation of NCAA rules, and was negligent in not reporting it to his superiors.

However, divisions arose over the seriousness of Yoder's conflicting testimony in the case when the recommendations went to the Athletic Board for final review. Yoder told Schneider on Aug. 7, 1985, that he knew of the loan and Eisenberg's involvement in it, knew it was an NCAA violation and passed on that information to Breitenbach, his superior.

Then on Feb. 4, 1986, Yoder told the Compliance Committee that he did not tell Breitenbach about the Eisenberg guarantee, and in fact did not know himself that Eisenberg had guaranteed the loan. On March 26, Yoder said that the evidence in the case had forced him to accept the fact that he knew about the loan and was negligent in not making sure his superiors were informed of it.

Yoder said that he had not deliberately misled the committee, but was confused about the sequence of events in part because of newspaper stories about the loan. In taking disciplinary action, Hirsch said he believed that Yoder was being truthful.

Athletic Board Chairman David Tarr, in a letter to Shain summarizing the Athletic Board review, said the consensus of the board was that Yoder did provide testimony he knew to be false. The majority of the board, said Tarr, felt that the discipline recommended by Hirsch did not go far enough, but a motion to terminate Yoder failed by a vote of 7-5.

Further personnel action on Yoder could be taken at the May 16 Athletic Board meeting, when Yoder's personnel review is scheduled, Tarr said.

Hirsch also recommended that Breitenbach have a letter of reprimand put in his file for failing to follow up on the loan question. In his testimony, Breitenbach said he found out the loan was "in process," told both Eisenberg and Blackwell not to proceed with it and was assured that they would not.

Add 2--blackwell decision

After that, Breitenbach said, he saw no need to check further on the status of the loan.

Tarr said there was "substantial sentiment" that faulted Breitenbach for lack of diligence, not only at the time of the loan, but when he learned other facts in the case later. A motion to the effect that the sanction was not strong enough failed by an 8-4 vote, Tarr said, with the majority holding that Breitenbach had acted properly but had not been sufficiently diligent.

The Athletic Board concurred with Hirsch on other recommendations, including dissociating Eisenberg from the athletic program; dissociating Alice Onsrud, a basketball fan who provided another loan for Blackwell, from the program; requesting that Wisconsin forfeit all games won during the period Blackwell was ineligible to compete; requesting that any Big Ten honors earned by Blackwell be struck from the record book; denying Blackwell's eligibility for further financial aid, should he request it; and generally tightening departmental procedures regarding boosters and financial aid counseling for student-athletes.

In forwarding the results of the investigation and recommended remedial actions to the NCAA, Shain said: "It is my hope that the NCAA Infractions Committee will accept the Director's remedial actions as appropriate, thereby making a hearing unnecessary."

Shain also said that although Hirsch's decisions were generally found to be appropriate, serious divisions within the Athletic Board on aspects of Hirsch's decisions could be a forewarning of similar divisions within the university community and the public at large. As a result, he said, Hirsch and the Athletic Board "may be called upon to review the standards for the conduct of the intercollegiate program that these decisions establish."

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-- Steve Schumacher (608) 262-8289

BADGER

Illustrated

THANKS 'LEGS, FOR ALL THE

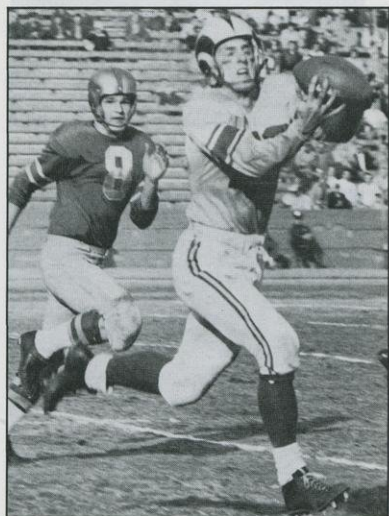
Football Program 11/21/87



In the summers, Elroy played baseball with Badger Sporting Goods. Here he is with former Wisconsin athletic director and football coach Harry Stuhldreher.



Elroy 'Crazylegs' Hirsch—a living legend in University of Wisconsin athletic history—and the 1987 National "W" Club Man of the Year.



An NFL Hall of Fame selection, 'Legs caught nearly 400 passes for over 7,000 yards and 60 touchdowns during his memorable 12-year professional career.

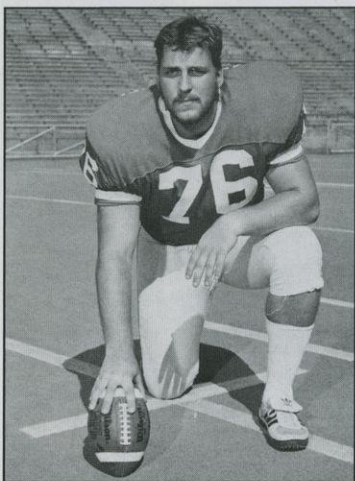


Hirsch earned varsity letters at Michigan in football, basketball, baseball and track and field—the only UM athlete to ever accomplish that feat.

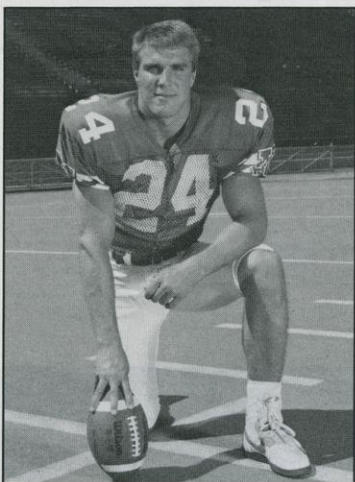


Promoter, fund-raiser, center of attention, Elroy was unique among college athletic directors.

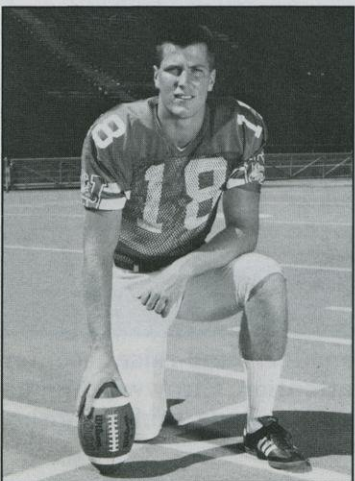
SENIORS BID ADIEU



Scott Benzschawel/Monroe



Mike Brekke/Stevens Point



Scott Cepicky/St. Louis, MO

**Scott Benzschawel
Monroe**

"There's a mystique about the campus that attracted me to it and got me to return after I took a year off from school. The good times and the bad were made better by my teammates. The friendships we made kept us going through the adversity we went through as teammates."

**Mike Brekke
Stevens Point**

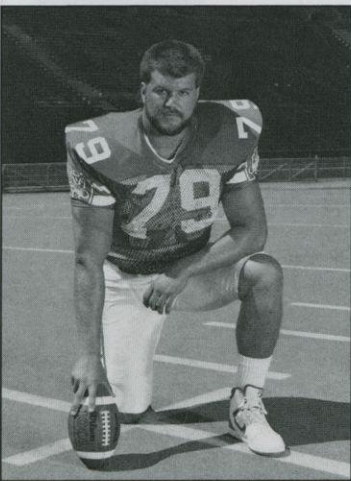
"I received a great education and was able to earn a scholarship and play for a major Division I program. Our wins over Ohio State will always stand out in my mind because they were great experiences at Columbus and in Madison. If any athlete has the chance to play at Wisconsin, I hope he has as much fun as I had."

**Scott Cepicky
St. Louis, MO**

"When I arrived on campus as a freshman, Coach McClain said my four years would go by fast. It's hard to believe this is my last football game at Wisconsin. I'll always remember the fans. No matter how we did, they always supported us. There were always at least 50,000 people in the stands and that's something to brag about. There are no greater fans than there are in the state of Wisconsin."

**Glenn Derby
Oconomowoc**

"Although we didn't make it to the Rose Bowl, I really enjoyed my career at Wisconsin. I made a lot of friends and will remember them especially because of some of the hard times we went through. Coach McClain's death really affected me. He was a good man, and the seniors will never forget him."



Glenn Derby/Oconomowoc

**Todd Gregoire
Green Bay**

"I always wanted to play for my home state school. I trusted the coaching staff and felt that I could contribute to the team. My freshman year stands out because we went to a bowl game and had a lot of success. I'll always remember how much fun I had and the friends that I made for life."

**Paul Gruber
Prairie du Sac**

"I'll always remember the friendships I made and the support of the fans. No matter what happened, they were always behind us. My teammates and coaches, the administration and teachers were all good people and took an interest in me not only on the football field but off it, too."

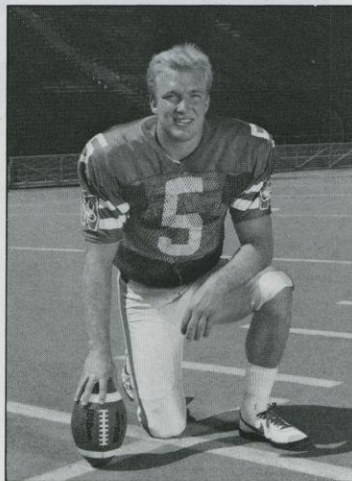
**Brant Kennedy
Elkhart, IN**

"Coach McClain was a great man, and I'm glad I was a part of the program. We've had some good years and some down years. But most of all, I made a lot of great friends. I wouldn't trade my teammates or my friendships for anything in the world. I've had a great five years. The Hall of Fame Bowl game in Birmingham is one thing I'll never forget. The only part that wasn't perfect was that we lost the game."

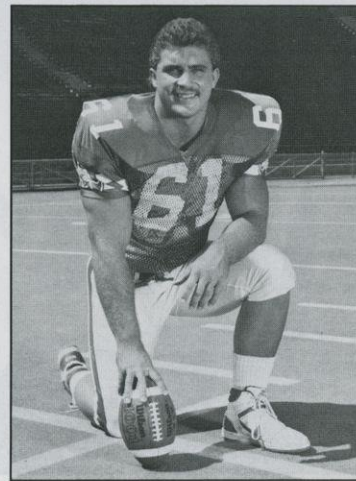
**Rodney Lossow
Minneapolis, MN**

"When I visited the campus as a high school senior, I was impressed with the campus and with Coach McClain. He impressed me as a person and the players seemed to accept me for who I was. My first impression of Coach McClain and the players never changed. What I'll remember most are my teammates and the friendships I made during my five years."

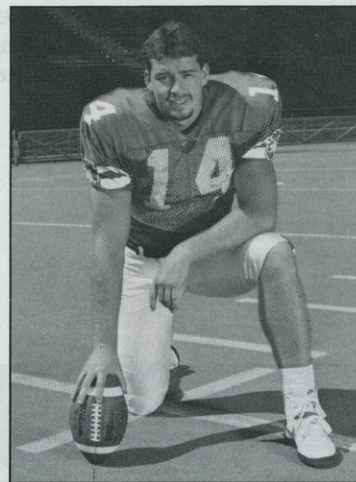
Continued on Page 51



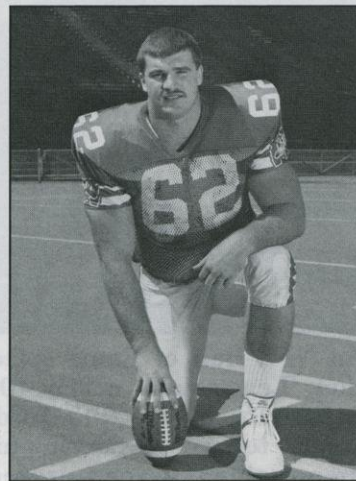
Todd Gregoire/Green Bay



Rodney Lossow/Minneapolis



Brant Kennedy/Elkhart, IN



Paul Gruber/Prairie du Sac

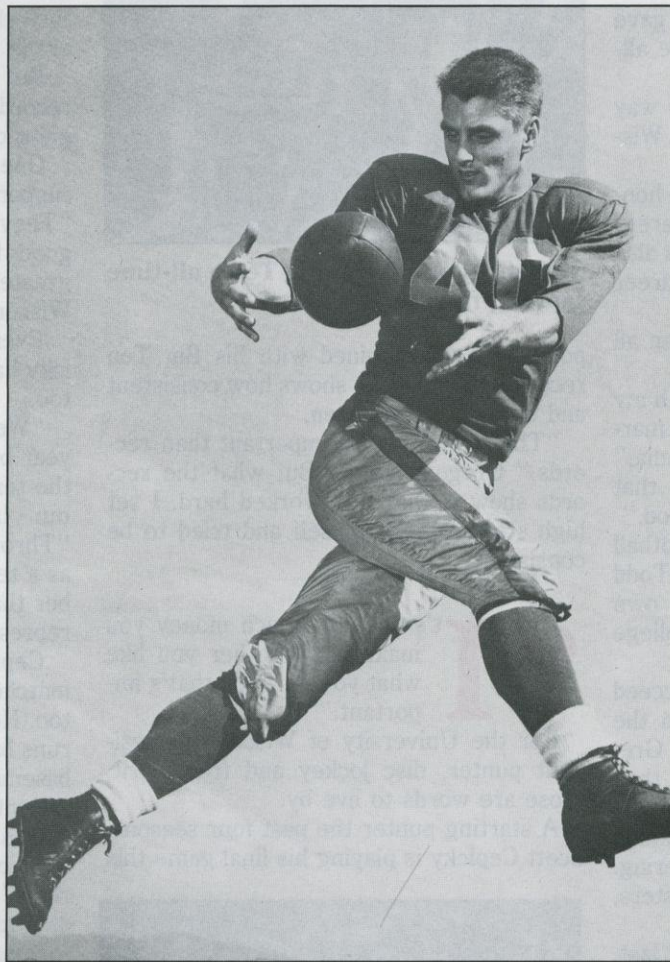
BADGER

Illustrated

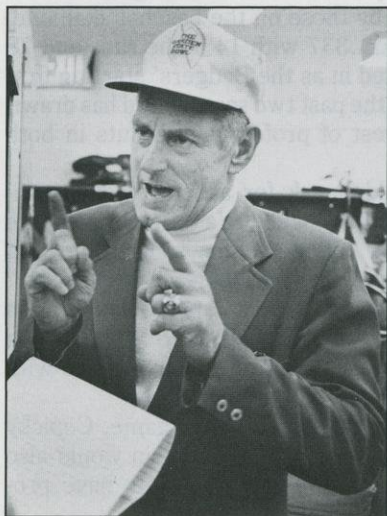
GREAT MEMORIES



Elroy was the guiding light that brought Wisconsin football back to life, and turned Camp Randall into the home of some of the best fans in America.



The famous #40—the Most Valuable Player of the 1946 College All-Star vs. Los Angeles Rams game in Chicago in 1946.



One of his proudest moments as UW athletic director occurred when Dave McClain's Badgers earned a trip to the Garden State Bowl in 1981.



Two Wisconsin football greats—1954 Heisman Trophy winner Alan Ameche and 'Crazylegs' Hirsch—met at halftime of a Badger game in 1984.



The radiant smile, the genuine enthusiasm, the untiring efforts—Elroy helped make the "5th Quarter" the most amazing post-game in the country.

BADGER

Illustrated

DYNAMIC DUO WILL BE MISSED

by Dennis Semrau
UW Sports News Service

Todd Gregoire will end his collegiate career this afternoon as the University of Wisconsin's all-time kick scoring leader. He has been one of the nation's most consistent performers during his four years as a starter.

Earlier this year against Ball State, Gregoire's three field goals in that game gave him a career total of 56, breaking the all-time Big Ten Conference mark.

"I just wanted to contribute in any way I could," Gregoire said of his career at Wisconsin.

A leading candidate for post-season honors, Gregoire has connected on 64 career field goals in only 84 attempts. He has also connected on an amazing 83 of 85 career extra point attempts.

But his collegiate career hasn't been all wine and roses.

"I've survived some tough times with my dad being sick, going through a bone marrow transplant and then dying of leukemia," Gregoire said. "It goes to show you that you have to take the bad with the good."

Mike Gregoire was a junior high football and basketball coach in Green Bay. Todd credits his father with inspiring his own work ethic and for preparing him for college and for life.

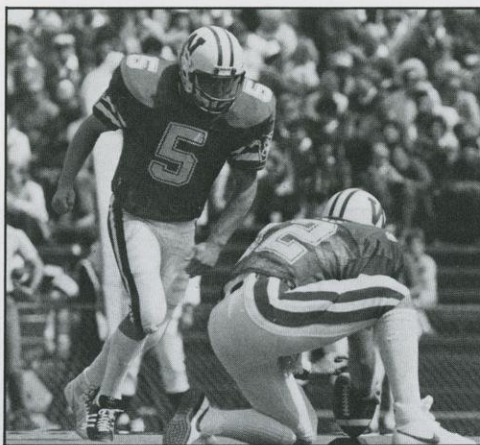
"He instilled in me the will to succeed and not to settle for second best on the athletic field and in the classroom," Gregoire said. "If you were giving less than your best, he would let you know."

His death last summer was accompanied with relief following two years of suffering. But for Todd, his mother and two sisters, the pain doesn't go away.

"I like the quote, 'tough times don't last, tough people do,'" Gregoire said. "I believe it's true. You have to make the best of what you have. You have to adjust to the situations that you are put into."

For Gregoire that meant trying to do his best in the classroom and on the field. An Economics major, he is due to complete work on his degree in December of 1988. "I hope to get a shot at pro football," he said. "It's been one of my dreams but you have to have an education to fall back on."

Entering the final game of his collegiate career, Gregoire is fourth on the Big Ten's all-time career kick-scoring list with 275



Todd Gregoire is the Big Ten's all-time leading field goal kicker.

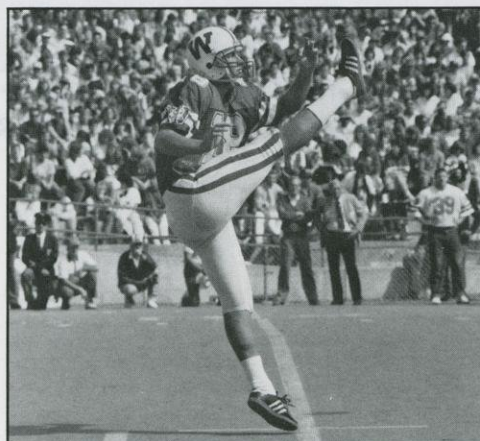
points. That, combined with his Big Ten record 64 field goals, shows how consistent and durable he has been.

"The team is more important than records," Gregoire said. "But what the records show is that I've worked hard. I set high standards for myself and tried to be consistent."

"It's not how much money you make but whether you like what you're doing that's important."

For the University of Wisconsin's resident punter, disc jockey and free spirit, those are words to live by.

A starting punter the past four seasons, Scott Cepicky is playing his final game this



Scott Cepicky

afternoon.

"I was lucky to come into the program and end up as a four-year starter," Cepicky said. "Coach McClain told me that my four years would go by quickly. He was right."

Cepicky has punted the ball more times than anyone in Badger history. He is also the school record-holder with a career average of 41.3 yards-per-kick.

But he says he'll remember more than records when he looks back on his collegiate career at Wisconsin.

One thing I'll always remember was the support we received from the fans," he said. "They always supported us, through the good times and the bad. There are no greater fans than there are in the state of Wisconsin."

Even with as successful a career as Cepicky has had, there have been down times, too.

"We went to a bowl game my freshman year but the last few years were tough on the team with the changes in coaches and our lack of success," Cepicky said. "Through all the adversity we've matured as a team. We just want people to remember that we always tried to do our best to represent the University of Wisconsin."

Cepicky's talents on the gridiron are matched by those on the baseball diamond, too. He hit .337 with 14 home runs and 78 runs batted in as the Badgers' starting first baseman the past two seasons and has drawn the interest of professional scouts in both sports.

"I couldn't ask for a better college career," Cepicky said. "It's tough to compete at a major college in one sport. I've been fortunate to play two sports at Wisconsin."

A radio-TV major, Cepicky works as a disc jockey in the off-season. His dream is to mix a career in professional sports with a job in radio or in a nightclub.

In preparing for his final game, Cepicky said his memories of Wisconsin would also include the support his parents have provided throughout his career.

"Ever since I've been competing, my parents have always been there," he said. "It's been great having them at the games, and knowing that they are behind me the whole way. The only way that I can repay them is to give my best at all times."

NOVEMBER 21, 1987

SUBJECT: Hirsch's No 40 Retired

Number 40, the number worn by Elroy "Crazylegs" Hirsch during his football career has been retired by the Wisconsin Athletic Department.

Halftime ceremonies at today's Wisconsin-Michigan State football game saw Hirsch presented with his #40 jersey.

Two numbers previously retired by Wisconsin have been 80 worn by All-American end Dave Schreiner in 1940-41-42, and 83, worn by quarterback Allan J. Shafer in 1944.

Schreiner was killed on Okinawa in June 1945 during World War II, while Shafer died after being injured late in the football game against Iowa in Camp Randall on November 11, 1944.

Release: **Immediately**

4/8/86

SHAIN ASKS ATHLETIC BOARD TO REVIEW HIRSCH'S RECOMMENDATIONS

MADISON--Chancellor Irving Shain asked the University of Wisconsin-Madison Athletic Board Tuesday (April 8) to review the recommendations of Athletic Director Elroy Hirsch in the Cory Blackwell loan investigation.

Hirsch's recommendations were delivered to the chancellor Monday (April 7).

In a letter to board Chairman David Tarr, Shain said he wanted the full board to review the recommendations before they are implemented and before the report is forwarded to the National Collegiate Athletic Association (NCAA).

"This will be consistent with the faculty's role in governance and policy formulation for the intercollegiate athletics program," Shain wrote Tarr. In addition, he said, "it will be important to verify that I have consulted with the responsible faculty group" when it comes to reporting the action to the NCAA, university and public.

Shain asked Hirsch to recommend university action in the wake of a report by special investigator Thomas P. Schneider, a Milwaukee assistant district attorney, indicating that a basketball booster had guaranteed a 1982 car loan for former UW-Madison basketball star Cory Blackwell.

The Athletic Board next meets on Friday (April 11), but Assistant to the Chancellor Arthur O. Hove said he doesn't expect Hirsch's recommendations to be considered that soon.

Shain, in his letter, also told Tarr, "It is my view that the balance of the public interests continues to weigh in favor of nondisclosure (of portions of the Schneider report) until all institutional action on the matter is completed."

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UW news

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: **Immediately**

3/19/86

(NOTE TO EDITORS/NEWS DIRECTORS: Portions of the supplemental report on the Cory Blackwell case released to the public are available for inspection at University News Service, Room 19 Bascom Hall. Reporters can have copies made at cost if they so wish. In addition to this story, enclosed is a copy of a March 18 letter from UW-Madison Chancellor Irving Shain to Athletic Director (Elroy Hirsch) pertaining to the case.)

CONTACT: Michael A. Liethen (608) 263-7400

BLACKWELL RECEIVED LOAN FOR A SECOND CAR, REPORT SAYS

MADISON--Former University of Wisconsin-Madison basketball player Cory Blackwell apparently received a loan from a basketball fan to buy a second car less than four months after receiving a previously-reported car loan, according to a report released Wednesday (March 19) by UW-Madison.

However, it is unclear if the second loan would constitute a violation of National Collegiate Athletic Association (NCAA) rules, the report said, because there is conflicting evidence about whether Alice Onsrud -- the person who provided the loan -- would be classified under NCAA rules as "a representative of the institution's athletics interests."

Further, the report said, there is no evidence to suggest that anyone connected with UW-Madison's athletic department knew anything about the loan.

The report was prepared by Milwaukee Assistant District Attorney Thomas P. Schneider, who was hired by UW-Madison to investigate possible NCAA violations related to a 1982 Blackwell car loan first made public last summer.

According to the latest report, Onsrud contacted Schneider after a report of the first loan -- from UW-Madison athletic booster Donald Eisenberg -- appeared in a newspaper in Texas, where Onsrud now lives.

Add 1--Onsrud loan

Onsrud told Schneider that she and her daughter became interested in the basketball program in the late 1970s and befriended UW-Madison Coach Bill Cofield.

According to Onsrud, Cofield asked her to be a "mother figure" to some team members, and that led to a friendship with Blackwell.

In the spring of 1982, Onsrud said, Blackwell told her that he left his car with his mother in Chicago and needed money to buy another car. She began giving him loans, beginning with a \$750 downpayment on May 10, 1982, and provided him with a total of \$1,961 in cash over a period of about seven months, she said.

Onsrud said that Blackwell's father co-signed the loan but never made any payments. Bank records and Blackwell's father confirm that account, the report said.

Onsrud also said that when she moved out of Madison in August of 1983, Blackwell agreed to buy some of her furniture for \$270, which he told her to "just add ... on the bill."

The only record of the loan apparently was in a notebook Onsrud kept. She said Blackwell signed a note to her for the car, but she had sent the note back to him.

She contacted Schneider, the report said, because Blackwell had failed to repay the loan and she was planning to initiate a lawsuit to recover her money.

She said she never told anyone in the athletic department about the loan and, as far as she knew, no one in the department found out about it.

Onsrud said that when Steve Yoder took over the coaching job at Wisconsin, she introduced herself to him but was rebuffed. She then was told by a department secretary that the department didn't want to have anything more to do with her.

Schneider's report said Onsrud might be considered a "representative of the institution's athletics interests" because her family had been

Add 2--Onsrud loan

contributors to the Big Red Basketball Boosters in 1978, 1980 and 1981; she and her husband headed the boosters for two years; she wrote a \$50 check to the fund in 1982, although it bounced; she was involved in recruiting players, including Blackwell, for the program; and on occasion she traveled with the team.

On the other hand, said the report, her support for the program clearly diminished after Cofield left in February 1982, before she made the loan. And her only actual contribution to the athletic program never was completed because her check was returned for lack of funds.

Along with portions of Schneider's supplemental report, UW-Madison Chancellor Irving Shain released a letter addressed to UW-Madison Athletic Director Elroy Hirsch. In that letter, Shain said that some documents in the Blackwell matter -- specifically, transcripts of interviews conducted by the UW Athletic Board's Compliance Committee -- were not being released at this time because "of the continuing nature of an investigation that now could result in disciplinary proceedings" against unnamed university employees.

Shain said he would release the documents if Hirsch requests it. He also said that he would review the decision to withhold the documents after Hirsch submits his report and recommendations on the Blackwell case to the chancellor's office.

Shain said the next NCAA hearing date where the case could be heard will take place at the end of April. He said he hoped Hirsch could make his recommendations by April 7 so that Shain could in turn submit the university's report to the NCAA shortly afterward.

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-- Steve Schumacher (608) 262-8289

TEXT OF LETTER FROM UW-MADISON CHANCELLOR IRVING SHAIN
TO ATHLETIC DIRECTOR ELROY HIRSCH

March 18, 1986

(Mr. Elroy Hirsch, Director
Division of Intercollegiate Athletics
2026 Camp Randall Stadium
CAMPUS

Dear Elroy:

I have received, and am forwarding to you, a Supplementary Report in the Blackwell matter from Mr. Thomas Schneider, the University's Independent Investigator. In addition to further discussion and findings, the Supplemental Report includes more transcripts and documentary information. This Supplement was necessitated by issues which arose after Mr. Schneider submitted his report. These were discussed at meetings of the Athletic Board's Compliance Committee which you and Mr. Schneider attended.

As expected, press and public interest in this matter has continued. There have been standing requests to my office from the press for public access to any supplemental report or information which Mr. Schneider might submit.

Under Wisconsin law, the presumption is that a University document is available for public inspection, and public access to any particular record must be determined on a case-by-case basis, by weighing the public interest in access compared to the public interest which is served by nondisclosure. The law presumes that the public interest is served by total and immediate disclosure. Therefore, the burden is on the state agency to prove convincingly that the greater public interest lies in nondisclosure.

The Report and documentation submitted by Mr. Schneider in January were in fulfillment of his assignment to investigate and report on the facts relating to an apparent infraction of NCAA rules which, if proved, would make the University subject to sanction. With regard to that Report, the weight of any personal interests in nondisclosure was slight compared with the greater public interest, presumed by the law, in knowing how the University conducts its athletic program. There was no specific exemption under law to support withholding those documents from public disclosure after they were received by the University. For that reason, they were released following consultation with the Attorney General's office.

Because Mr. Schneider's Supplemental Report constitutes a separate document, whether it must be released to the press and public presents a separate issue.

Mr. Elroy Hirsch, Director
March 18, 1986
Page 2

After reviewing these documents and the circumstances under which they were produced, and after consultation by my staff with the Attorney General's office, it is my conclusion that only certain portions of the Supplemental Report should be released to the public at this time. Those portions which will be released immediately concern benefits provided to Cory Blackwell by Alice Onsrud. Regarding this portion of the Supplemental Report, the public's interest in knowing how the athletic program is being conducted outweighs any countervailing interest in nondisclosure.

After consultation by my staff with the Attorney General's office, it appears that certain portions of the Supplemental Report may be withheld from public access at this time because of the continuing nature of an investigation that now could result in disciplinary proceedings. The public's interest in orderly personnel decision-making, such as whether a University employee should be subject to discipline, weighs in favor of nondisclosure at least until all information has been gathered and a decision has been made. Portions of the Supplemental Report were specifically developed in response to issues which arose in the course of your consideration (in consultation with the Athletic Board's Compliance Committee) of possible discipline of University employees. Included in this portion of the Supplemental Report is a transcript of a portion of a meeting of the Compliance Committee which was held in closed session, as authorized under sec. 19.85 (1)(b), Stats. (meeting to consider discipline or dismissal of employee). It is my understanding that you are continuing to consider possible discipline of certain University employees.

Since refusing disclosure, even when authorized under the law, is still a discretionary decision of the record custodian, I would be willing to release these documents immediately to the press and public if you, in your capacity as Director of the Division of Intercollegiate Athletics, or the Athletic Board, were to advise me that the greater public interest lies in immediate public access to the information. At the same time, it is important to note that public discussion or disclosure, by members of the Athletic Board, by athletic department administrators, or by those potentially subject to discipline (or their representatives), of the substance or contents of the withheld portions of the Supplemental Report, can shift the balance of the public interests in favor of immediate public release.

Earlier in this letter, I stated that I was withholding portions of the report from public access "at this time." It is also Wisconsin law that a document cannot be withheld from public access forever just because it was once lawfully withheld. After you have determined what action you are going to take, and you have submitted your report to me as requested, a new determination will have to be made whether circumstances will dictate release at that time or shortly thereafter when I have submitted the University's report to the NCAA.

Mr. Elroy Hirsch, Director
March 18, 1986
Page 3

In a related matter, I want to clarify my January 21 request for your report. I had asked you for a report of the remedial actions you have taken in response to Mr. Schneider's report. I had assumed that any actions you would take would be based on the evidence contained in Mr. Schneider's report. I now understand that you may be gathering additional information and evidence related to this matter. If that is correct, it is important that you carefully document and include with your report to me, all evidence which you considered beyond Mr. Schneider's reports in determining your course of action. Because NCAA Infractions proceedings require involvement of the institution's chief executive officer, I will need to have such additional evidence and information carefully identified and documented.

The next probable NCAA hearing date where this matter could be heard would be at the end of April. In order to afford NCAA enforcement staff an adequate opportunity to review the University's submission, I hope to receive your report no later than April 7. I expect to submit the University's report to the NCAA shortly thereafter.

Sincerely,

Irving Shain
Chancellor

xc: Prof. Tarr
Prof. Lindstrom



May 2-
for files.
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UNIVERSITY OF WISCONSIN SPORTS NEWS SERVICE

JUNE 7, 1985

SUBJECT: Elroy Hirsch to Reimburse BBB, Inc., For Full Price of Boat

Madison, WI -- University of Wisconsin Athletic Director

Elroy Hirsch said Friday morning that "due to the controversy caused by the recent gift of the use of a boat, I have decided to reimburse Butch's Badger Benefit, Inc., for the full price of the boat in question. I will use the proceeds of the sale of my boat, which I've owned for fifteen years, plus make arrangements with a lending institution for this transaction."

Hirsch added, "I deeply appreciate the thought that went with the idea of the use of the boat, but I, in no way, want to harm the Athletic Department or the University of Wisconsin through questionable publicity."

-30-

University of Wisconsin

Division of Intercollegiate Athletics

1440 Monroe Street • Madison, Wisconsin 53711 • 608/262-1866

uw news

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release:

Immediately

2/24/78 jhs

ELROY HIRSCH TO ADDRESS UNIVERSITY OF WISCONSIN-MADISON ALUMNI

DENVER--(Elroy Hirsch, director of athletics at the University of Wisconsin-Madison, will be the featured speaker Wednesday, March 1, when the UW Mile High Alumni Club observes Founders Day.

A 6:30 to 7:30 p.m. social hour will precede the banquet and program at the Columbine Country Club, 17 Fairway Lane, Denver. Hartman Axley, 2712 S. Fenton, Denver 80227 -- home telephone 985-7922 and business 388-5911 -- is in charge of reservations for the \$10 banquet.

Hirsch, now in his ninth year of directing Badger athletics, came to UW-Madison after a successful professional football career as a halfback with the Chicago Rockets of the post-war All-America Conference and as an end for nine years with the Los Angeles Rams. He has become a living legend in Wisconsin athletics even though he played only one season with the Badgers -- as a sophomore in 1942.

Hirsch was named to the Wisconsin Athletic Hall of Fame in 1963, professional football's Hall of Fame in 1968 and the National Football Hall of Fame in 1974.

The observance marks the University's 129th year.

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UW news

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

2/23/78 aj

BADGER ATHLETIC DIRECTOR -- FORMER LA RAM END -- TO ADDRESS ALUMNI

LOS ANGELES (Elroy Hirsch,) director of athletics at University of Wisconsin-Madison, will be the featured speaker Feb. 27 when the UW Alumni Club of the Los Angeles area observes Founders Day.

A 7 p.m. social hour will precede the banquet program at the Proud Bird, 11022 Aviation Blvd., Los Angeles. Reservations, at \$9.50 each, should be arranged immediately with Bruce Zuckerman, Box 1977, West Covina 91793, telephone 967-4302.

Hirsch, now in his ninth year of directing Badger athletics, came to UW-Madison after a successful professional football career as a halfback with the Chicago Rockets of the post-war All-America Conference and as an end for nine years with the Los Angeles Rams. He has become a living legend in Wisconsin athletics even though he played only one season with the Badgers, as a sophomore in 1942.

Hirsch was named to the Wisconsin Athletic Hall of Fame in 1963, professional football's Hall of Fame in 1968 and the National Football Hall of Fame in 1974.

The observance marks the University's 129th year.

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UW news

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Release: **Immediately**

2/10/77 jhs

HIRSCH TO ADDRESS UW ALUMNI

RHINELANDER-(Elroy Hirsch, director of athletics at the University of Wisconsin-Madison, will be the featured speaker Feb. 24 when the UW Northwoods Alumni Club observes Founders Day.

A 6-7 p.m. hospitality hour will precede the banquet and program at the Rhinelander Cafe & Pub on Brown Street in downtown Rhinelander. Reservations, at \$14 each, should be arranged at once with Lawrence R. Heath, Box 872, Rhinelander 54501, telephone (715) 369-3341.

Hirsch, now in his eighth year of directing Badger athletics, came to UW after a successful professional football career as a halfback with the Chicago Rockets of the post-war All-America Conference and as an end for nine years with the Los Angeles Rams. Under his leadership, Wisconsin athletic teams have consistently ranked in the Big Ten's first division.

Hirsch was named to the Wisconsin Athletic Hall of Fame in 1965, professional football's Hall of Fame in 1968 and the National Football Hall of Fame in 1974.

The banquet is in observance of the University's 128th year.

Hirsch has become a living legend in Wisconsin athletics even though he played only one season with the Badgers -- as a sophomore in 1942.

UW news

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Release: Immediately

3/4/77 jhs

WISCONSIN ATHLETIC, ALUMNI DIRECTORS SPECIAL GUESTS

KANSAS CITY--The director of University of Wisconsin-Madison athletics and the executive director of the University's alumni association will be special guests March 22 when the recently-organized UW Alumni Club of Kansas City observes Founders Day.

(Elroy "Crazylegs" Hirsch) heads an athletic department which, under his leadership, consistently places teams in the Big Ten's first division. Arlie M. Mucks Jr. directs the largest independent alumni organization in the United States, with over 25,000 members.

The dinner, at Plaza III Restaurant, 4749 Pennsylvania, Kansas City, will be preceded by a 6-7 p.m. hospitality hour. Reservations, at \$8 each, should be arranged immediately with Kurt Rossner at Armco Steel Corp., Box 594, Shawnee Mission, Kan. 66201.

Hirsch, now in his eighth year of directing Badger athletics, came to UW-Madison after a successful professional football career as a halfback with the Chicago Rockets of the post-war All-America Conference and as an end for nine years with the Los Angeles Rams. He has become a living legend in Wisconsin athletics even though he played only one season with the Badgers -- as a sophomore in 1942.

Hirsch was named to the Wisconsin Athletic Hall of Fame in 1965, professional football's Hall of Fame in 1968 and the National Football Hall of Fame in 1974.

Mucks was graduated from UW-Madison in 1947.

The dinner marks the observance of the University's 128th year.

UW news

From The University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

2/28/77 jhs

BADGER ALUMNI TO HEAR 'CRAZYLEGS'

KENOSHA--(Elroy Hirsch, director of athletics at University of Wisconsin-Madison, will be the featured speaker March 19 when the UW Alumni Club of Kenosha observes Founders Day.

A 6-7 p.m. social hour will precede the banquet at the University of Wisconsin-Parkside Union on Wood Road near Kenosha. Reservations, at \$7.50 each, should be arranged immediately with Lee Pierangeli, 6410 88th ave., Kenosha, telephone 654-0427 (business) or 652-5589 (home).

Hirsch, now in his eighth year of directing Badger athletics, came to UW after a successful professional football career as a halfback with the Chicago Rockets of the post-war All-America Conference and as an end for nine years with the Los Angeles Rams. Under his leadership, Wisconsin athletic teams have consistently ranked in the Big Ten's first division.

Hirsch was named to the Wisconsin Athletic Hall of Fame in 1965, professional football's Hall of Fame in 1968 and the National Football Hall of Fame in 1974.

The observance marks the University's 128th year.

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UW news

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Release: **Immediately**

2/16/77 jhs

ELROY HIRSCH TO ADDRESS UW ALUMNI

TWO RIVERS—(Elroy Hirsch), director of athletics at University of Wisconsin-Madison, will be the featured speaker March 2 when the UW Alumni Club of Manitowoc County observes Founders Day.

A 6:30-7:30 p.m. social hour will precede a banquet at Carlton on the Lake, Two Rivers. Reservations, at \$7 each, should be arranged immediately with James A. Doncheck, 1035 S. 7th st., Manitowoc 54220, telephone 758-2855.

Hirsch, now in his eighth year of directing Badger athletics, came to UW after a successful professional football career as a halfback with the Chicago Rockets of the post-war All-America Conference and as an end for nine years with the Los Angeles Rams. Under his leadership, Wisconsin athletic teams have consistently ranked in the Big Ten's first division.

Hirsch was named to the Wisconsin Athletic Hall of Fame in 1965, professional football's Hall of Fame in 1968 and the National Football Hall of Fame in 1974.

The observance marks the University's 128th year.

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UW news

TEMPORARY NEWS SERVICE LOCATION:

115 Science Hall

550 North Park Street

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release:

Immediately

3/19/76 jb

WISCONSIN ALUMNI TO HEAR ATHLETIC DIRECTOR ELROY HIRSCH

CEDAR RAPIDS-(Elroy Hirsch,) University of Wisconsin-Madison athletic director, will be the featured speaker when the UW Alumni Club of Eastern Iowa observes Founders Day April 2.

A 7 to 8 p.m. social hour-reception will precede the program at the Roosevelt Royale-Mezzanine, 200-1st ave. NE, Cedar Rapids. Reservations should be made at once with Joseph B. Trecek jr., 90--40th st., NE, Apt. 11, Cedar Rapids 52402, telephone (319) 364-3381.

Accompanying Hirsch will be Arlie M. Mucks jr., executive director of the UW Alumni Association.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943 when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

The observance marks the University's 127th year.

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UW news

TEMPORARY NEWS SERVICE LOCATION:

115 Science Hall

550 North Park Street

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Immediately

3/16/76 jb

Release:

ELROY HIRSCH TO ADDRESS U.W. ALUMNI CLUB MEETING

STURGEON BAY--University of Wisconsin-Madison Athletic Director Elroy Hirsch will be the featured speaker when the UW Alumni Club of Door County observes Founders Day March 30.

A 6 to 7 p.m. social hour-reception will precede the dinner-program at Andre's, 23 W. Oak, Sturgeon Bay. Reservations, at \$6.50 each, should be arranged at once with Carl Zahn, 215 N. 3rd ave., Sturgeon Bay, telephone 743-5551.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943 when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

The Door County Choraliers will entertain.

The observance marks the University's 127th year.

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UW news

TEMPORARY NEWS SERVICE LOCATION:

115 Science Hall

550 North Park Street

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Release: **Immediately**

2/19/76 jb

DALLAS (Elroy Hirsch), athletic director at the University of Wisconsin-Madison, will be the headline speaker when the UW Alumni Club of North Texas observes Founders Day March 10.

A 7 to 8 p.m. reception-social hour will precede the dinner-program at Southern Kitchen West, 2356 W. Northwest Hwy., Dallas. Reservations at \$8.50 each should be arranged at once with Gary Lessuise, 3200 Lynbrook, Plano 75074, telephone (214) 424-1635.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943 when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

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550 North Park Street

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: Immediately

2/18/76 jlb

HOUSTON--University of Wisconsin-Madison Athletic Director (Elroy Hirsch) will be the featured speaker when the UW Alumni Club of the Houston Area observes Founders Day March 9.

A 7 to 8 p.m. social hour-reception will precede the dinner-program at the River Oaks Country Club, 1600 River Oaks Blvd., Houston. Reservations, at \$9.50 each, should be arranged at once with Tom Leahy, 724 Travis st., Houston 77002, telephone (713) 224-1224.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943 when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

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UW news

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115 Science Hall

550 North Park Street

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Immediately

1/23/76 jb

Release:

JANESVILLE (~~Elroy Hirsch~~) University of Wisconsin-Madison athletic director, will be the featured speaker when the UW Alumni Club of the Janesville area observes Founders Day Feb. 18.

A 6:30 to 7:15 p.m. social hour-reception will precede the dinner-program at the Janesville Country Club. Reservations, at \$7.50 each, should be arranged at once with Thomas S. Hornig, 2037 Williamsburg pl., Janesville 53545, telephone 756-0286.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943 when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

While enrolled in the V-12 program during World War II, Hirsch became known as the only athlete in University of Michigan history to win four major letters in one academic year--in varsity football, basketball, track, and baseball.

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UW news

TEMPORARY NEWS SERVICE LOCATION:

115 Science Hall
550 North Park Street

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Immediately

1/20/76 jb

Release:

ELROY HIRSCH TO ADDRESS WISCONSIN ALUMNI CLUB OF CHICAGO AREA

CHICAGO--University of Wisconsin-Madison Athletic Director (Elroy Hirsch) will be the headline speaker when the UW Alumni Club of Chicago observes Founders Day Feb. 3.

A 5 to 7 p.m. social hour and reception will precede the banquet-program at the Bismarck Hotel, 171 W. Randolph st. Reservations, at \$13 each, should be arranged at once with Edward U. Dithmar, 105 W. Adams st., Chicago 60603, telephone 372-2552.

Fahey Flynn, anchor man of Channel 7 in Chicago, will be master of ceremonies, and the Wisconsin Singers will entertain.

Appointed to his present post in 1969, Hirsch was a star on the Badger grid team of 1942.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

###

'Crazylegs' New Badger Athletic Director

Elroy 'Crazylegs' Hirsch is dynamic, enthusiastic, direct, forceful and a practical leader.

He is the man chosen to be the University of Wisconsin's seventh athletic director following such great names in the school's history as Tom Jones, George Little, Walter Meanwell, Harry Stuhldreher, Guy Sundt, and Ivan Williamson.

He is a living legend to followers of Wisconsin football and to sports fans and people throughout the entire state even though he played just one season—as a sophomore in 1942—for the Badgers.

His career has been one of success.

Wisconsin fans, especially the older generation, remember him as the great triple threat halfback on Harry Stuhldreher's 1942 football team that won 8 games, lost only to Iowa, and tied Notre Dame.

He played at Michigan in 1943 as a Marine trainee and he not only played football, but basketball, track and baseball. He won his 'M' in each sport, the only athlete ever to accomplish such a feat at Michigan.

He had a successful professional football career, first as halfback with the Chicago Rockets of the post-war All-America Conference, and later with the Los Angeles Rams for nine seasons as one of the all-time great ends.

He's been a successful executive with the Rams, first a general manager of the team, and later as assistant to the president of the team, a job he relinquished to accept the job as Wisconsin athletic director.

Harken back to 1942! It was a glorious football campaign with a 19-year old Wausau native providing many of the thrills on a team that included such all-time Badger greats as All-American end Dave Schreiner, fullback Pat Harder, tackle Bob Bauman, and center Fred Negus among others.

How did Elroy Hirsch receive the nickname 'Crazylegs'?

It happened in the Wisconsin-Great Lakes game at Chicago in October, 1942 as Hirsch reeled off a 61 yard scoring run. Francis Powers of the Chicago Daily News coined the phrase which was to remain with him throughout his career in the press box that afternoon.

As Hirsch recalls, "One of my feet was going one way, the other one in another direction on that run. I must have been a sight running down the sidelines."

And now that Elroy Hirsch is Wisconsin's athletic director, does he prefer to be called Elroy or 'Crazylegs'?

He answered that question easily for a reporter at a recent press conference. "Any name is better than Elroy!"

Hirsch was Wisconsin's top ball carrier in 1942 with 766 yards in 141 carries for an average of 5.4 yards per carry. He completed 18 passes for 226 yards and three touchdowns, caught one pass for 16 yards, scored five touchdowns, punted four times for an average of 48.8 yards, intercepted six passes for a return of 63 yards, returned six kickoffs 120 yards and 15 punts for 182 yards.



ELROY 'CRAZYLEGS' HIRSCH
ATHLETIC DIRECTOR

His top rushing effort was 174 yards on 22 carries that enabled the Badgers to upend Missouri 17-9 and later that season he rushed for 118 yards and threw a scoring pass to Dave Schreiner that helped the Badgers defeat Ohio State 17-7.

Wisconsin's lone defeat that season was 6-0 by Iowa at Iowa City—a defeat that deprived the Badgers of not only the Big Ten title, but also the National Championship. Wisconsin placed second behind Ohio State in the conference, and was ranked No. 3 in the final Associated Press poll that season behind Ohio State and Georgia.

His play on Michigan's 1943 football team helped the Wolverines to a 6-0 conference record and a share of the Big Ten title with Purdue. The team's only loss was to Notre Dame and again the team he played for was ranked No. 3 in the final Associated Press poll behind Notre Dame and Iowa Seahawks.

Hirsch enthuses, as he looks ahead, "We're starting a new era at Wisconsin. The young athletes who join up with us right now are going to be in on the ground floor. We're going on a crash program. Our first step is to make certain we have adequate money for athletic scholarships. The second step, and it's as urgent, is to get the boys we want."

46th Annual Gyro Club Basketball Banquet

Tuesday, March 11, 1969 6:30 p.m. Memorial Union

MAIN SPEAKER: Ed Jucker, Coach, Cincinnati Royals

TOASTMASTER: Ted Moore, WTMJ-Radio, Milwaukee

TICKETS: \$7.00 ADULTS AND CHILDREN

on sale at Athletic Ticket Office, 1440 Monroe Street

MARCH 8 BKB PROGRAM

uw news

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

4/8/75 jb

FORT ATKINSON (Elroy Hirsch), University of Wisconsin-Madison athletic director, will be the headline speaker when the UW Alumni Club of the Fort Atkinson Area observes Founders Day April 22.

A 6 to 7 p.m. reception and social hour will precede the dinner-program at the American Legion Dugout, Fort Atkinson.

Reservations, at \$6 each, should be made at once with Mrs. James Mode, Route 3, Box 582, Fort Atkinson 53538.

Area high school students also are invited to attend the program.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943 when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

While enrolled in the V-12 program during World War II, Hirsch became known as the only athlete in University of Michigan history to win four major letters in one academic year--in varsity football, basketball, track, and baseball.

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UW news

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Release: Immediately

4/1/75 jb

LOUISVILLE--University of Wisconsin-Madison Athletic Director (Elroy Hirsch) will be the headline speaker when the UW Alumni Club of the Louisville Area observes Founders Day April 17.

A 6:30 to 7:30 p.m. social hour and reception will precede the banquet-program in the Liverpool Room, Galt House, Riverfront at 4th, Louisville. Reservations, at \$7.25 each, should be arranged at once with a club officer or with Mrs. David Lutgen 7509 Greenlawn rd., Louisville 40222, telephone 426-2729.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943, when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

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UW news

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Release: **Immediately**

3/31/75 jb

INDIANAPOLIS--Elroy Hirsch, athletic director at the University of Wisconsin-Madison, will be the featured speaker at the annual Founders Day banquet of the UW Alumni Club of the Indianapolis Area April 16.

A 6:30 to 7:30 p.m. social hour and reception will precede the dinner-program at the Naval Officers' Club, West 30th st. at White River, across from the Riverside Amusement Park.

Reservations, at \$6 each, should be arranged at once with Phill Price, 2660 Cold Springs Manor dr., Indianapolis 46222.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943, when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

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UW news

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Release: Immediately

3/28/75 jb

COVINGTON, Ky. -- Elroy Hirsch, athletic director at the University of Wisconsin Madison, will be the headline speaker at the annual Founders Day banquet of the UW Alumni Club of the Cincinnati Area April 15.

A 6:30 to 7:15 p.m. reception and social hour will precede the dinner-program at the Quality Inn Riverview, I-75 and 5th st. exit, Covington. Reservations, at \$6 each, should be arranged at once with Mrs. Charles Campbell, 1141 Wionna ave., Cincinnati 45224, telephone (513) 541-2762; Gene Youngs, 321-5892; June Velander, 793-0611; Urban Doyle, 761-7244; Dr. John Wood, 731-1628; or Sue Lynch, 521-3522.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943, when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

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UW news

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Release: **Immediately**

2/26/75 jb

LAKE DELTON (Elroy Hirsch), athletic director at the University of Wisconsin-Madison, will be the featured speaker at the annual Founders Day banquet of the UW Vacationland Alumni Club March 11.

A 6 to 7 p.m. social hour will precede the buffet dinner and program at the Dell View Hotel, Lake Delton. Reservations, at \$15 per couple, should be arranged at once with James Evenson, P.O.Box 281, Baraboo 53913.

One of the highlights of Hirsch's talk will be showing of the film depicting scenes from the 1974 football season.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at UW-Madison from 1941 to 1943, when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

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UW news

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Release: Immediately

3/5/74 jb

MIAMI—(Elroy L. Hirsch,) director of athletics at the University of Wisconsin-Madison, will be the headline speaker for the annual Founders Day gathering of the UW Alumni Club of the Miami Area March 20.

The 7 to 10 p.m. event in the Grand Ballroom of the Marriott Motor Hotel, 1201 N.W. 42nd ave., Miami, will include a social hour and hors d'oeuvres. Reservations, at \$2 per person, should be made before March 15 with Steve Wrucke, 13030 N.W. 7th ave., Miami 33168, or by calling 685-6561 (305).

A year-long celebration of the UW-Madison's 125th anniversary is under way, officially launched Feb. 5, marking the day when the first class gathered 125 years ago in a borrowed classroom and without ceremony played a role in founding the University which grew into one of the nation's greatest. A series of historical programs, sketches, and special events will be presented during the anniversary year.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He was a star on the Badger grid team of 1942, and later completed academic work for his bachelor's degree at Baldwin Wallace College.

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UW news

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Release: **Immediately**

3/5/74 jb

TAMPA (Elroy L. Hirsch,) athletic director at the University of Wisconsin-Madison, will be the featured speaker at the annual Founders Day gathering of the UW Alumni Club of the Tampa-St. Petersburg Area March 21.

The 7 to 10 p.m. event in the Admiral Benbow Inn, 1200 N. Westshore Blvd., Tampa, will include a social hour and hors d'oeuvres. Reservations, at \$2 each, should be made at once with Gil Hertz, University of South Florida, Tampa 33600.

A year-long celebration of the UW-Madison's 125th anniversary is under way, officially launched Feb. 5, marking the day when the first class gathered 125 years ago in a borrowed classroom and without ceremony played a role in founding the University which grew into one of the nation's greatest. A series of historical programs, sketches, and special events will be presented during the anniversary year.

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THE UNIVERSITY OF WISCONSIN

DIVISION OF INTERCOLLEGIATE ATHLETICS



UNIVERSITY OF WISCONSIN SPORTS NEWS SERVICE

JANUARY 16, 1974

SUBJECT: HIRSCH APPOINTMENT AS ATHLETIC DIRECTOR EXTENDED

MADISON, WIS -- THE APPOINTMENT OF UNIVERSITY OF WISCONSIN - MADISON ATHLETIC DIRECTOR (ELROY HIRSCH) HAS BEEN EXTENDED FOR FIVE YEARS IT WAS REPORTED HERE WEDNESDAY.

THE SCHOOL'S ATHLETIC BOARD RECOMMENDED THE EXTENSION OF HIRSCH'S APPOINTMENT WITH THE CONCURRENCE OF CHANCELLOR EDWIN YOUNG. HIRSCH'S ORIGINAL APPOINTMENT WAS SCHEDULED TO END IN 1979 BUT NOW RUNS TO JUNE 30, 1984.

PROFESSOR FRED W. HABERMAN, CHAIRMAN OF THE ATHLETIC BOARD, COMMENTED, "MR. HIRSCH RICHLY MERITS OUR CONFIDENCE. WITH HIS DYNAMIC PERSONALITY HE HAS INFUSED OUR ENTIRE OPERATION WITH THAT INDEFINABLE QUALITY WE USUALLY CALL SPIRIT. WITH HIS GOOD SENSE AND HARD WORK HE HAS CONTRIBUTED SUBSTANTIAL ACHIEVEMENTS TO THE PROGRESS OF THE DIVISION OF INTERCOLLEGIATE ATHLETICS.

"MR. HIRSCH HAS ESTABLISHED RAPPORT WITH THE FACULTY, THE ALUMNI THROUGHOUT THE COUNTRY, THE PEOPLE OF THE STATE, AND THE COACHING PERSONNEL OF THE HIGH SCHOOLS. DESPITE LACK OF FUNDS FOR MAINTENANCE OF THE PLANT, HE HAS BROUGHT ABOUT REMARKABLE IMPROVEMENTS IN OUR FACILITIES. TOTAL ATTENDANCE AT OUR ATHLETIC EVENTS HAS NEVER BEEN SURPASSED. ORGANIZATION AND MORALE WITHIN THE DIVISION HAVE NEVER BEEN BETTER.

"LAST YEAR, THE TEAMS IN OUR THIRTEEN INTERCOLLEGIATE SPORTS COMPILED ONE OF THE BEST OVERALL RECORDS IN OUR HISTORY.

-MORE-

1440 MONROE STREET • MADISON, WISCONSIN 53706 •
THE BADGERS ARE ON THE MOVE!



ADD - 1 HIRSCH APPOINTMENT EXTENDED

"WISCONSIN WAS ONE OF THREE SCHOOLS IN THE LAND TO WIN TWO NATIONAL CHAMPIONSHIPS -- HOCKEY AND CREW -- IN 1973. .

"Mr. HIRSCH LOOKS FORWARD TO INSTITUTING A FULL PROGRAM OF HIGH CALIBER, INTERCOLLEGIATE SPORTS FOR WOMEN IN THE NEAR FUTURE.

"Mr. HIRSCH IS THE BEST PERSON WE CAN THINK OF TO HANDLE THE HARSH PROBLEMS -- ESPECIALLY THOSE OF FINANCE -- WITH WHICH OUR ATHLETIC PROGRAM WILL BE FACED IN THE MONTHS IMMEDIATELY AHEAD."

ELROY HIRSCH CAME TO WISCONSIN AS ATHLETIC DIRECTOR ON FEBRUARY 28, 1969 FROM HIS JOB AS ASSISTANT TO THE PRESIDENT OF THE LOS ANGELES RAMS OF THE NATIONAL FOOTBALL LEAGUE.

HIRSCH COMMENTED, "I'M DEEPLY GRATIFIED THAT THE PEOPLE CONCERNED HAVE THIS CONFIDENCE IN ME AND I REITERATE MY PROMISE THAT OUR WORK WILL NOT CEASE UNTIL THE ENTIRE ATHLETIC PROGRAM ON THE MADISON CAMPUS HAS REACHED THE HIGHEST LEVEL POSSIBLE."

HE ADDED, "I OWE A SPECIAL THANKS TO ALL THE PEOPLE WHO SUPPORT OUR PROGRAMS AND TO THE COACHES FOR THEIR DEDICATION TO THEIR JOBS."

UW news

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

4/6/73 hg

FACULTY WOMEN AT UW-MADISON CHARGE SEX DISCRIMINATION IN ATHLETIC FACILITIES

MADISON--A group of faculty women at the University of Wisconsin-Madison has charged the University with violation of the federal Education Amendments Act of 1972.

The Act states: "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity which receives federal financial assistance."

The violations were cited in a letter sent to UW Athletic Director (Elroy Hirsch) by the committee on athletics of the Association of Faculty Women. The demands of the committee include equal use of all men's athletic facilities to halt the alleged violations. Hirsch has referred the letter to the UW Athletic Board for study.

Athletic Board Chairman Prof. Frederick W. Haberman, communication arts, contends that the athletic department is not in violation of anti-discriminatory legislation because it is trying to correct the imbalance.

"It's just a simple matter of reallocating funds now," countered neurophysiology Prof. Ruth H. Bleier, chairwoman of the women's faculty committee. "The athletic department can equalize athletic facilities now, but they don't want to spend the money."

Bleier claimed that the bigger men's locker rooms can be divided in half at a minimal cost. Haberman disagreed, saying that the cost of dividing existing facilities is high. He added that partitioning could violate fire safety regulations.

Add one--Hirsch

Terming the response of Hirsch "a real put-off," Bleier indicated that the women's athletic committee planned to take further action regarding demands for equal women's facilities and funding. No specific plans have been made as yet, however.

Both Hirsch and Haberman feel that women's athletic facilities should improve greatly next year, after the Camp Randall Memorial shell building is remodelled. The athletic department is going to donate the shell to the University for all-campus use. Haberman added that the transfer of the shell must be approved by the state legislature and the state building department.

Until the shell remodelling is completed, the athletic department has given women athletes the use of the visitors' locker room at the Field-House.

Women students have also protested the imbalance in the past two months by entering and using men's locker rooms, both at the shell and at the armory gymnasium, another men's facility.

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UW news

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Release: **Immediately**

7/20/72 jfn

Attention: Sports Editors

MADISON--Finding ways and means to develop a multi-sport intercollegiate athletic program for women students will be considered by an ad hoc committee appointed recently by University of Wisconsin-Madison Chancellor Edwin Young.

Athletic Director Elroy Hirsch, who heads the four-member committee, said Thursday, "We realize there is an urgent need for a meaningful program for women. But when we are being told by the State of Wisconsin to reduce budgets, it is obvious that finances will dictate what we can do."

Hirsch said he plans to meet soon with the other committee members, Prof. Muriel R. Sloan of women's physical education, Chairman Leonard A. Larson of men's physical education, and Business Prof. James B. Bower, who is chairman of the intramural recreation board.

Women's teams now compete in tennis and swimming on a club sport basis, Hirsch explained, "and we probably would look next at golf and perhaps track."

Best hope for providing women's practice and training facilities probably rests with conversion of the Memorial Practice Building "shell," Hirsch said.

First phase of the conversion program, approved last week by UW System regents, would install an ice rink. New locker rooms, showers, and restrooms are scheduled for the second phase.

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UW news

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

3/15/72 mcg

CINCINNATI (-Elroy L. Hirsch,) Director of athletics at the University of Wisconsin-Madison, will be featured speaker for the UW Alumni Club of Cincinnati at the annual Founders Day dinner April 25.

Cocktails at 6 and top round of beef dinner at 7 will be served at the Cincinnati Faculty Club on Woodside Place. Reservations at \$5.95 per person may be made before April 10 with Mr. and Mrs. Charles Campbell, 1141 Wionna ave., Cincinnati 45224.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He later completed academic work for his bachelor's degree at Baldwin Wallace College.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

While enrolled in the V-12 program during World War II, Hirsch became known as the only athlete in University of Michigan history to win four major letters in one academic year--in varsity football, basketball, track, and baseball.

From 1961 to 1967 Hirsch broadcast daily sports shows over radio station KNX-CBS in Hollywood.

Founders Day is celebrated every year by UW alumni around the world to mark the opening of the first class in 1849.

UW news

From The University of Wisconsin-Madison / University News and Publications Service, Bascom Hall, Madison 53706 / Telephone: (608) 262-3571

Release: **Immediately**

1/21/72 jb

MADISON--John Jardine, head football coach at the University of Wisconsin-Madison, was given a new three-year contract Friday.

(Elroy Hirsch, UW athletic director who announced the reappointment, effective this month, said:

"We feel John Jardine has definitely turned the football program around, and we have every reason to be optimistic about the program in the future."

Jardine, who came to Wisconsin from UCLA in 1970, is the University's 23rd football coach since the sport was started here in 1889. He guided the Badgers to an over-all 8-11-2 record during his first two seasons as head coach. The 1970 mark was 4-5-1, with a 3-4-0 mark in Big 10 Conference play, and 4-6-1 in 1971, with three victories in eight conference starts.

Jardine's new salary was set at \$25,000 a year, up \$4,000.

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feature story

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: Immediately

5/18/71

(SENIOR PROFILE)

ATTENTION: SPORTS EDITORS

By GARY D. WILLIAMS

MADISON--The big jump from jarring tackles on the gridiron to academic excellence in the classroom was achieved at the University of Wisconsin by senior Jim DeLisle.

DeLisle, a 6 ft.-4 in. 255-pound Wausau native, will graduate with a B average.

Football fans have known him as a rugged defensive dependable who played in 1968, 1969, and 1970 for the Wisconsin Badgers. Last fall the Associated Press picked him as one of the four top tackles in the Big 10 Conference.

The dual life of a student and football player he led on the Madison campus went hand in hand. A football tender paid most of his education costs. And the education now gives him an alternative career.

DeLisle started his college career in engineering, but changed to the School of Business where he has majored in real estate and organizational management. In retrospect, Jim said he is thankful he went to the UW-Madison for his education, "mainly for the diversity of thought."

Prof. James A. Graaskamp, his advisor, has had the most impact on his own thinking. DeLisle noted:

"He is totally handicapped, confined to a wheel chair, and can move only one hand. Yet he always has time for students. His knowledge of housing problems is amazing."

- more -

Add one--DeLisle

Jim plans to continue his education in real estate. He sees many problems in the field and hopes to do something about them: "I am mainly interested in low-income housing programs. Bureaucratic red tape, strict regulations, and double financing procedures work against the poor people rather than work for them.

"Many educated persons are unable to figure out the regulations. And there is nobody telling the poor and uneducated and minority groups that low-cost housing is available."

When the big husky first came to Madison, he did not have a scholarship. "At Wausau Newman High School," he explained, "I was injury prone. And most of the scholarships and tenders went to fellows from the larger schools."

But DeLisle moved out to prove that he could make the Badger team despite coming from a small school and being a comparatively unknown prep performer. It took him only ^asemester to earn a scholarship and varsity recognition as a stand-out defensive star.

(Elroy Hirsch, UW athletic director and also a Wausau native, said: "Jim may not have been the fastest man on the team, but he was among the leaders in the all-important quality--desire."

The Green Bay Packers will take a look at DeLisle when training camp opens July 15, and the same desire that brought him football honors and a high academic average at Wisconsin may earn him a Packer jersey.

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NEWS

from

UNIVERSITY EXTENSION

The University of Wisconsin

Office of Public Information, 432 N. Lake St., Madison, Wis. 53706

(608) 262-1156
262-0074

Immediately

3/18/71 lb

Attention: Sports Editors

MADISON--University of Wisconsin Athletic Director (Elroy Hirsch) will welcome athletic coaches, trainers, and team physicians from around the state to a March 26-27 program devoted to prevention and management of sports injuries.

The Sixth Postgraduate Teaching Days in Sports Medicine Clinic to be held at the Wisconsin Center in Madison is sponsored by the department of postgraduate medicine of University Extension in cooperation with the UW Center for Health Sciences and the Central District Athletic Trainers' Association.

The first day will be devoted to practical experiences in application of taping and bandaging under the guidance of four experienced head trainers: Richard Hoover, Northwestern University; Alan Hart, Ohio University; Robert D. White, Wayne State University; and Gordon Graham, at Mankato State University.

A special feature of the program will be two presentations on the management of knee injuries in sports by Theodore Fox, Chicago Bears orthopedic consultant.

Dr. William Combs, director of the University Health Service, and team physicians at Purdue, will take part in a physicians' discussion and Gordon Stoddard, UW head trainer, will lead the coaches' and trainers' group.

- more -

Add one--Teaching Days in Sports Medicine

On Saturday the University of Michigan's research team investigating head injuries in sports, under the leadership of Dr. Hank H. Gosch, a neurosurgeon, will report on its program. Dr. James Feurig, team physician at Michigan State, and Assistant Trainer Tom Carter will discuss injuries in track and basketball.

Further information and registration materials are available from Postgraduate Medicine, The University of Wisconsin, 610 N. Walnut st., Madison 53706, or by calling (608) 263-2850.

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UW news

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Release: Immediately

2/11/71 mcg

PORTLAND--(Elroy Hirsch, director of athletics at the University of Wisconsin, will be speaker at the annual UW Founders Day dinner of Portland alumni at the University Club, 1225 SW 6th ave., Feb. 26.

The bratwurst buffet at \$5 per person is scheduled for 7:45 p.m. A social hour at 6:30 p.m. will precede it. Reservations may be made with Roger W. Sackett, 11550 SW Cardinal ter., Beaverton, tel. 644-3437.

Appointed to his present post in 1969, Hirsch is a Wisconsin native who studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He later completed academic work for his bachelor's degree at Baldwin Wallace College.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

While enrolled in the V-12 program during World War II, Hirsch became known as the only athlete in University of Michigan history to win four major letters in one academic year--in varsity football, basketball, track, and baseball.

From 1961 to 1967 Hirsch broadcast daily sports shows over radio station KNX-CBS in Hollywood.

Founders Day is celebrated every year by UW alumni around the world to mark the opening of the first class in 1849.

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UW news

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Release: **Immediately**

2/10/71 mcg

SEATTLE--~~Elroy~~ Hirsch, director of athletics at the University of Wisconsin, will speak to UW alumni of Greater Seattle when they meet for the Annual Founders Day dinner Feb. 25 at the Windjammer, 7001 Seaview Northwest.

Dinner at 7:30 p.m. at \$5.50 per person for baron of beef will be preceded by a social hour beginning at 6:30 p.m. Reservations may be made with Ben Werner, 5418 S. Brandon st., tel.-PA 5-1698.

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uw news

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Release: Immediately

2/9/71 mcg

SACRAMENTO--(~~Elroy Hirsch~~) director of athletics at the University of Wisconsin, will be the speaker for the Founders Day dinner of Sacramento Valley UW alumni Feb. 23 at Scheidel's Bavaria, 2764 Fulton ave.

The 8 p.m. dinner will follow a "no-host" social hour beginning at 7:30. Reservations at \$4 per person for wienerschnitzel or \$4.75 for top sirloin may be made with the following alumni, both in Sacramento:

Mrs. Josephine E. Bergeron, 3524 Valwood ct., tel. 484-8130 days, 489-8368 evenings; or

Jim Boehler, 2721 Lafayette dr., 483-0236.

The evening will include a musical program by alumni members, a film on Wisconsin winter sports, and awarding of prizes.

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Release: **Immediately**

2/8/71 mcg

SAN FRANCISCO--Elroy Hirsch, director of athletics at the University of Wisconsin, will be guest speaker for San Francisco area UW alumni when they hold their annual Founders Day observance Feb. 22 at Trader Vic's, 1 Cosmos Pl.

The meeting is scheduled for 6:30-8:30 p.m. Reservations at \$2 per person may be made with Ken Kessler, of Schearson, Hammill & Co. Inc., Bank of America Center, Suite 3500.

Appointed to his present post in the spring of 1969, Hirsch is a Wisconsin native who studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He later completed academic work for his bachelor's degree at Baldwin Wallace College.

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NEWS OF THE UNIVERSITY OF WISCONSIN

From the University's Statewide Communications Service, 1752 Van Hise Hall, Madison 53706

Release **Immediately**

9/11/70 jb

BEER SALE

MADISON--The University of Wisconsin Board of Regents Friday authorized the sale of beer on the Parkside campus, the Marinette campus of the UW-Green Bay, and at the Dane County Coliseum during Badger hockey games.

Acting upon the recommendation of the Parkside and Green Bay chancellors, the regents authorized the sale at Parkside and Marinette campuses of fermented malt beverages, with an alcoholic content up to five per cent, to students 18 years of age and over, under such conditions as approved by the chancellors.

The regents authorized the vice president for business and finance to agree by letter with the Dane County Fair Ground Committee representative's proposal that provisions in the UW hockey lease be modified for the coming year to allow beer sales only at times when the games are not in progress and only at a beer garden lower level in the Coliseum, with no one allowed to remove beer from that area.

Athletic Director [Elroy Hirsch] pointed out that the sale of beer at hockey games is on a one-year trial basis as recommended by the UW-MSN athletic board.

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UW news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: Immediately

3/24/70 mcg

MIAMI--Elroy Hirsch, director of athletics at the University of Wisconsin, will be speaker for Miami area alumni when they hold the annual Founders Day dinner April 16 at the Pan Air Recreation Club, 4677 NW 9th st.

Dutch treat cocktails at 7 p.m. will be followed by dinner at 8. Reservations at \$5.50 each may be made with Michael Maastricht, Thomson and McKinnon Auchincloss Inc., 494 Biltmore Way, Coral Gables 33134, tel. 444-4683.

Robert Rennebohm, executive director of the UW Foundation, Madison, will be present to meet alumni.

Appointed to his present post last spring, Hirsch is a Wisconsin native who studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He later completed academic work for his bachelor's degree at Baldwin Wallace College.

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uw news

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Immediately

3/24/70 mcg

Release:

INDIANAPOLIS--~~Elroy Hirsch~~, athletic director at the University of Wisconsin, will be guest speaker for Indianapolis area alumni when they hold the annual Founders Day dinner Saturday, April 11, at the Naval Officers Club in the Naval Armory.

The reception begins at 6:30 p.m., to be followed by the club steak dinner at 8 p.m. in the Armory, on West 30th st. at White River. Reservations at \$5.50 each may be made before April 5 at the Wisconsin Alumni Club, 5024 Turtle Creek Court.

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Release: **Immediately**

3/20/70 mcg

ATLANTA--The University of Wisconsin Alumni Club of Atlanta will hold its annual Founders Day dinner at the Riviera Motel, 1630 Peachtree st. April 12.

Featured speaker will be Elroy Hirsch, new director of athletics on the Madison campus. Also attending will be Robert Rennebohm, executive director of the UW Foundation.

Reservations for the 5 p.m. dinner at \$7.50 per person may be made with Mrs. Roger Rupnow, 490 Tanacrest Dr. NW. A social hour precedes the dinner.

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Release: Immediately

3/19/70 mcg

NEW YORK, N.Y.--Elroy Hirsch, director of athletics at the University of Wisconsin, will be guest speaker for New York alumni when they hold the annual Founders Day dinner at the Princeton Club, 15 W. 43rd st., April 10.

Cocktails at 5:30 p.m. in the Lounge will be followed by the 7 p.m. dinner in the Madison Room. Reservations at \$5 for club members who graduated in 1965 or later, \$7 for other club members, and \$8.50 for non-club members may be made by sending checks to the University of Wisconsin Club, P.O. Box 1257, Grand Central Station, 10017.

During the evening, Dr. Charles Vevier, new president of Adelphi University, Garden City, will be honored as 1970 Man of the Year of the New York Club.

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Release: **Immediately**

2/25/70 mcg

DETROIT--~~Elroy Hirsch,~~ director of athletics at the University of Wisconsin, will be honored guest and speaker for the Founders Day dinner of Detroit alumni at Raleigh House, 25300 Telegraph rd., April 7.

The 7:30 p.m. dinner will be preceded by a social hour. Reservations at \$7.50 each may be made before March 16 with Mrs. Thomas Thompson, 812 Pleasant ave., Birmingham, Mich. 48009.

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Release: **Immediately**

2/16/70 mcg

MILWAUKEE--Curtis Tarr, assistant secretary of the U.S. Air Force for manpower, will be featured speaker for University of Wisconsin alumni when they hold the annual Milwaukee area Founders Day dinner March 6 at the Pfister Hotel.

Special guests will be UW Pres. Fred Harvey Harrington and Arlie M. Mucks jr., executive director of the UW Alumni Association. [Elroy Hirsch] UW athletic director, will attend if his schedule permits.

Reservations at \$7.50 each for the 6 p.m. dinner may be made with Eric Hagerup at the First Wisconsin Trust Co., phone 276-6100, ext. 669, or his home, 1530 Hampton rd.

Former president of Lawrence University, Appleton, and author of the "Tarr Report" for Wisconsin cities, Dr. Tarr earned his M.B.A. degree at Harvard University and the Ph.D. at Stanford. He was a member of the Hoover Commission in 1954-55. Later he joined the Stanford faculty as director of summer sessions and assistant dean of humanities and sciences. He accepted the presidency of Lawrence in 1963.

A distinguished service award will be presented to Lester Clemons during the course of the evening.

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uw news

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Release: **Immediately**

2/12/70 mcg

PHOENIX--Athletic Director [Elroy Hirsch] of the University of Wisconsin will speak at the Founders day dinner of Phoenix area alumni to be held Feb. 24 at the Desert Hills Hotel Convention Center, 2707 E. Van Buren.

The 7-8 p.m. "no-host" cocktail hour will be followed by the top sirloin steak dinner. Reservations at \$6.50 per person may be made with John Haeuser, 3648 W. Campbell ave.

Appointed to his present post last spring, Hirsch is a Wisconsin native who studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He later completed academic work for his bachelor's degree at Baldwin Wallace College, Berea, O.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

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2/11/70 mcg

CHICAGO--Wisconsin Gov. Warren P. Knowles will be honored guest and featured speaker when the UW Alumni Club of Chicago holds the annual Founders Day dinner at the LaSalle Hotel March 11.

[Elroy Hirsch, UW director of athletics, and John Jardine, newly-appointed head football coach, will also be on the program.

Reservations at \$7.50 each for the 6 p.m. reception in the Century Room and the 7:15 p.m. dinner in the Ballroom may be mailed to Donald W. Bruechert, UW Club of Chicago, P.O. Box 268.

A native of River Falls, Gov. Knowles earned his B.A. at Carleton College in 1930 before studying law at the University of Wisconsin to acquire the LL.B. degree in 1933. Admitted to the Wisconsin bar that year, he practiced as a partner in a New Richmond law firm. He was a member of the Wisconsin Senate from 1940 to 1953, and majority leader from 1943 to 1953. He was elected lieutenant governor in 1954 and governor in 1965.

Hirsch, also a Wisconsin native, studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He completed his education at Baldwin Wallace College, Berea, O. He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then began his long career with the Los Angeles

Add one--Founders Day Dinner in Chicago

Rams, first as a member of the team, later as general manager. He joined the UW staff last spring.

Jardine became head football coach at Wisconsin shortly before Christmas, 1969. For five years assistant to Tommy Prothro of UCLA, he came to Madison confident he could help Wisconsin "win right away." A prominent player in Chicago's Catholic League, he was an assistant coach at Purdue University before joining Prothro.

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UW news

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Release: **Immediately**

2/2/70 mcg

LOS ANGELES - Elroy Hirsch, director of athletics at the University of Wisconsin, will be guest speaker for the Founders Day dinner of Los Angeles and San Fernando Valley alumni at the Proud Bird Restaurant, 11022 Aviation blvd., Feb. 28.

A reception at 7 p.m. will be followed by a roast sirloin dinner at 7:45 p.m. Reservations at \$7.50 each may be made by Feb. 25 with Kenneth Krueger, 642 W. Sixth st.

Hirsch, named "Alumnus of the Year" by Los Angeles area alumni in 1968, will give his appraisals and predictions for Wisconsin athletics.

Current "Alumnus of the Year" is Dr. Carl R. Rogers, UW graduate with the class of 1924, Wisconsin Knapp Professor in 1957, and professor of psychology at Madison from 1957 to 1963. Currently resident fellow of the Western Behavioral Sciences Institute in La Jolla, he will also address the alumni.

Appointed to his present post last spring, Hirsch is a Wisconsin native who studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He later completed academic work for his bachelor's degree at Baldwin Wallace College, Berea, Ohio.

- more -

Add one--Elroy Hirsch Speaks at Founders Day Dinner (2/28)

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1/21/70 mcg

TUCSON--Elroy Hirsch, athletic director at the University of Wisconsin, will speak to Tucson alumni during the annual Founders Day dinner in the Press Club on the ninth floor of the Lawyers' Title Building, 110 N. Stone ave., Feb. 23.

An "Attitude Adjustment Hour" beginning at 6:30 p.m. will precede the 7:30 p.m. dinner. Reservations at \$4.75 each may be made before Feb. 16 with Mrs. Ernest Wilson, 5510 E. Rosewood ave.

Appointed to his present post last spring, Hirsch is a Wisconsin native who studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He later completed academic work for his bachelor's degree at Baldwin Wallace College, Berea, O.

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Release:

PHOENIX--~~Elroy Hirsch,~~ athletic director at the University of Wisconsin, will be featured speaker when the Alumni Club of Phoenix meets for the annual Founders Day dinner at Desert Hills Hotel Convention Center Feb. 24.

The evening includes a cocktail hour at 7 and a top sirloin steak dinner at 8 p.m. in the center at 2707 E. Van Buren. Reservations at \$6.50 each may be made by Feb. 12 with John Haeuser, 3648 W. Campbell ave.

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1/19/70 mcg

SAN DIEGO--Elroy Hirsch, director of athletics at the University of Wisconsin, will speak at the Founders' Day dinner of San Diego alumni Feb. 25 in the Sunrise Room of the Town and Country Hotel, Mission Valley.

The 7:30 p.m. dinner will be preceded by a no-host cocktail hour. Tickets at \$6 each may be obtained from L.A. Tomasin, P.O. box 1471, San Diego 92112. Reservation deadline is Feb. 23.

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Immediately

1/12/70 jb

Release:

MADISON--Reservations are coming in briskly for the sixth annual Inter-Service Club luncheon at the University of Wisconsin Fieldhouse Jan. 21.

Madison Mayor William Dyke and UW Athletic Director [Elroy Hirsch] will share the speakers' platform. Rounding out the program will be the popular University Singers under direction of Prof. Don Neuen.

Another feature of the program will be introduction of John J. Jardine, newly-appointed Badger football coach.

More than 850 area service club members are expected to attend the gathering which in past years rated high praise for the effective communication it generates between city and campus, and for fostering good fellowship. Club members are urged to bring guests.

For the first time, representatives of feminine service clubs, Zonta, Soroptomist, and Altrusa, will be present. They will join members of 24 other organizations.

Arlie M. Mucks, executive director of the UW Alumni Association, will again serve as master of ceremonies. Head-table guests will include club presidents and UW Madison Campus Chancellor Edwin Young; John R. Freeman, president-elect of the Service Club Council; and Richard C. Shutter, council president. The invocation will be presented by Rabbi Victor D. Zwelling, Beth Israel Center.

- more _

Add one--club luncheon

The club presidents:

Dr. Betty Bamforth, Madison, Altrusa; John R. Freeman, Madison, Exchange;
William C. Braucht, Madison, Kiwanis-Downtown; Curtis Frank, Sun Prairie, Kiwanis-
East;

Bcb Fox, Middleton, Kiwanis-Middleton; Dr. C. Weir Horswill, Madison,
Kiwanis-West;

Robert J. Shand, Madison, Lions-Central; Donald H. Smith, Madison,
Lions-Greater East; Maurice J. Gifford, Monona, Lions-Monona-Grove; George A. Parisi,
Madison, Lions-West; Rodney W. Kreunen, Madison, Optimist-Breakfast;

Clyde V. DeVillier, Madison, Optimist-Downtown;

Frederick P. Schlingen, Waunakee, Optimist-East; Pat H. O'Brien,
Middleton, Optimist-Middleton; William W. Stephens, Madison, Optimist Northeast;
Ken Hur, Madison, Optimist-South; Glenn S. Richards, Madison, Optimist-Sunrise;

William J. Erpenback, Middleton, Sertoma-Middleton; Leon W. Luick,
Madison, Optimist-West; Harold Fry, Madison, Rotary-Downtown; Rolf T. Killingstad,
Madison, Rotary-East; Armand Simon, Madison, Rotary-South;

Donald Y. Brickson, Madison, Rotary-West; Stanley R. Nestingen, Madison,
Sertoma-Downtown; Dr. M. J. Marshall, Madison, Sertoma-West; Mrs. Bernice Eck,
Madison, Soroptimist; Ella Zitzer, Madison, Zonta.

Tickets at \$2 each may be obtained from the various service club
representatives.

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UW news

From The University of Wisconsin News and Publications Service, Bascom Hall, Madison 53706 • Telephone: (608) 262-3571

Release: **Immediately**

1/8/70 mcg

APPLETON--Elroy Hirsch, athletic director of the University of Wisconsin, Madison, will be Founders Day speaker for Appleton area alumni at the annual banquet at 7 p.m. Wednesday, Feb. 4, at the Left Guard on College ave.

Reservations at \$4.25 per person may be made before Feb. 2 with Bill Branta at the Appleton State Bank, telephone 739-3601.

The UW School of Music, Madison, will supply entertainment.

Appointed to his present post last spring, Hirsch is a Wisconsin native who studied at the University of Wisconsin from 1941 to 1943, when he joined the U.S. Marine Corps. He later completed academic work for his bachelor's degree at Baldwin Wallace College, Berea, O.

He played with the Chicago Rockets during the 1946, 1947, and 1948 seasons, then in 1949 joined the Los Angeles Rams to play through 1957. He was for a time director of sports and special events for the Union Oil Co., then became general manager of the Rams in 1960.

While enrolled in the V-12 program during World War II, Hirsch became known as the only athlete in University of Michigan history to win four major letters in one academic year--in varsity football, basketball, track, and baseball.

From 1961 to 1967 Hirsch broadcast daily sports shows over radio station KNX-CBS in Hollywood.

Founders Day is celebrated every year by UW alumni around the world to mark the opening of the first class in 1849.

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NEWS OF THE UNIVERSITY OF WISCONSIN

From the University's Statewide Communications Service, 1752 Van Hise Hall, Madison 53706

Release

Immediately

3/14/69 mcg

APPOINTMENTS

MADISON--University of Wisconsin regents Friday approved appointment of Dr. William H. Marshall of West Virginia University as associate dean of the School of Family Resources and Consumer Sciences in the College of Agricultural and Life Sciences on the Madison campus.

To begin his duties Aug. 1, Dr. Marshall will hold the additional title of professor of home management and family living.

Regents also confirmed the naming of Elroy L. Hirsch as director of athletics and approved appointment of the following:

Dr. John R. Beaton of the University of Hawaii as dean of the College of Human Biology and professor of nutritional science, UW-Green Bay, beginning Aug. 1; Paul Mann of the Yale Drama School as professor of acting and director of the theatre arts program, College of Creative Communication, on a six-month basis beginning with the 1969-70 academic year, also at Green Bay; and Dr. Kenneth C. Mylrea of the University of Michigan as assistant scientist, Instrumentation Systems Center, Graduate School and College of Engineering, Madison campus, beginning immediately. The Mylrea position is funded from self-supporting activities.

Dr. Marshall is a graduate of Ohio Wesleyan University who holds the M.A. degree of the State University of Iowa and the doctor of education degree of Columbia. From 1961 to 1966 he taught at Michigan State University. Since 1966

Add one--regent appointments

he has been professor of child development and director of the division of family resources, and consultant for Project Headstart, at West Virginia.

A native of Canada, Dr. Beaton was educated at the University of Toronto, earning the B.A. in 1949, M.A. in 1950, and the Ph.D. in 1952. He began his teaching career in Toronto as lecturer in food chemistry and assistant professor of nutrition. He served with the Defense Research Board for four years, later taught at the University of Western Ontario until he went to Hawaii in 1967 as professor and chairman of nutrition.

Prof. Mann has been actor, director, and teacher of theatre since 1934. He currently is director of training at the Ford Foundation Theatre and the Negro Ensemble Company, artistic director of the Paul Mann Actors' Workshop, professor of acting at Yale, and a member of the Yale Repertory Theatre.

Dr. Mylrea was educated at the University of Michigan and holds the 1963 B.S., the 1965 M.S., and the 1968 Ph.D. of that institution. In addition he earned a diploma in electronic technology at the Ryerson Institute of Technology. He has been a member of the departments of psychology and physiology and the Human Performance Center at Michigan.

Regents approved change of status for Dr. Arthur H. Uhl, professor of pharmacy, and former dean of the School of Pharmacy, Madison campus, naming him Edward Kremers Professor of Pharmacy; and for E. David Cronon, professor of history, who will add the title of director of the Institute for Research in the Humanities.

Three resignations were accepted: from Charles Vevier, vice chancellor and professor of history at UW-Milwaukee, who has accepted the presidency of Adelphi University, Garden City, Long Island; of Samuel D. Proctor, University dean for special projects in the Central Administration, expected to accept a post in the East; and Vernon L. Pellett, division of community programs, University Extension, who has taken a position with Texas A & M University.



The University of Wisconsin

Division of Intercollegiate Athletics

1440 Monroe Street

Madison, Wisconsin 53706

UNIVERSITY OF WISCONSIN SPORTS NEWS SERVICE

FEBRUARY 21, 1969

ELROY HIRSCH

IN 1942, HIRSCH RUSHED FOR 766 YARDS IN 141 CARRIES FOR 5.4 AVERAGE; HE THREW 40 PASSES, COMPLETED 18 FOR 226 YARDS, THREE TD'S, HAD FIVE PASSES INTERCEPTED; HE CAUGHT ONE PASS FOR 16 YARDS; HE PUNTED FOUR TIMES FOR AN AVERAGE OF 44.8 YARDS; HE INTERCEPTED SIX PASSES FOR TOTAL RETURN OF 63 YARDS; HE RETURNED SIX KICKOFFS 129 YARDS AND RETURNED 15 PUNTS FOR 182 YARDS; HE SCORED FIVE TOUCHDOWNS AS FOLLOWS: 35 YARDS VS. NOTRE DAME; 20 YARDS VS. MARQUETTE; 20 AND 7 YARDS VS. MISSOURI, AND 61 YARDS VS. GREAT LAKES.

RUSHING, BY GAME:	VS. CAMP GRANT	9 FOR 89 YARDS
	VS. NOTRE DAME	11 FOR 87 YARDS
	VS. MARQUETTE	7 FOR 28 YARDS
	VS. MISSOURI	22 FOR 174 YARDS
	VS. GREAT LAKES	15 FOR 65 YARDS
	VS. PURDUE	12 FOR 50 YARDS
	VS. OHIO STATE	13 FOR 118 YARDS
	VS. IOWA	21 FOR 37 YARDS
	VS. NORTHWESTERN	19 FOR 75 YARDS
	VS. MINNESOTA	12 FOR 43 YARDS

BADGERS POSTED AN 8-1-1 RECORD IN 1942; 3RD IN FINAL WIRE SERVICE POLLS THAT YEAR; WISCONSIN NAMED NATIONAL CHAMPIONS BY HELMS HALL FOUNDATION

PLAYED AT MICHIGAN IN 1943 AS MEMBER OF WOLVERINES CO-CHAMPIONSHIP FOOTBALL TEAM (TIED WITH PURDUE AT 6-0 FOR BIG TEN TITLE); MICHIGAN 8-1 OVERALL WITH LONE LOSS 35-12 TO NOTRE DAME; MICHIGAN RANKED NO. 3 IN FINAL WIRE SERVICE POLL IN 1943; HIRSCH ALSO LETTERED IN BASKETBALL, BASEBALL AND TRACK THAT SAME SEASON AT MICHIGAN; FIRST ATHLETE AT MICHIGAN EVER TO WIN FOUR LETTERS IN FOUR SPORTS IN ONE YEAR.

PLAYED PROFESSIONAL FOOTBALL WITH CHICAGO ROCKETS OF ALL-AMERICAN CONFERENCE 1946-49; PLAYED WITH LOS ANGELES RAMS IN NATIONAL FOOTBALL LEAGUE 1950-58.

HAS BEEN INDUCTED INTO WISCONSIN SPORTS HALL OF FAME AND INTO THE PROFESSIONAL FOOTBALL HALL OF FAME AT CANTON, OHIO.

ASSISTANT TO PRESIDENT OF LOS ANGELES RAMS NFL TEAM; MARRIED, HAS TWO CHILDREN, WIN STEPHEN 19, AND PATRICIA CAROLINE 11.

ON WISCONSIN



NEWS OF THE UNIVERSITY OF WISCONSIN

From the University's Statewide Communications Service, 1752 Van Hise Hall, Madison 53706

Release **Immediately**

12/18/70 jb

ATTENTION: SPORTS EDITORS

MERIT INCREASES

MILWAUKEE--Merit salary increases for Football Coach John J. Jardine and nine assistant coaches were approved by the University of Wisconsin regents Friday as they extended the staff's contracts through 1971.

Jardine, who directed the Badgers to four victories and a tie in his first season at Camp Randall, received a salary boost of \$1,000 to \$21,000.

The other increases, all recommended by Athletic Director (Elroy Hirsch) and the Athletic Board:

Norman J. Dow, Stanley S. Kemp, and James L. Martin, increases of \$1,000, from \$10,000 to \$11,000;

Charles T. McBride, \$500, from \$13,500 to \$14,000; Paul Roach, \$500, from \$17,000 to \$17,500; Lewis H. Stueck, \$500, from \$16,000 to \$16,500;

Dick D. Teteak, \$500, from \$13,500 to \$14,000; Edward R. Zeman, \$500, from \$14,000 to \$14,500; and Lavern N. Van Dyke, \$250, from \$13,750 to \$14,000.

The increases, averaging 4.9 per cent, will become effective Jan. 1. Football coaches are on a January-December pay period in contrast to the July-June pay period of other university staff members to conform with the national hiring period for football coaches.

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THE UNIVERSITY OF WISCONSIN
DIVISION OF INTERCOLLEGIATE ATHLETICS

UNIVERSITY OF WISCONSIN SPORTS NEWS SERVICE

1440 Monroe Street

Madison, Wisconsin 53706

JULY 1, 1969

SUBJECT: ELROY 'CRAZYLEGS' HIRSCH

MADISON, Wis -- ELROY 'CRAZYLEGS' HIRSCH IS DYNAMIC, ENTHUSIASTIC, DIRECT, FORCEFUL, AND A PRACTICAL LEADER.

HE IS THE MAN CHOSEN TO BE THE UNIVERSITY OF WISCONSIN'S SEVENTH ATHLETIC DIRECTOR FOLLOWING SUCH GREAT NAMES IN THE SCHOOL'S HISTORY AS TOM JONES, GEORGE LITTLE, WALTER MEANWELL, HARRY STUHL-DREHER, GUY SUNDT, AND IVAN WILLIAMSON.

HE IS A LIVING LEGEND TO FOLLOWERS OF WISCONSIN FOOTBALL AND TO SPORTS FANS AND PEOPLE THROUGHOUT THE ENTIRE STATE EVEN THOUGH HE PLAYED JUST ONE SEASON--AS A SOPHOMORE IN 1942--FOR THE BADGERS.

HIS CAREER HAS BEEN ONE OF SUCCESS.

WISCONSIN FANS, ESPECIALLY THE OLDER GENERATION, REMEMBER HIM AS THE GREAT TRIPLE THREAT HALFBACK ON HARRY STUHL-DREHER'S 1942 FOOTBALL TEAM THAT WON EIGHT GAMES, LOST ONLY TO IOWA, AND TIED NOTRE DAME.

HE PLAYED AT MICHIGAN IN 1943, AS A MARINE TRAINEE, AND HE NOT ONLY PLAYED FOOTBALL, BUT BASKETBALL, TRACK, AND BASEBALL. HE WON HIS 'M' IN EACH SPORT, THE ONLY ATHLETE EVER TO ACCOMPLISH SUCH A FEAT AT MICHIGAN.

HE HAD A SUCCESSFUL PROFESSIONAL FOOTBALL CAREER, FIRST AS HALFBACK WITH THE CHICAGO ROCKETS OF THE POST-WAR ALL-AMERICA CONFERENCE, AND LATER WITH THE LOS ANGELES RAMS FOR NINE SEASONS AS ONE OF THE ALL-TIME GREAT ENDS.

HE'S BEEN A SUCCESSFUL EXECUTIVE WITH THE RAMS, FIRST A GENERAL MANAGER OF THE TEAM, AND LATER AS ASSISTANT TO THE PRESIDENT OF THE TEAM, A JOB HE RELINQUISHED TO ACCEPT THE JOB AS WISCONSIN ATHLETIC DIRECTOR.



-MORE-

ADD - 1 HIRSCH

HIRSCH ACCEPTED THE POSITION FEBRUARY 28, 1969 AND WAS GIVEN A FIVE-YEAR CONTRACT. HE WAS AN OVERWHELMING CHOICE OF BADGER ALUMNI AND FANS FOR THE JOB.

HOW DID ELROY HIRSCH RECEIVE THE NICKNAME 'CRAZYLEGS'?

IT HAPPENED IN THE WISCONSIN-GREAT LAKES GAME AT CHICAGO IN OCTOBER, 1942 AS HIRSCH REELED OFF A 61 YARD SCORING RUN. FRANCIE POWERS OF THE CHICAGO DAILY NEWS COINED THE PHRASE WHICH WAS TO REMAIN WITH HIM THROUGHOUT HIS CAREER IN THE PRESS BOX THAT AFTERNOON

AS HIRSCH RECALLS, "ONE OF MY FEET WAS GOING ONE WAY, THE OTHER ONE IN ANOTHER DIRECTION ON THAT RUN. I MUST HAVE BEEN A SIGHT RUNNING DOWN THE SIDELINES."

AND NOW THAT ELROY HIRSCH IS WISCONSIN ATHLETIC DIRECTOR, DOES HE PREFER TO BE CALLED ELROY OR 'CRAZYLEGS'?

HE ANSWERED THAT QUESTION EASILY FOR A REPORTER AT A RECENT PRESS CONFERENCE: "ANY NAME IS BETTER THAN ELROY."

HARKEN BACK TO 1942! IT WAS A GLORIOUS FOOTBALL CAMPAIGN WITH A 19-YEAR OLD WAUSAU NATIVE PROVIDING MANY OF THE THRILLS ON A TEAM THAT INCLUDED SUCH ALL-TIME BADGER GREATS AS ALL-AMERICAN END DAVE SCHREINER, FULLBACK PAT HARDER, TACKLE BOB BAUMAN, AND CENTER FRED NEGUS AMONG OTHERS.

IN 1942, HIRSCH RUSHED FOR 766 YARDS IN 141 CARRIES FOR A 5.4 AVERAGE; HE THREW 40 PASSES, COMPLETING 18 FOR 226 YARDS, THREE TD'S; HE CAUGHT ONE PASS FOR 16 YARDS; HE PUNTED FOUR TIMES FOR AN AVERAGE OF 44.8 YARDS; HE INTERCEPTED SIX PASSES FOR A TOTAL RETURN OF 63 YARDS; HE RETURNED SIX KICKOFFS 129 YARDS AND RETURNED 15 PUNTS FOR 182 YARDS; HE SCORED FIVE TOUCHDOWNS AS FOLLOWS: 35 YARDS VS. NOTRE DAME; 20 YARDS VS MARQUETTE; 20 AND 7 YARDS VS. MISSOURI; AND 61 YARDS VS. GREAT LAKES.

-MORE-

ADD - 2 HIRSCH

HIS TOP RUSHING EFFORT WAS 174 YARDS ON 22 CARRIES THAT ENABLED THE BADGERS TO UPEND MISSOURI, 17-9, AND LATER THAT SEASON HE RUSHED FOR 118 YARDS AND THREW A SCORING PASS TO DAVE SCHREINER THAT HELPED THE BADGERS DEFEAT OHIO STATE, 17-7.

WISCONSIN'S LONE DEFEAT THAT SEASON WAS 6-0 TO IOWA AT IOWA CITY--A DEFEAT THAT DEPRIVED THE BADGERS OF NOT ONLY THE BIG TEN TITLE, BUT ALSO THE NATIONAL CHAMPIONSHIP. WISCONSIN PLACED SECOND BEHIND OHIO STATE IN THE CONFERENCE, AND WAS RANKED NO. 3 IN THE FINAL ASSOCIATED PRESS POLL THAT SEASON BEHIND OHIO STATE AND GEORGIA.

HIS PLAY ON MICHIGAN'S 1943 FOOTBALL TEAM HELPED THE WOLVERINES TO A 6-0 CONFERENCE RECORD AND A SHARE OF THE BIG TEN TITLE WITH PURDUE. THE TEAM'S ONLY LOSS WAS TO NOTRE DAME AND AGAIN THE TEAM HE PLAYED FOR WAS RANKED NO. 3 IN THE FINAL ASSOCIATED PRESS POLL BEHIND NOTRE DAME AND IOWA SEAHAWKS.

HIRSCH SIGNED WITH THE CHICAGO ROCKETS OF THE ALL-AMERICA CONFERENCE FOR \$7,000 AFTER THE WAR, BUT THE THREE YEARS HE SPENT CARRYING THE BALL FOR THE ROCKETS--1946-48--WERE NOT HAPPY ONES. HIRSCH SUFFERED A FRACTURED SKULL, A BACK INJURY, A BADLY TORN RIGHT LEG LIGAMENT, AND ENOUGH OTHER ACHES AND SPRAINS TO KEEP HIM IMMOBILIZED ON THE BENCH OR IN THE HOSPITAL FOR THE MAJOR PORTION OF HIS THREE YEARS WITH CHICAGO.

HIRSCH BROKE WITH THE ROCKETS IN THE SUMMER OF 1949 AND SIGNED WITH THE LOS ANGELES RAMS. BECAUSE OF HIS INJURY-WEAKENED RIGHT KNEE, CLARK SHAUGHNESSY, THEN RAMS' HEAD COACH, PUT HIRSCH ON A DAILY RUNNING ROUTINE, DREAMED UP A SPECIAL HEADGUARD TO PROTECT HIRSCH FROM FURTHER INJURY, AND SWITCHED HIM TO AN END POSTION. IT WAS AT END THAT 'CRAZYLEGS' WAS TO ATTAIN NEW HEIGHTS IN HIS CAREER.

-MORE-

ADD - 3 HIRSCH

IN 1951, HIRSCH GAINED 1,495 YARDS ON RECEPTIONS, A NATIONAL FOOTBALL LEAGUE RECORD THAT HAS BEEN APPROACHED BY ONLY BOBBY MITCHELL OF THE WASHINGTON REDSKINS (1,436 YARDS IN 1963), AND HIRSCH HAD ONLY 12 GAMES TO SET HIS RECORD, NOT 14, LIKE MITCHELL!

THAT SAME SEASON HIRSCH CAUGHT 17 TOUCHDOWN PASSES TO TIE THE LEAGUE RECORD SET BY DON HUTSON. HE ALSO CAUGHT AT LEAST ONE TOUCHDOWN PASS THROUGH 11 CONSECUTIVE GAMES (1950-51 SEASONS).

HIRSCH RETIRED IN 1957. HE WAS NAMED INTO THE WISCONSIN HALL OF FAME IN 1965 AND PRO FOOTBALL'S HALL OF FAME IN 1968.

'CRAZYLEGS' ALSO PROVED HIMSELF A TALENTED ACTOR--HE MADE THREE MOVIES: ZERO HOUR, UNCHAINED, AND THE FAMED CRAZY LEGS, RELEASED IN 1953, IN WHICH HIRSCH PLAYED HIMSELF.

HIRSCH JOINED THE UNION OIL COMPANY IN 1957 AS DIRECTOR OF SPORTS AND SPECIAL EVENTS. IN THIS POST HE PRODUCED A WEEKLY HALF-HOUR TELEVISION SHOW ON WHICH A NAME ATHLETE DEMONSTRATED HIS SPORT. HE ALSO TRAVELED THROUGHOUT 11 WESTERN STATES SETTING UP WEEKEND SPORTS CLINICS AND SPEAKING TO CIVIC CLUBS.

HIRSCH RESIGNED FROM UNION OIL TO ACCEPT THE POSITION OF GENERAL MANAGER OF THE LOS ANGELES RAMS IN 1960. WHEN THE CLUB WAS SOLD TO DANIEL F. REEVES IN 1963, HIRSCH BECAME HIS ASSISTANT.

AS GENERAL MANAGER, HIRSCH WAS RESPONSIBLE FOR BUDGET, NEGOTIATION OF ALL CONTRACTS WITH PLAYERS AND COACHES, SUPERVISION OF THE SCOUTING SYSTEM AND COLLEGE DRAFT, AND ALL OTHER CLUB BUSINESS.

HIRSCH WAS MARRIED TO THE FORMER RUTH STAHMER ON JUNE 27, 1946. THE COUPLE HAS TWO CHILDREN--WIN STEPHEN, 19, AND PATRICIA CAROLINE, 11.

ELROY HIRSCH

Hirsch was born June 17, 1923, in Wausau, Wis. After graduating from the Wausau Senior High School in 1941, he entered the University of Wisconsin. In January of 1943, he joined the U.S. Marine Corps. He was sent to the University of Michigan V-12 program, then transferred to Parris Island for boot training, to Camp LeJeune for pre-officer training, and to Quantico, Va., for Officers training. He was commissioned in May of 1945 and honorably discharged in May of 1946.

During the 1946, 1947, and 1948 seasons, Hirsch played professional football with the Chicago Rockets of the now defunct All America Conference, meanwhile attending the University of Wisconsin. He acquired the bachelor's degree from Baldwin Wallace College, Berea, Ohio, in 1951.

In 1949 he joined the Los Angeles Rams, to play with the team through the 1957 season. Upon retiring from football he accepted a position with the Union Oil Company as director of sports and special events. In this post he helped produce a weekly half-hour television show on which a "name" athlete demonstrated his sport. He also traveled throughout 11 western states setting up weekend sports clinics and speaking to civic clubs.

Hirsch resigned from Union Oil to accept the position of general manager of the Los Angeles Rams in 1960. The club was sold to Daniel F. Reeves in 1963 and Hirsch became assistant to President Reeves.

As general manager Hirsch was responsible for budget, negotiation of all contracts with players and coaches, supervision of the scouting system and college draft, and all other club business. His scouting system used 115 scouts spread out across the country to send in reports on college players.

Hirsch's athletic background includes three years of varsity basketball, two years of varsity football, and one year of varsity baseball, in high school;

Add one-- Elroy Hirsch

a year each of varsity football, freshman football, and freshman track at the University of Wisconsin; a year each at varsity football, basketball, track and baseball in the V-12 program at the University of Michigan, where he was noted as the only athlete in the University's history to win four major letters in one academic year; and in professional football--three years with the Chicago Rockets and nine years with the Los Angeles Rams.

From 1961 through 1966 Hirsch broadcast a daily 15-minute sports show over radio station KNX, a CBS station in Hollywood. In 1966-67 he broadcast a daily five-minute sports show over the same station.

Hirsch was married to the former Ruth Stahmer on June 27, 1946. The couple has two children: Win Stephen, now 19, and Patricia Caroline, now 11.

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