

# THE GOAL POST

11/12/34



SAINT MARY'S vs. U. C. L. A.



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## THE GOAL POST

Official U. C. L. A. Magazine

St. Mary's vs. U. C. L. A.

November 12, 1934

Joseph Osherenko.....Director of Publications  
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### Table of Contents

Editorial .....	1	Starting Lineup .....	11
Football Ain't What It Used to Be, by Joe E. Brown.....	2	Head Men at Westwood, by Walt Shatford..	12
The Moraga Magician.....	4	Bruin Benedicts Saved From "Hollywood," by Malcolm Davis.....	13
Moraga Madness, by Tom Foudy.....	5	Bruins (Photographs) .....	14
Gaels (Photographs) .....	8	Better Think Twice, by Walt Shatford.....	17
Al Nichelini .....	9	50,000 People, by Nathan Kline.....	18
Official Roster of Teams.....	10		

### What D'You Think?

GOAL POST! You hear the name bellowed at you every time you enter the Coliseum to see the Bruins from U. C. L. A. battle it out with traditional gridiron foes.

OFFICIAL PROGRAM — NAMES AND NUMBERS OF ALL THE PLAYERS—is shot at you from all directions.

After you buy the magazine you probably thumb it over, look at the starting line-up, and put it under your arm or in your pocket until game time when it is used to find a player's name from the numbers on the field, or else as a cushion or shade.

That has probably been the situation in the past.

But times have changed. A New Deal, a New Governor, and a New Goal Post have come into existence.

The Director of Publications, upon whose broad shoulders is borne the responsibility of seeing that U. C. L. A. publications do not get into too much hot water, decided this year that the Goal Post should be a MAGAZINE instead of merely a program. In other words,

U. C. L. A. wants to give you a full two-bits worth of entertainment.

In order to further this ambition, past editions of this magazine have contained short stories and articles by such famous persons as Provost Ernest C. Moore, Ray Lyman Wilbur, Boris Karloff, Johnny Mack Brown, Elissa Landi and other celebrities. Mr. Joe E. Brown, he of the broad grin, tells the story of his college days in this issue.

But we're not trying to resell you the magazine after you have already bought it. What we want to know is: do you like it? If you don't, and have criticism to make concerning the publication we would very much appreciate hearing of it.

We can't promise you an autographed football team as a reward for your labors in writing to us about the Goal Post, but we will try to carry out your suggestions.

Address your helpful hints to Mr. Joseph R. Osherenko, U. C. L. A., West Los Angeles, California. You never can tell—something may come of it.

Phil Nordli.





# FOOTBALL AIN'T WHAT IT USED TO BE

By Joe E. Brown  
(UPTON'S Almost All-American Three-  
Quarters Back)

So. Football's a rough game is it? That's what you kids think. Well, when I played with UPTON (Good OL' Upton) football was no parlor sport. And neither was I.

Any man who left the game with less than three broken bones was a sissy. We let the cripples crawl off the field under their own power. I knew one man who started off the field that way during the Thanksgiving game who didn't get home until The Night Before Christmas.

We didn't play Soccer but we made use of the name. The referee carried a riot gun, filled with buck shot. One day a high tempered tackle was led from the field. Well anyway—half lead.

In those days it wasn't a question of getting the other man offside. The problem was to get the other side off the man. The man who had been foolish enough to carry the ball.

"Time Out" was a prison slogan—not a college yell.

It was a poor quarterback who couldn't bleed a quart every quarter. A half back was lucky if he got that much back. The center's parents always wore mourning when they came to the game. They KNEW.

When we played Squash Academy that team had a fullback named Moss. He was so tough that they later used his skin for a football. Every time he got his hands on the ball he squeezed it down to baseball size and threw it out of the stadium. But we fixed him. We filled a pigskin with concrete and tossed a forward pass we knew he would intercept. That was the rolling stone that gathered Moss.

In those days we never punted to the "coffin corner" for fear of hitting the undertaker.

The only penalty was two yards for carrying concealed weapons.

When we earned our letters the softies had them tattooed on their chests. The real guys had their numbers branded on. Boy, were we hot.

Flying tackles were common. One man was so good at these that he later went into the air service where they used him for glider experiments.

There was no such thing as a safety. Even the audience wasn't safe.

In those days the gridiron was longer. It had to be. We had one punter who could kick a hundred yards sitting down.

Any player who broke his neck was automatically made captain. A trainer who couldn't set a broken bone and get the player back into the game within ten minutes lost his job. We were so rough that the trainers had to rub us UP instead of DOWN to keep from getting slivers in their hands.

We had no million dollar gates but we had a little pool among ourselves which we divided among the three who were able to stand when the whistle blew.

We never huddled. Those were the days when action counted more than the quarterback.

Good OL' UPTON! Once when they wanted the Chemistry hall razed to make room for the girls' dormitory, they let us practice on the campus. The flying wedge went right on through the Chemistry hall and a team of horses followed us in and started carting the debris away.

One day a poor fellow got caught between TWO flying wedges. He has never been seen since. I have one of his shoes but the report that he was divided up for souvenirs is an exaggeration.

I suppose this sounds silly, but bull-eve me every word of it is true—so 'elp me.

Joe E. Brown, Upton, Class of ooOO.



Reading top, left to right—Joe E. Brown and Bill second—Joe E. Brown, Pres. Robert Sproul, Prov. W. C. Ackerman; third—Councilman S. W. Cunniff, E. Brown, Fred Oster; bottom—Ben Person, Joe Robert Sproul, Provost Moore.

Joe E. Brown is a sportsman in every sense of the word. The popular comedian has from childhood, when he first learned the tumbling tricks that made him famous as a circus clown, advocated fair play in everyone of his undertakings. And now his boys Don and Joe Jr. are learning the lesson, and learning it well.

"A healthy body calls for a clean, clear-thinking mind. Almost every great man in history took good care of his body. There are exceptions, but very few," Joe commented as soon as we were settled in his den.

Joe's one hobby is sports. He has made himself an expert on every game from ping pong to football, and that takes in a lot of territory. His study, or (more appropriately) trophy room, contains proof of this statement. On the shelves of this room are hundreds of mementos of famous events in sporting history.

On one shelf is the glove Jimmy McLarnin wore when he had his famous bloody battle with Barney Ross. Right beside it are the shoes worn by Frank Wycoff in his assault upon the world's 100 yard dash record. Below these two rest the famous "stick" used by the one and only "Babe" Ruth and the suit worn by dizziest of all ball players, "Dizzy" Dean.

Hundreds of signed baseball balls are found in another niche, and in one corner can be found a framed Chinese prayer. "It seems the priests in Peking, China write their prayers and hang them out on a line like a washwoman would hang out the wash to dry. When I was in China I went wash-gathering and got myself a prayer," Joe grinned and went on to point out other treasures.

Joe considers Bill Spaulding one of the best coaches in the business. "Spaulding, even though he doesn't have the material that other colleges claim, turns out good teams, and, more important, teaches the boys to take care of themselves by instilling self-confidence and a spirit of fair play into their characters. He's a great man."

Mike Frankovich, Bruin quarterback, first turned Joe's attention to athletics at U. C. L. A. Mike played baseball for one of Brown's teams, and when he came to Westwood, Joe naturally took an interest in the loquacious signal caller. Since that time, Joe has won an honorary "C" for the help he has accorded the squad.

"I'll bet I went through high school and college faster than anyone. Four days before I earned my letter at U. C. L. A. I got an award from Los Angeles High School. Some record, that," he said as we were leaving.

He's a great guy. Take it from me.



# THE MORAGA MAGICIAN



*Edward Patrick 'Slip' Madigan  
Has Record of Only 17 Games  
Lost Out of 89 Played, and No  
Losses by Over 14 Points*

By **TOM FOU DY**

side. All he asked in return was to be given three years in which to make good.

In 1924, the year asked for, St. Mary's football team lost one of nine games. In the ten year interval since that time only seventeen of 89 games have been lost by the Gaels and only once have they been beaten by more than thirteen points. The exception was by fourteen points to Fordham in 1932.

That Madigan's genius as the greatest showman in major football today pays dividends is demonstrated by the tremendous drawing power of the St. Mary's football team. Proceeds from the game has built a new St. Mary's College, housed in buildings costing two million, with another half million dollar addition contemplated.

### Strader Assists

Norman "Red" Strader became Madigan's No. 1 assistant in 1931 and since that time has played an important part in the affairs de Gael. He devotes his attention chiefly to the backs while Slip attends the line, and upon Strader falls the task of scouting a majority of St. Mary's opponents. Unbiased critics rate him as able an assistant coach as there is on the Coast.

"Red" graduated from St. Mary's in 1926 after a starry career on Far-Western gridirons. He played fullback and was St. Mary's and Slip Madigan's first All-American. The late Walter Camp having included him on his honor eleven in 1926. Three years as top gridman at Regis College in Denver prepared him for the Moraga assignment.

John "Pope" Illia, another Madigan-coached man is his only other assistant. The benign "Pope" assists Slip in coaching the line and is not beyond doing a little actual scrimmage now and then. He graduated from St. Mary's in 1927, and was a unanimous choice for All-Coast guard, although weighing but 180 pounds, in his final year.

When the Gaels of St. Mary's rolled home after the game with Fordham University in New York City a few weeks ago, there was a marked contrast to another homecoming celebration fourteen years ago. On that particular unhappy occasion in 1920, the question was whether to get a new football coach or to close the football book with the final tragic chapter headed "California 127, St. Mary's 0."

The defeat that day had been distinctive merely because it was the worst of a long series of defeats. There were many in favor of abandoning the game because of the small enrollment, and the lack of finances made the employing of a prominent coach a virtual impossibility.

Edward Patrick Madigan, a genial young Irishman with a forceful personality, happened along about this time and talked himself into the job. He said he had played football at a college in the Middle West called Notre Dame and had a year's coaching experience at a prep school in Portland.

### Jack of All Trades

He was given the football job and also the basketball and baseball jobs. He was also to be his own trainer, equipment man, bus-driver and a professor of history and law on the

# MORAGA MADNESS

*Gaels Favored to Win Against Bruised  
Bruins. "Ambling Al" Nichelini and  
Harry "The Horse" Mattos Lead Attack*

By **Tom Foudy**

October 12 is a famed date for two reasons. On that day in 1492 Chris Columbus stumbled across America and on the same day in 1934 Slip Madigan stumbled across Nevada.

In case the significance of the latter stumble is questioned it may be pointed out that it will probably deprive St. Mary's Galloping Gaels of a National Championship. They have galloped over every other opponent played and there is high possibility that the remaining four will meet the same fate.

Today the Gaels engage the rival that crushed another hope for National honors in 1931. On that memorable occasion U. C. L. A. eliminated a St. Mary's team that lost to no other collegiate eleven and included U. S. C. and California among its victims.

### Slip Hopes High

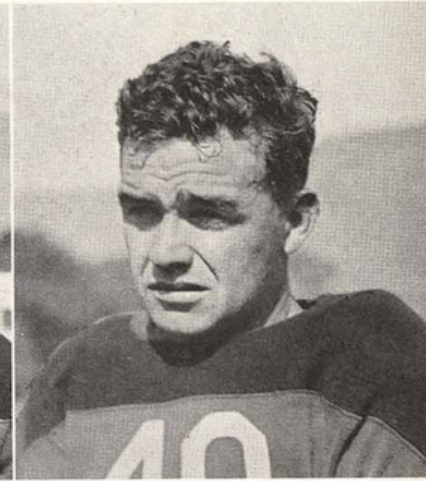
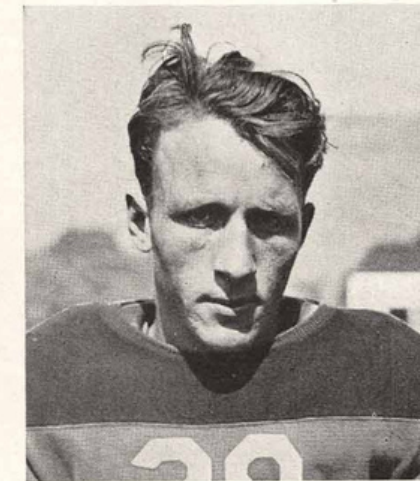
What manner of reception will the Bruins tender today? Only the gods can tell, but the crafty "Slip," who mentors the Moragans, has some ideas of his own. His preparations have been as thorough as for any foe all year, and he refused to predict a victory for his clan.

However, Madigan does hope for a triumph and bases his hopes on a team that has defeated Washington State, 9-6; California, 7-0; Fordham, 14-9; Columbia College, 61-0, and lost to Nevada, 7-9.

Eight members of the first team are playing their first year as regulars, but only two of the group are sophomores and only two graduate this year. The average weight of the backfield is 187

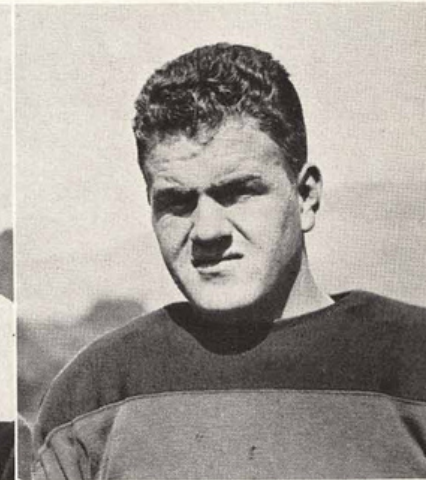
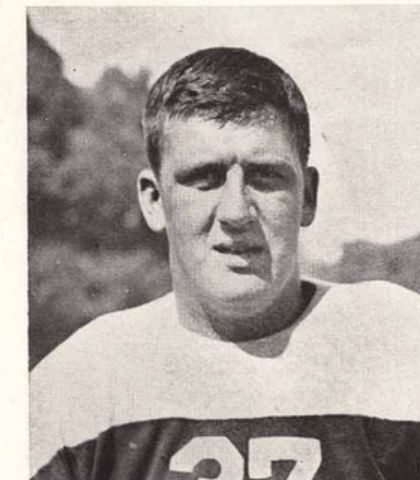
72 Herb Schreiber, Half

75 Clarence Kellogg, Full



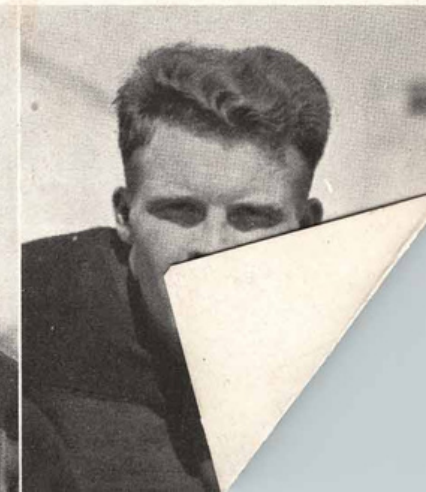
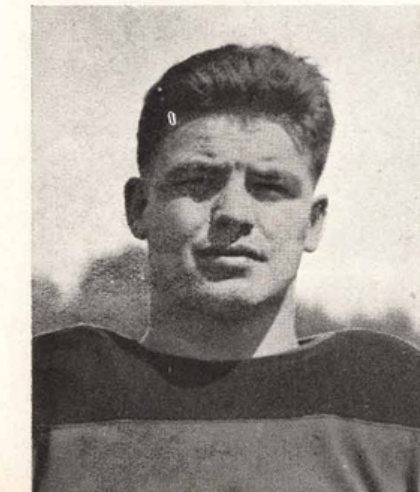
60 John Yezerski, Tackle

59 Wagner Jorgensen, Center



54 Jerry Dennerlein, Guard

53 Walter Harris, Quarter







58 Herm Meister, (Above) Tackle  
68 Ed Erdelatz, End

and of the line 195, and there is a reserve team just as heavy and almost as good.

**All-American End**

Eddie Erdelatz, St. Mary's great end and outstanding candidate for All-American honors, is the only doubtful starter. He injured his knee in the game with Washington State and an infection has developed that may keep him out of the game for a couple of weeks.

"Ambling Al" Nichelini, 203-pound right-half, and Felix Pennino, left end from Los Angeles, are the only senior members of the first eleven. The others, with the exception of left guard Marty Kordick, another local boy, and Vic Strub, who will probably fill in for Erdelatz, are all juniors.

Bruin eyes will be focused on the fleet Nichelini, who has scored touchdowns against U. C. L. A. in both of the past two games. However, they had better not overlook the Gaels' two other outstanding threats, Herb Schreiber and Harry Mattos, who alternate at the left halfback post. Schreiber is the trickiest runner and Mattos' passing is without parallel in the archives of Moraga.

**Only One Irishman**

"Kelly" Kellogg, 190-pound cherubic fullback from Marseilles, Ill., is the only genuine Irishman on the first eleven and a splendid blocker. Quarterback "Sir Malcolm" Fiese ably assists him in this department and has a punting average of 39 yards for five games this Fall.

Three of the members of this quartet are capable of running 100 yards in 10 seconds. Nichelini ran the event in 9.9 at the Fresno Relays last May and Fiese is a former C. I. F. champion for the distance. Schreiber, at different times, has beaten both.

Felix Pennino, St. Mary's stalwart successor to Fred Canrinus, needs no introduction to Angelenos. At Lincoln High in 1930 he was one of the best prep ends the City ever produced, and under Madigan's tutelage has developed into one of the Coast's finest.

**Strub Wins Game**

Vic Strub, the other flankman, is an Oakland boy who played no football in high school. Washington State was his

first major game and he merely caught the pass that won the game after blocking an important punt.

Herm Meister and John Yezerski, a pair of 220-pounders, are the regular tackles of whom you have no doubt heard. Both are blondes, and Meister is from San Francisco and Yezerski from Portland.

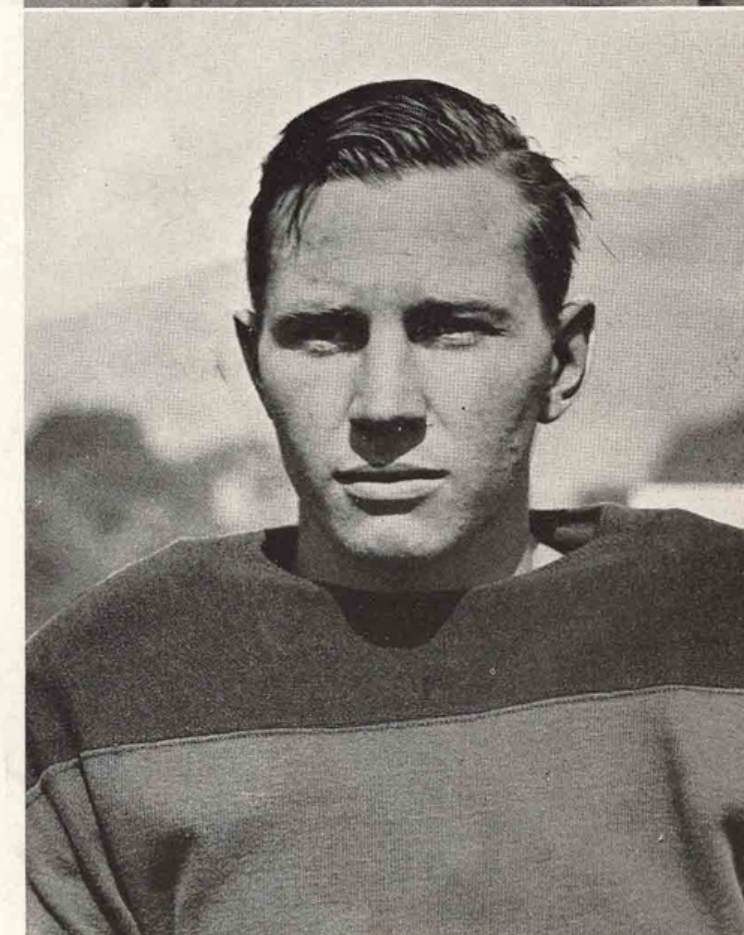
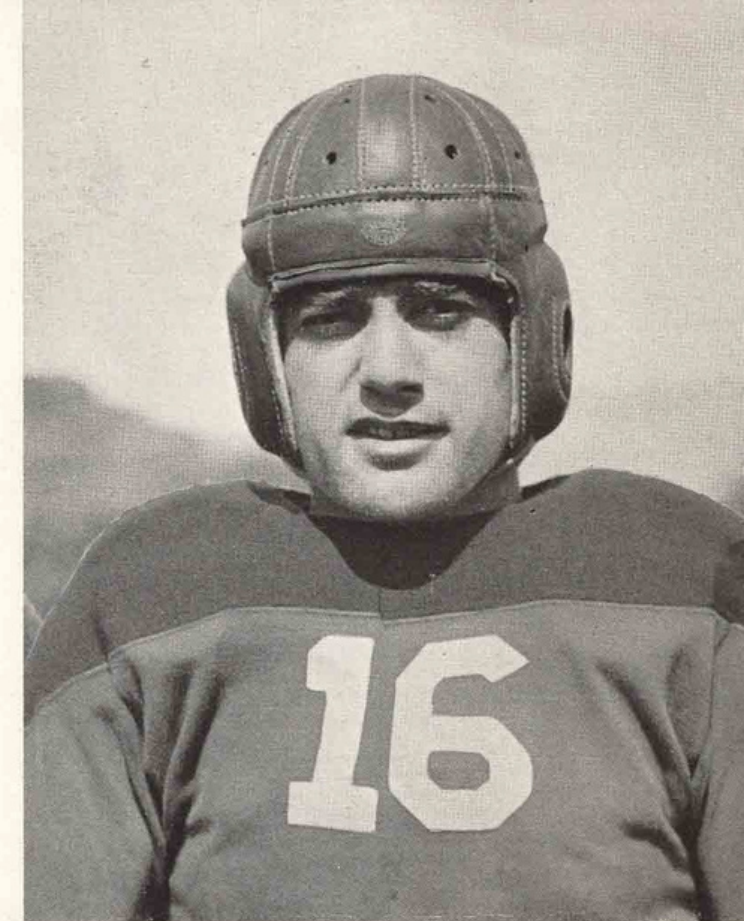
Nebb Elduyan and Marty Kordick are carrying on the Los Angeles tradition at guard that Mike Stepanovich established. This is Nebb's second year and Marty's first, together they comprise the ablest pair of blocking guards that St. Mary's has yet possessed. Wag Jorgensen, a 200-pound replica of his brother Carl, who played tackle for the last three years, completes a center trio that can hold its own with any in the land.

"Slip" Madigan's mad Moragans are favorites today to win against the Westwood Bruins, if the past records of both elevens are considered. The Gaels have won over such strong teams as Berkeley, Washington State and the Fordham Rams.

El Bruin, on the other hand, has had a most unfortunate season. In their initial game they fell before the onslaught of the Oregon Ducks 26 to 3, later they partially made up for this defeat by whipping Montana's Grizzlies 16 to 0. Then came the heartbreaking defeat of Ingram's Bears 3 to 0, followed by Indian massacre resulting in a 27 to 0 loss for the Bruin.

Madigan is always very cautious about making winning predictions. Before the Wolf upset, "Slip" made his first and only prediction, saying that the Gaels would win in a walk. After the defeat he swore never to be a so-called "expert" again.

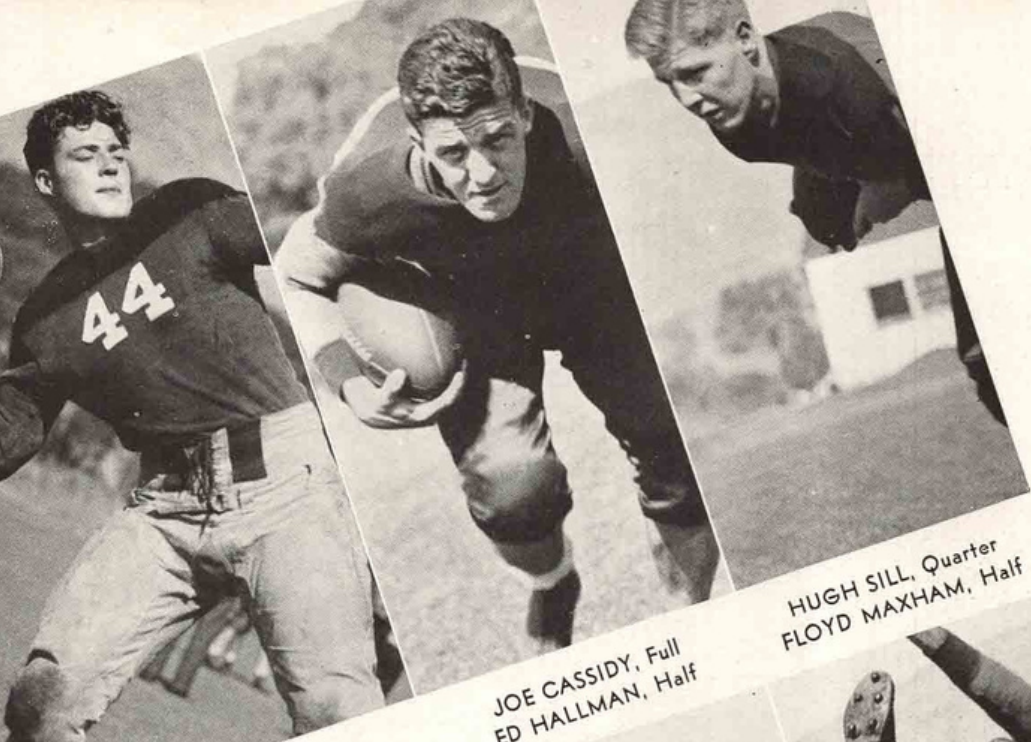
The Galloping Gaels, this season, have rambled across enemy goal lines 13 times. Their own goal line has been crossed but twice in the past four games, which all goes to prove that the Moragans have a great offensive and defensive club. "Ambling Al" Nichelini, the whirlwind in the Gael attack, has accounted for most of the yardage of the northern eleven, averaging better than four yards per crack.



69 Felix "The Ace" Pennino, End  
56 Mal Fiese, Backfield



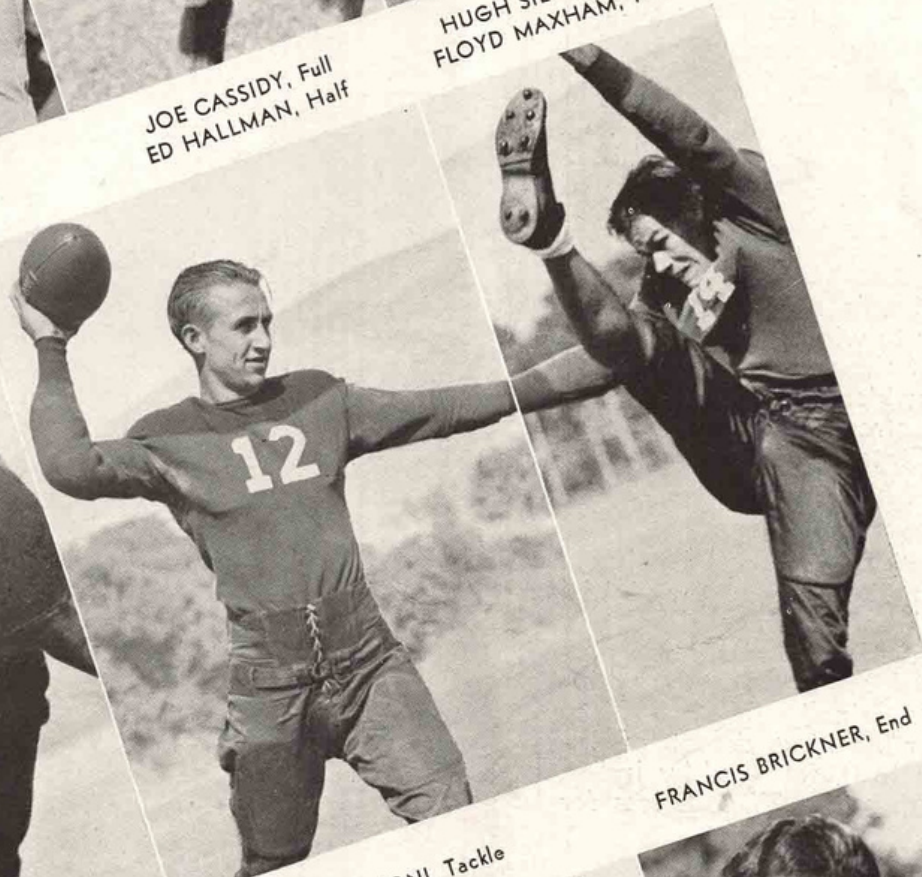
# GAEELS



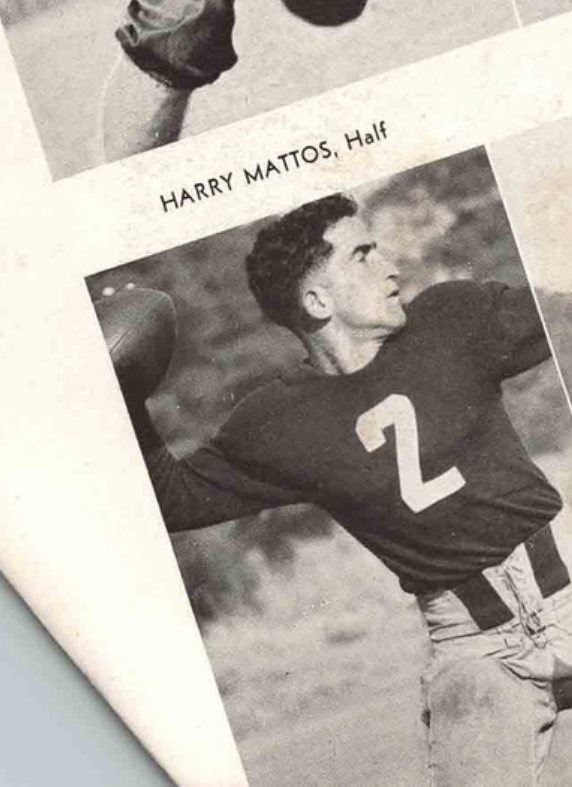
HUGH SILL, Quarter  
FLOYD MAXHAM, Half



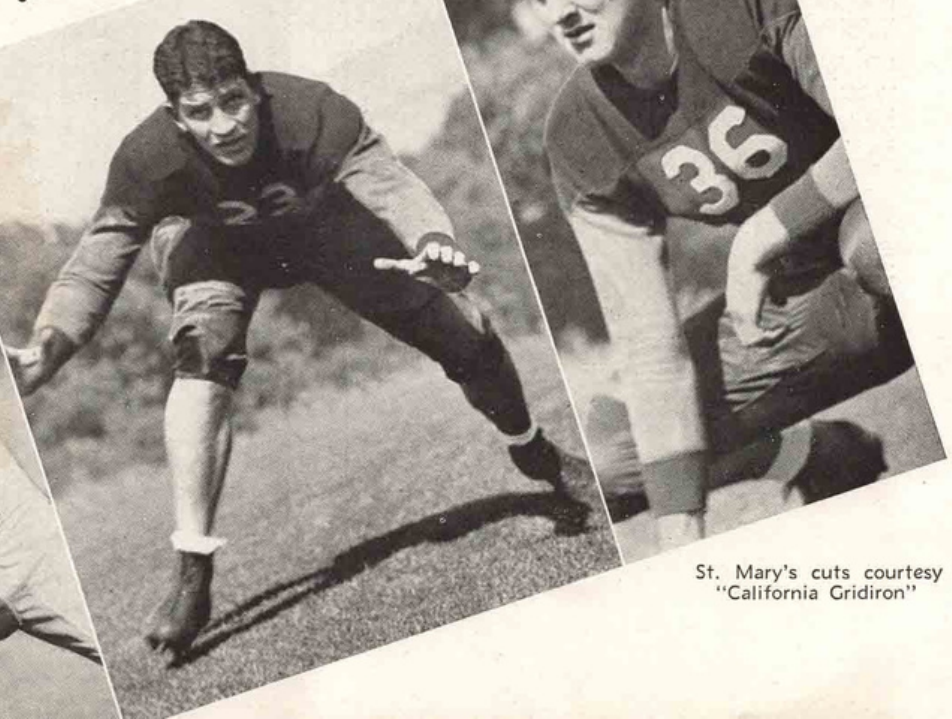
WALLY MORSE, Full  
WALT MINOGUE, Guard



JOHN GIANNONI, Tackle  
FRANCIS BRICKNER, End



HARRY MATTOS, Half



36

St. Mary's cuts courtesy  
"California Gridiron"



## THE BIG GUN OF THE GAEELS

And here is the one and only "Ambling Al" Nichelini, the big gun in "Slip" Madigan's intricate offense, who will also probably gain All-American honors of some sort this season. The big fellow has punctured enemy lines for a total of almost 300 yards, more than four yards per crack. And this against such sterling elevens as Berkeley, Fordham and Washington State. His duel with Ted Key, Bruin fullback, today, in ground gaining ability will be one of the highlights of the game.



## St. Mary's vs. U.C.L.A.

### TENTATIVE STARTING LINEUP

ST. MARY'S		U. C. L. A.	
82 Strub.....	LER.....	Lott	31
58 Meister.....	LTR.....	Stawisky	35
48 Kordick.....	LGR.....	Wombel	56
59 Jorgensen.....	C.....	Chavoor	24
57 Elduayan.....	RGL.....	Boyer	34
60 Yezerski.....	RTL.....	Olson	22
69 Pennino.....	REL.....	McChesney	9
56 Fiese.....	Q.....	Murphy	48
72 Schreiber.....	LHR.....	(c) Livesay	4
76 Nichelini.....	RHL.....	Cheshire	33
75 Kellogg.....	F.....	Key	3

Score	1	2	3	4	Total
U.C.L.A.					
St. Mary's					

Next Game Oregon State vs. U. C. L. A., Nov. 24

## St. Mary's vs U.C.L.A.

### St. Mary's Squad

6 Bonelli, q	57 Elduayan, g
17 Jorge, t	58 Meister, t
18 Preston, t	59 Jorgensen, c
21 Flynn, q	60 Yezerski, t
22 Scott, e	61 Keran, t
23 Popovich, g	62 Haloski, t
24 Slattery, q	63 Timm, e
25 Leonard, f	64 Lang, e
29 Ferry, f	65 Miller, g
37 Summers, h	66 Minogue, g
38 Groux, h	67 Morse, f
39 Miller, h	68 Erdelatz, e
40 Mackey, h	69 Pennino, e
41 Steele, t	70 Ragle, g
42 O'Loughlin, h	71 Owens, t
43 Adams, c	72 Schreiber, h
44 Giannoni, t	73 Willett, q
45 Brickner, e	74 Austin, e
46 Pendleton, e	75 Kellogg, f
47 Jirsa, c	76 Nichelini, h
48 Kordick, g	77 Hallman, h
49 Conlee, c	78 O'Connor, g
50 Mattos, h	79 Brown, q
51 Cassidy, f	80 Curtin, Joe
52 Maxham, h	81 McKinney, h
53 Harris, q	82 Strub, e
54 Dennerlein, q	83 Conrotto, f
55 Sill, q	84 Bracco, e
56 Fiese, q	

### U.C.L.A. Squad

2 McConnell, c	31 Lott, e
3 Key, f	32 Funke, g
4 Livesay, rh	33 Cheshire, lh
5 Denis, t	34 Boyer, g
7 Haradon, lh	35 Stawisky, t
9 McChesney, e	36 Wilton, lh
10 Allington, e	37 McClintock, e
11 Funk, rh	38 Barr, g
12 Hastings, t	39 Ross, t
13 Austin, g	40 Dobbenspeck, f
14 Schroeder, e	41 Calhoun, e
15 Spaulding, lh	43 Michal, g
16 Gary, q	44 Trotter, g
17 Smith, e	45 Vercellino, f
21 Dickerson, t	48 Murphy, q
22 Olson, t	50 Purdy, t
23 Olmstead, q	53 Storey, t
24 Chavoor, c	55 Frankovich, q
25 Pike, e	56 Womble, g
26 Reickle, rh	57 Gillette, t
30 Peers, e	58 Brown, t
	59 Toomey, e

### OFFICIALS

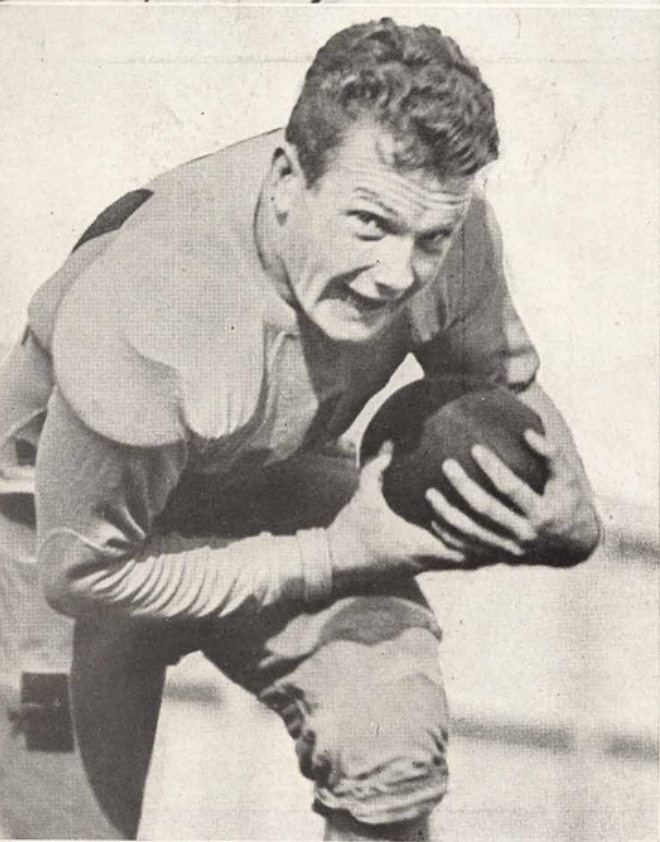
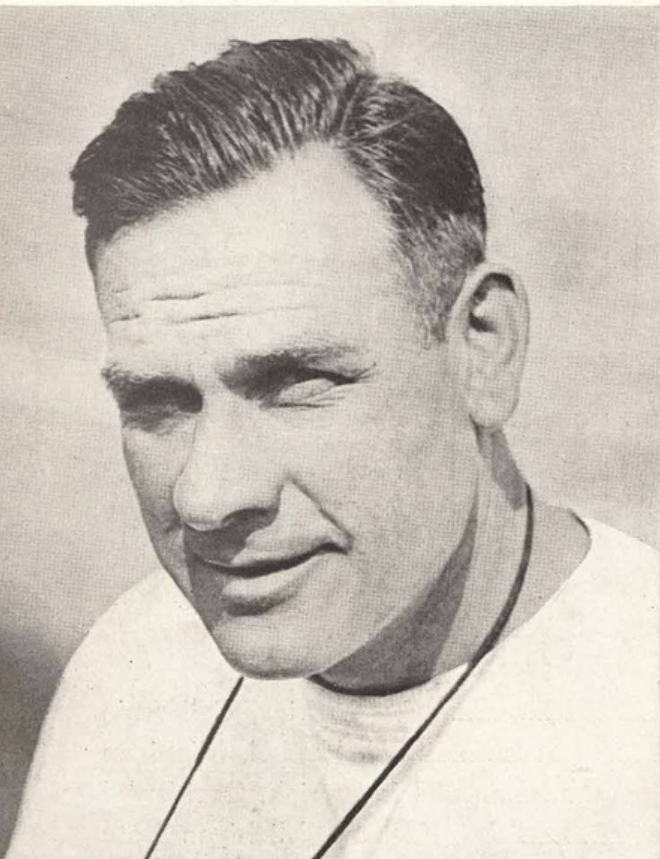
Referee.....	C. M. Price, California
Umpire.....	H. Huebel, Michigan
Head Linesman.....	B. Kirkpatrick, Occidental
Field Judge.....	W. K. Dunn, Michigan State

*There is no substitute*  
**for HI-OCTANE!**

**RICHIFFIELD**



## HEAD MEN AT WESTWOOD



Losing top-flight football teams on the Pacific Coast, up until the last few years, always had a quaint way of consoling themselves for past defeats.

"We'll take the Bruins, anyway," was the old song.

Some of them are still "taking" the Westwooders but the "taking" is not as much of a sure thing as it used to be, with Bruin opposition spending much more time and devoting much more attention to the task of preparing for U. C. L. A.

William Henry Spaulding, Blue and Gold coach, oft referred to as "Westwood Will," is one of the main reasons why other coaches are taking an interest in what is going on out in the country among the "blue hills to the south."

Some very tough battles have been given the high-ranking Coast elevens of late and though the scoreboard often shows a decisive victory for Bruin opponents, the enemy elevens invariably are forced to admit that the Westwooders gave them more or less of a "working-over."

Mentor Spaulding, in his own quiet way, is a pretty fair down-country fight instiller, and another gentleman of few words, Captain Ransome "Pants" Livesay seems to have absorbed some of the head man's magic.

The public prints are glutted with material on how big an inspiration Joe Glutz is to Misfit U. and how the "boys all worship young Phil Daisyfooter, their great captain and guide to bigger and better things."

A lot of it is hokum.

But Livesay would appear to be THE McCoy. "Pants" lives football and possesses what is tritely referred to as "the will to win." The Bruin captain works hard on every play, usually clearing the way for somebody else.

Pilot Spaulding and Captain Livesay are both trying to go places with a team obviously short of material, particularly in the ranks of reserves.

Perhaps they are "making haste slowly" but there is one statement you can find no fault with:

Both "Pants" and Bill are trying, and trying hard.

Bill Spaulding (top) U. C. L. A. Head Coach  
"Pants" Livesay, Captain 1934 Bruin Eleven

## BRUIN BENEDICTS SAVED FROM "GOING HOLLYWOOD"

By Malcolm Davis

They can say what they want about Mr. William H. Spaulding's lusty Bruin this season but there's one thing that they can't say and that's accuse the Westwooders of "going Hollywood." It simply can't be done. It's impossible.

Protection being nine-tenths of virtue the world over, early in the year the varsity members of U. C. L. A. began a concerted drive to rid themselves of any opportunity of "going Hollywood." And today and tomorrow and perhaps for the next few weeks the coaching force out at the Bruin drill rectangle will be hearing or unearthing the results of the aforementioned drive.

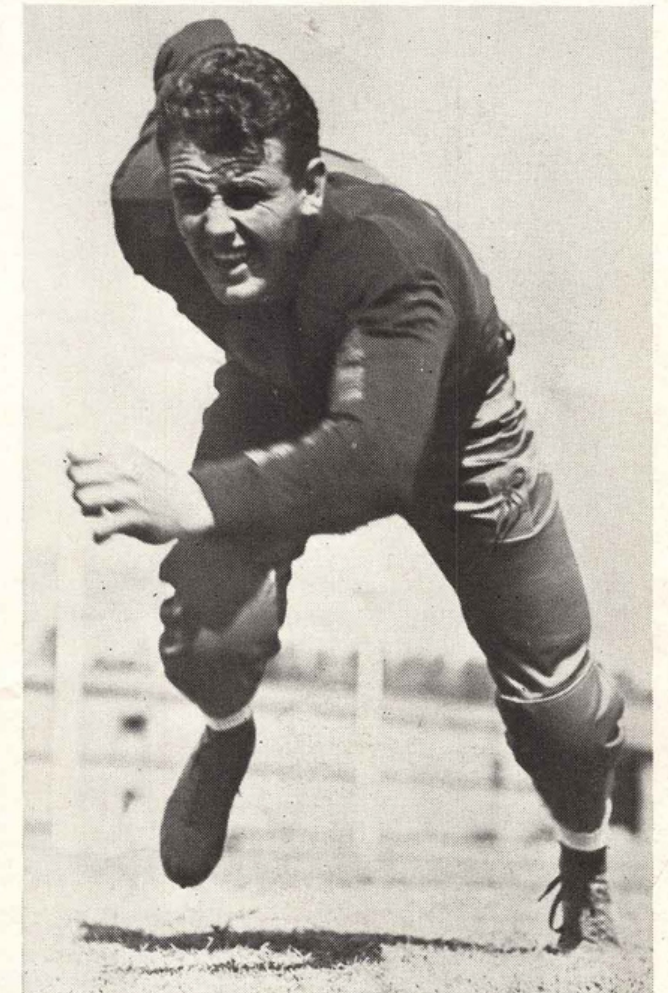
The first step toward utter protection against "going Hollywood" was taken by Wilton Wilton, diminutive left halfback of the Bruin team for the past two years, coming to U. C. L. A. via Bakersfield Jaysee and Huntington Park High School.

It was a cold crisp day in late March, the 25th to be precise, that Wilton Wilton, brother of Frank Wilton, former Stanford halfback, gathered together his aunt and a girl by the name of Dorothy Cowgill and left for Yuma, Arizona. Late in the day the party arrived and in the early evening Wilton Wilton gained his "protection" by marrying Miss Cowgill.

Wilton first met Dorothy at a letterman's dance while he was in attendance at Huntington Park High School. Romance came and came to stay. The first meeting was in 1927 and seven years later, almost to a day, Wilton claimed her as his bride. Mrs. Wilton is a former student of U. S. C., where she was a member of Delta Delta Delta sorority, leaving the university as a junior.

Captain Ransom Livesay was the next gridder to provide himself with "protection." On April 28th of this year Captain Livesay, for the past four years a right half and fullback for Bill Spaulding, took a girl he had known for over five years and together they drove to Yuma to return as man and wife. The girl was Wanda Maze, a former student at Franklin High School where Livesay learned his first football.

Not to be outdone by his teammates Sam Storey, giant colored tackle and guard took the vows with Agnes Broyles whom he met while



Robert McChesney, Spaulding's rugged, slashing wingman, enters the game today against the Gaels with a reputation of being one of the outstanding ends on the coast.

The big Scotchman plays in daring fashion, with little heed given to possible injuries. A colorful player, he was almost the ruination of Bill Ingram's Golden Bears, but since has been bothered with a broken hand. Today, however, he is in the best of condition and will undoubtedly be the man to watch.

a student and football player at Los Angeles Junior College. Storey's wedding took place at his bride's home last May 5th.

Mrs. Storey will return to the university in February to complete her course of study and will be graduated with her husband. Sam is taking a degree in Physical Education and will





23 Remy Olmsted, Fullback



36 Wilton Wilton, Left Half  
Page Fourteen



44 Duke Trotter, Guard



35 Sam Stawisky, Tackle

enter the field of coaching. Mrs. Storey's father is one of the prominent colored lawyers of Los Angeles.

Wilton Wilton and Pants Livesay will complete their courses at the University next year and both will attempt careers in the teaching of Physical Education.

So now you can see why ye Bruin can't "go Hollywood." They've the real kind of protection. They are old married men now.

Not like most coaches Bill Spaulding doesn't object in the least to having married players on his team.

"I'd darn near be willing to buy them all licenses if they could play football like my married boys can. Sure I like married grid-ders. It helps steady them and gives them a real objective upon which to center. Good luck to all of them," finished the Westwood mentor with one of his best genial smiles upon hearing of the recent weddings taking place on his squad.

One mustn't forget the "veteran" of double harness, Verdi Boyer. Certainly married life can't have dimmed his playing prowess. So far this year he hasn't failed to start a game and is the nearest of all the team members to all-coast honors. Verdi was married nearly two years ago.

Now let's diverge from the married footballers and return to the scene of the crime. Today the Bruins run headlong into one of the coast's toughest and most colorful aggregation, the St. Mary's Gaels, known in some parts as Madigan's Mad Moragans.

For the task of halting the powerhouse attack of the Gaels Spaulding will fall back upon his old lineup of McChesney and Lott at ends. McChesney has been an outstanding player at

the left flank since he returned to college in September. He likes his games with a verve and today's task should find him well satisfied. Watch him as he performs at the position and you'll see some fine end play.

Over at the right flank is the veteran, Sinclair Lott. Lott's hands should hold many passes today as Spaulding is planning to take to the air to beat off the Gael attack. Lott is known as the fastest man on the squad, having run the 440 yard dash for the past three years for Harry Trotter's track squad. He was slowed up early in the year by a cracked bone in his right hand but it has had time enough to mend and he has been registering creditable performances at the position.

The starting tackles have been tabbed as Carl Olson and Sam Stawisky, the former a sophomore and the later a junior. Admittedly a trifle green the tackles should by today's game have had enough experience to stand off the St. Mary's thrusts.

U. C. L. A. is strongest on the line at guard. Spaulding has Boyer at left and Trotter at right guard. With the system used by the Madigan men these two players should have an opportunity to shine as no other linesmen can today. Boyer is enroute to some position on an all-coast selection this year with Duke Trotter not far behind.

Sherman Chavoor will once again open at center for the locals.

The backfield will find the veteran Frankovich in the starting line-up at quarterback. The halves will be handled by speedster Chuck Cheshire with the rugged Bruin Captain, Ransom D. Livesay at the blocking spot. Fullback duties fall to Ted Key, who was held out of

(Continued on Page 19)



21 George Dickerson, Tackle



34 Verdi Boyer, Guard

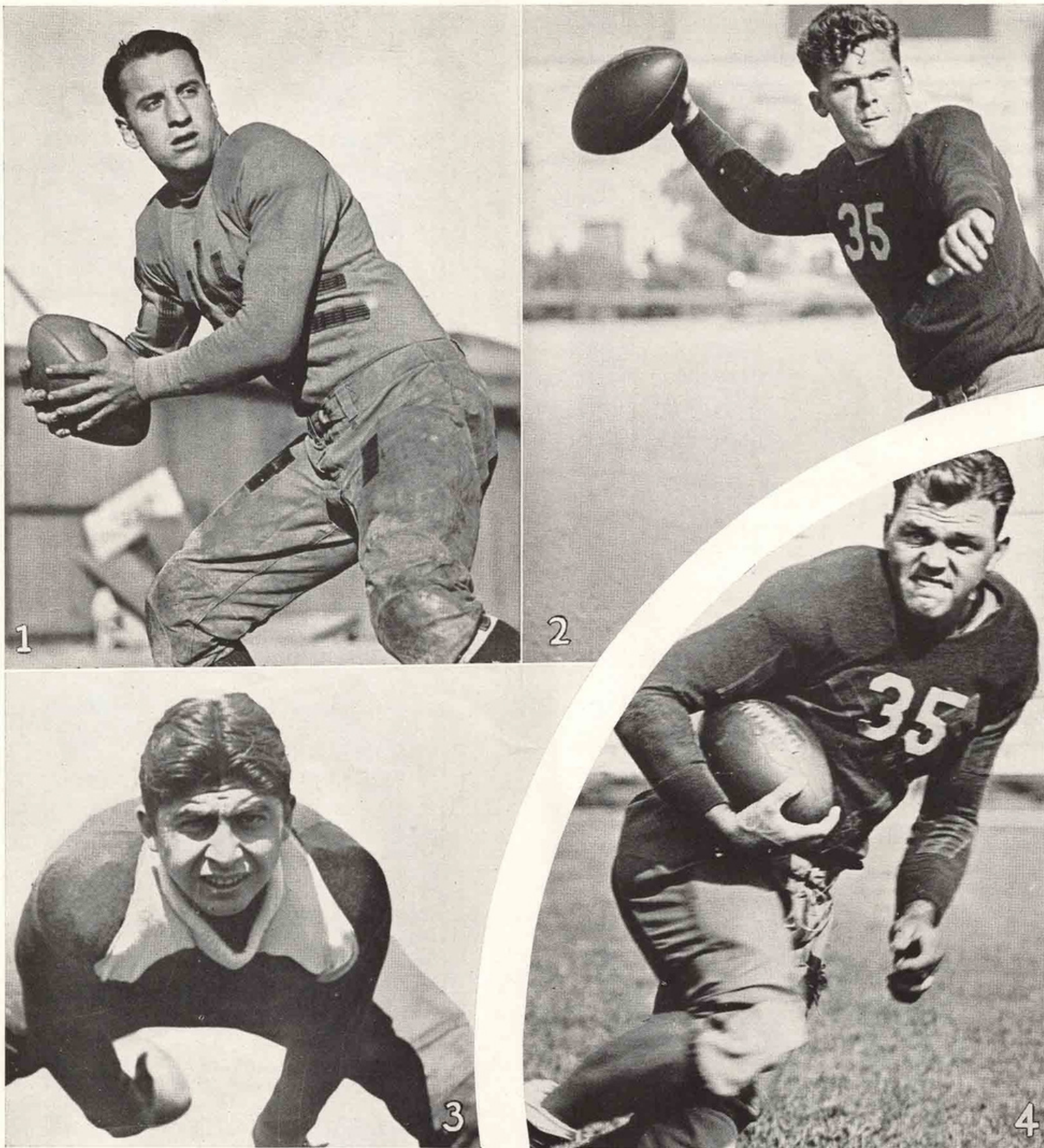


5 Joe Denis, Tackle



22 Carl Olson, Tackle





Four Bruins, one crippled, whom the Gaels are hunting in no lackadaisical manner today. No. 1 is Mr. Mitchel "The Great Serb" Frankovich, whom Bill Spaulding depends upon to do most of the tossing for the Westwooders. No. 2 presents Bill Spaulding, Jr. now relegated to the bench. Sherman Chavoer occupies the space allotted to No. 3, but will probably be found on the gridiron on the bottom of the scrum today. The gentleman in the corner (No. 4) is none other than Tex Key, the Westwood whirlwind.

## BETTER THINK TWICE

### *Grandstand Quarterbacking . . . A Pretty Risky Business As You May Find Out*

By Walt Shatford

"Why the dumb twit! What a hair-brained idiot! An end run in that situation. Why the dumb—"

Joe Gurglehammer, fat, furious, and fifty—speaking, or rather, yelling.

Why was Joe yelling?

Tsk! Tsk!

Down on the field the Heliotrope Horrors were locked in mortal combat with the invading footballers from Hisock U. A moment before Joe's outburst, the Heliotropes had had the ball on the visitor's one yard line on second down, with goal to go.

The person so ungentlely referred to as "twit" and "hair-brained" had called an end-run and the gentleman chosen for this bit of a flank-movement had been rudely hauled down for a loss of five yards, thus ruining the scoring chance.

And Gurglehammer Inc. was going to be out the 25c he had bet his pal Jake, cigar store operator and big-time gamboler.

And Gurglehammer was very very angry.

And so were 29,847 other Heliotrope fans.

#### Method in His Madness

A powerhouse fullback, with a little cooperation, had bounced, shoved, and slammed the length of the field to bring the Heliotropes to the one-yard line before the ill-fated end run endeavor by another back.

The multitude thought he could have carried it over for the score easily.

It looked pretty poor.

But—Down in the dressing room after the game the powerhouse fullback, the people's choice, was stretched out on a dressing table, groaning. The boy was hurt—had been hurt in the game just before the oft-referred to end-run.

The public never knew the reason for the calling of the unsuccessful play. The fans never knew that the fullback could not have made the grade. They never thought that the end run might be clever strategy, anyway.

#### Playing Yell Kings

Every Saturday the second-guessers in the stands perform. People like Joe, master strategists, rant, and yell, and rave without

thinking twice. Those who are not so fortunate as to get in the stands of a Saturday, join their brethren Sunday morning in the great game of Sabbath-morn quarter-backing.

Have they got a right to rave and rant?

Let's see.

The honorable Albert John Sturzenegger, chief scout at U. C. L. A., has done a bit of scientific work concerning things football. In fact, A. J. is so scientific that he knows the answers to such problems as "Will oranges or lemons be best for the footballers to suck between halves?" (Oranges is the correct answer).

This master mind of the gridiron, by dividing a football field into five yard squares, figured out possible plays in given situations,

(Continued on Page 19)

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# 50,000 PEOPLE STORM THE STADIUM

## *The Inside Dope on How the Saturday Masses Are Controlled*

by Nathan Kline

50,000 people! Beginning at 1 o'clock they streamed into the Coliseum for the Stanford game in almost never-ceasing lines. And after the game was over, they were out of the Coliseum in half an hour! How was this accomplished? Who is responsible for the handling of the huge crowds who come without fail on Saturdays?

The answer is to be found in the person of Harry Morris, ticket and personnel manager for U. C. L. A. With his two very capable assistants, Victor Moon and Varian Sloan, he takes care of the entire selling of tickets, handling of traffic, and ushering of patrons. Naturally, he has his corps of helpers, but the planning and overseeing is handled personally.

677 men and boys will take care of the crowd expected at today's game. Of that number, 315 are university men, and 362 are high school students. The greatest number of these will be guards and ushers.

One of the almost incredible features of the whole organization is that everything moves with the greatest of ease and harmony in the midst of seeming disorganization and confusion. Everybody knows his job and does it well.

Now for the actual working of the whole outfit. As noted before, direct supervision comes from Morris, Moon, and Sloan. Moon controls the workings of the outside personnel, which includes gatemen, guards, and trafficmen. On each side of the Coliseum are sixteen guards under a captain. Their duties are to see that there is no disorder and that everything moves along quietly.

At every tunnel there are a head gateman and two assistants whose duties are to take tickets and send the customers in through to the ushers, who will seat them in proper seats. At every stairway we find a head gateman, but only one assistant. They do not

handle any of the tickets, but see to it that everybody is headed for the proper entrance.

At the peristyle are located the "kid" gate, staff gate, and gate "29." The first is for grade school students, the second is for any exceptional cases, such as press passes and photographers, and the last is for high school students, who are admitted for forty cents upon showing proper high school identification. Six guards assist a peristyle captain in maintaining efficient order.

The traffic is handled by twelve men under a captain on Exposition Blvd. for parking cars and twenty to thirty-five men to enforce "no parking" rules around the Coliseum.

The work on the inside is a great deal more involved. The entire stadium is divided into sections, each of which consists of approximately 3,000 seats. These sections are located between the tunnel entrances and the stairway entrances. For each section there is a chief and an assistant chief, who have charge of twenty-two men. All the section chiefs on one side of the Coliseum are responsible to an Usher Captain, who has an assistant. Both, in turn are responsible to Sloan, inside personnel manager. This is true of the other side too. It is interesting to note that most of the ushers are obtained from high schools as far north as San Louis Obispo and Santa Barbara. All gatemen are bonded for two years at a cost of one dollar.

Everyone who works for the university in any capacity during a game is required to wear a clean white shirt, a black or blue bow-tie, and a rooster's cap. If any of these articles are missing when the worker reports for duty, he is not put on. The object in this is to make them easily discernible to the many fans who come to the games.

50,000 people! And the Coliseum was emptied in half an hour! With this highly efficient corp of workmen, one can readily see how this is possible.



## **Bruin Benedicts Saved From "Going Hollywood"**

(Continued from Page 15)

the greater portion of last week's contest with the Stanford Indians because of a back injury sustained in the "breather" with California Aggies one week before. Key is back in top form and should match line smashes with Nichelini and Mattos easily.

Outstanding as replacements in the holiday game today are Larry McConnell, Wilton Wilton, and Wendell Womble. All three will alternate at their respective positions. McConnell is to spell Chavor at the snapper-back position with Wilton replacing Cheshire if his punting is found to be necessary. Womble is to back up the right guard job of Duke Trotter.

## **Better Think Twice**

(Continued from Page 17)

with the factors of time left to play, condition of the players, condition of the field, etc., all being considered.

Thousands of possible plays were tabulated and it was found that in any single situation

there are always at least four logical strategems that can be tried.

### **Very Easy Assignment**

Now the quarterback, called upon to choose from at least four plays, picks one that fails and—well, he hasn't a chance. Advocates of three other possibilities all give him the bird.

According to Sturzenegger a quarterback has a sound reason (he would not be calling signals long if he did not) for every play he has run off and it is only when a signal barker has been knocked in the noggin that a poor play is called.

Have some mental exercise, on us.

There is thirty seconds to play . . . your team is six points behind . . . your eleven is on the enemy one-yard marker . . . it's fourth down . . . the opposition's line has been holding like a stone wall . . . the enemy backs are up close ready to smear a pass play or an attempt to skirt the ends.

You're the quarterback on the team seeking to score.

Make your decision.

Think of Joe and his 25c bet while you do so.

Well—Hurry it up. What's taking you so long?

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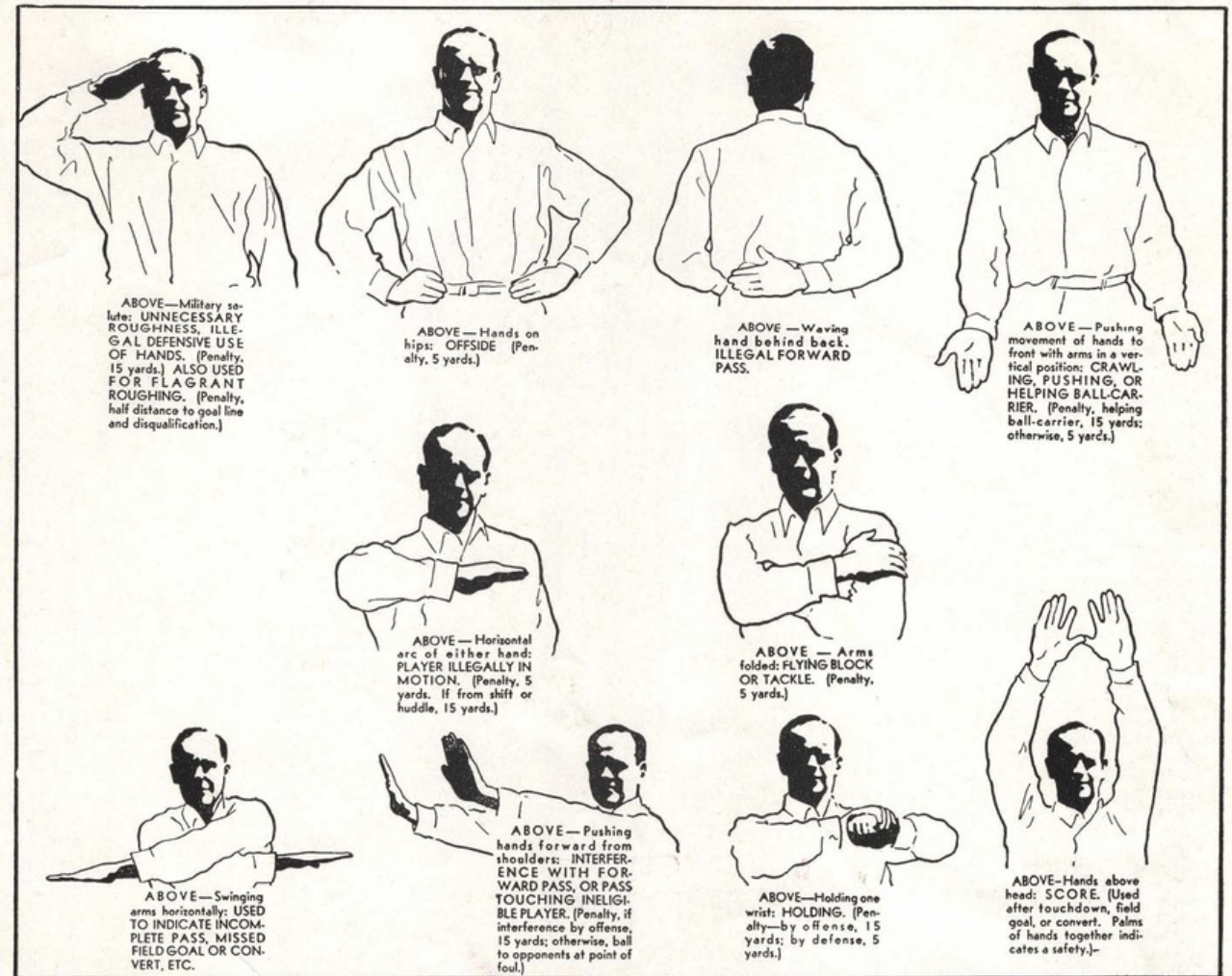
## ST. MARY'S 1934 FOOTBALL ROSTER

No.	Name	Pos.	Age	Weight	Height	Experience	Home Town
6	Bonelli, Noel	Q	22	165	5'11"	2 years Varsity	Los Angeles
17	Jorge, Ernie	T	19	183	5'11"	Frosh '33	Turlock
18	Preston, Jim	T	23	185	6'1"	1 year Varsity	Tulare
21	Flynn, Jim	O	22	168	5'9"	2 years Varsity	Sacramento
22	Scott, Bill	E	23	182	6'	1 year Varsity	Marysville
23	Popovich, Lubo	C	21	180	6'1"	Frosh '33	Los Angeles
24	Slattery, Jack	O	20	173	5'10"	Frosh '33	San Francisco
25	Leonard, Mike	F	19	170	5'11"	Frosh '32	Santa Cruz
29	Ferry, Lou	F	19	185	5'10"	Frosh '33	Richmond
37	Summers, Jim	H	20	170	5'9"	Frosh '33	San Francisco
38	Groux, Les	H	19	182	6'	Frosh '33	Oakland
39	Miller, Sam	H	18	185	5'11"	Frosh '33	Davis Creek
40	Mackey, Rea	H	21	170	5'9"	Frosh '32	Hanford
41	Steele, Bob	T	22	175	6'2"	1 year Varsity	Saticoy
42	O'Loughlin, Ned	H	21	168	5'11"	Frosh '33	Pasadena
43	Adams, Presley	C	23	193	5'11"	2 year Varsity	Burlingame
44	Giannoni, Johnny	T	20	190	6'2"	Frosh '33	Sacramento
45	Brickner, Francis	E	23	175	6'	Frosh '32	Spokane, Wash.
46	Pendleton, Ev	E	24	175	6'	1 year Varsity	San Francisco
47	Jirsa, Les	C	22	190	6'2"	1 year Varsity	Merced
48	Kordick, Martin	C	20	194	6'	Frosh '33	Los Angeles
49	Conlee, Gerry	C	19	185	5'10"	Frosh '33	Chico
50	Mattos, Harry	H	23	187	6'	1 year Varsity	Oakland
51	Cassidy, Joe	F	20	182	6'	1 year Varsity	Chicago, Ill
52	Maxham, Floyd	H	20	178	5'11"	Frosh '33	Los Angeles
53	Harris, Walt	O	21	175	5'11"	2 years Varsity	Denver, Colo.
54	Dennerlein, Jerry	O	18	192	6'	Frosh '33	Los Angeles
55	Sill, Hugh	O	21	174	5'10"	Frosh '32	Bakersfield
56	Fiese, Mal	O	21	178	5'11"	1 year Varsity	Salinas
57	Elduayan, Nebb	C	21	182	5'10"	1 year Varsity	Los Angeles
58	Meister, Herm	T	21	210	6'1"	1 year Varsity	San Francisco
59	Jorgensen, Wag	C	21	187	6'2"	1 year Varsity	San Mateo
60	Yezerki, John	T	20	220	6'4"	1 year Varsity	Portland, Ore.
61	Keran, Denny	T	19	210	6'3"	Frosh '33	Bakersfield
62	Haloski, Nick	T	19	201	5'10"	Frosh '33	San Francisco
63	Timm, Bob	E	22	180	6'1"	Frosh '33	Dixon
64	Lang, El	E	21	173	6'	Frosh '31	San Francisco
65	Miller, Don	C	21	185	6'1"	Frosh '33	Spokane, Wash.
66	Minogue, Walt	C	23	175	5'9"	2 years Varsity	Petaluma
67	Morse, Wally	F	19	191	5'11"	Frosh '33	Salt Lake City
68	Erdelatz, Eddie	E	21	189	6'	1 year Varsity	San Francisco
69	Pennino, Felix	E	22	190	6'	2 years Varsity	Los Angeles
70	Ragle, Dick	C	21	188	5'11"	Frosh '33	Visalia
71	Owens, Johnny	T	20	212	5'9"	1 year Varsity	Rodeo
72	Schreiber, Herb	H	22	177	6'	1 year Varsity	San Francisco
73	Willett, Rollie	O	21	165	5'8"	1 year Varsity	Los Angeles
74	Austin, Jim	E	21	177	6'2"	Frosh '33	Hollywood
75	Kellogg, Clarence	E	22	190	5'10"	1 year Varsity	Marseilles, Ill.
76	Nichelini, Al	H	23	203	6'	2 years Varsity	St. Helena
77	Hallman, Ed	H	21	169	5'11"	Frosh '32	Oakland
78	O'Connor, Hugh	C	21	180	5'11"	1 year Varsity	San Francisco
79	Brown, Joel	O	22	170	5'10"	1 year Varsity	Exeter
80	Curtin, Joe	F	23	170	6'	1 year Varsity	San Francisco
81	McKinney, Bill	H	20	179	6'	Frosh '32	Visalia
82	Strub, Vic	E	21	180	6'	Frosh '33	Oakland
83	Conrotto, Chinto	E	19	200	6'	Frosh '33	Gilroy
84	Bracco, Nick	E	22	185	6'	Frosh '32	Richmond

## U. C. L. A. 1934 FOOTBALL ROSTER

No.	Name	Pos.	Age	Weight	Height	Yrs. Exp.	Home Town
2	Lawrence McConnell	C	19	195	6' 1 1/2"	0	Beverly Hills
3	Ted Key	F	22	192	5'10"	0	Panhandle, Texas
4	*Ransom D. Livesay (C)	RH	23	173	5'10"	2	Los Angeles
5	Joe Denis, Jr.	T	20	193	6'	0	Los Angeles
7	Howard Haradon	LH	20	160	5'10"	0	Pasadena
9	*Robt. McChesney	E	21	190	6'	1	Los Angeles
10	Raymond Allington	E	19	171	6'	0	Van Nuys
11	Fred Funk	RH	20	215	6' 2"	0	Los Angeles
12	John Hastings	T	20	209	5'10"	0	Los Angeles
13	*Edward Austin	E	25	182	5'10"	1	Los Angeles
14	Robt. Schroeder	E	19	180	6'	0	Los Angeles
15	William E. Spaulding	LH	20	180	5'11"	0	Los Angeles
16	Richard E. Gary	O	24	175	5'10"	0	Los Angeles
17	*Julian Smith	E	25	171	5'11"	1	Goodland, Kans.
21	George Dickerson	T	21	184	6' 1"	0	Huntington Park
22	Carl Olson	T	19	199	6'	0	Los Angeles
23	*Remington Olmstead	O	21	170	6'	1	Los Angeles
24	Sherman Chavoar	O	19	190	6' 1"	0	Pasadena
25	Charles Pike	E	20	162	5' 9"	0	Los Angeles
26	Arthur Reickle	RH	20	175	6'	0	Los Angeles
30	Raymond Peers	E	20	174	6'	0	Van Nuys
31	*Sinclair Lott	E	22	185	6' 2"	2	Covina
32	*Sigfried Funke	C	24	175	5' 7"	2	Los Angeles
33	*Charles Cheshire	LH	20	169	5'10"	1	Santa Barbara
34	*Verdi Boyer	T	23	180	5' 9"	2	Los Angeles
35	*Sam Stawisky	G	20	208	6'	2	Huntington Park
36	*Wilton Wilton	LH	23	145	5' 7"	1	Los Angeles
37	Jack McClintock	E	20	172	5'11"	0	Huntington Park
38	Robert Barr	C	19	184	5' 7"	0	San Jacinto
39	Ben Ross	T	22	230	6' 2"	0	Venice
40	Richard Dobbenspeck	F	25	182	6'	0	Los Angeles
41	Donald Calhoun	E	19	191	6' 1"	0	Venice
43	*Howard Michal	G	20	173	5' 8"	1	Beverly Hills
44	*Harry Trotter	E	21	220	6' 3"	1	Santa Monica
45	James Vercellino	F	21	185	6' 1"	0	Beverly Hills
48	*William Murphy	O	20	173	5'10"	1	Bisbee, Ariz.
50	Robt. Purdy	T	19	190	6'	0	Los Angeles
53	*Sam Storey	T	23	190	6'	1	Los Angeles
55	*Michael Frankovich	O	23	188	6'	2	Los Angeles
56	Wendell Womble	C	21	182	5'10"	0	Los Angeles
57	Kenneth Gillette	T	24	202	5'11"	1	Woodland
58	Claude Brown	T	20	180	6'	0	El Centro
59	Ray Toomey	E	19	160	5'10"	0	Los Angeles
							Gardena

\*Number of awards won.



## Penalties

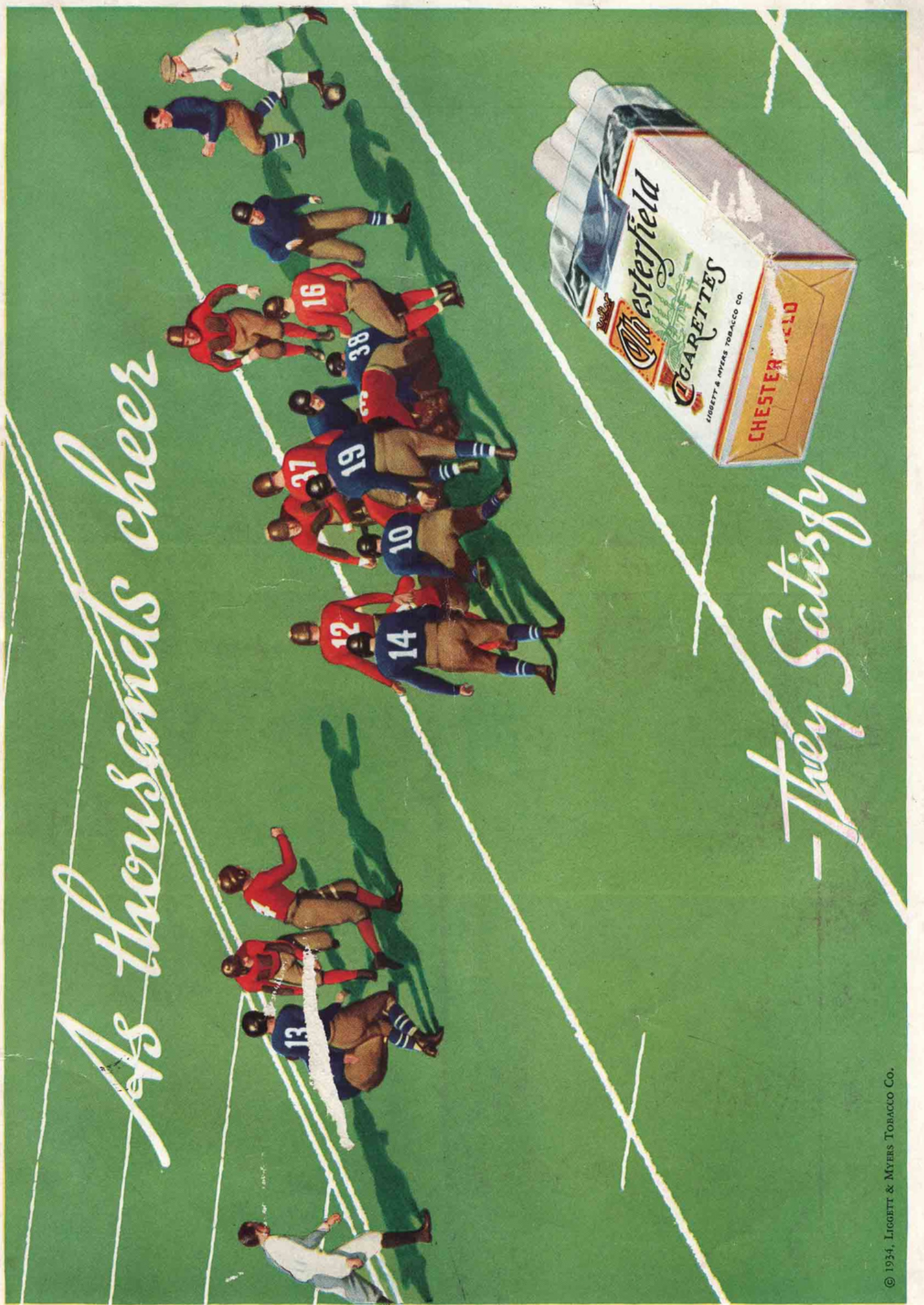
A number corresponding to those listed here will appear on the scoreboard as the penalty occurs. The numbers do not indicate the player responsible for the penalty.

LOSS OF FIVE YARDS			
1	Holding by defensive side	6	Illegal tackling or blocking
2	Crawling	7	Offside
3	Attempt to draw opponents offside	8	Encroachments on neutral zone
4	Delaying game	9	Feint to snap ball
5	Taking more than two steps after fair catch	10	Illegal possession
		11	Interference with opponents before ball is put in play
		12	Substitute failing to report
		13	Backfield in motion
		14	Taking time out more than three times during half
		15	Player out of bounds
		16	Running into kicker
LOSS OF FIFTEEN YARDS			
17	Holding by side in possession of ball	24	Tripping
18	Hurdling	25	Leaving field during one-minute intermission
19	Coaching from sidelines	26	Unsportsmanlike conduct
20	Intentional grounding of forward pass	27	Piling up
21	Interference with fair catch	28	Tackling out of bounds
22	Substitute communicating before first play	29	Rushing, pulling, interlocking, interference, etc.
23	Throwing fair catcher	30	Running into opponents illegally
		31	Individual going on field without permission
		32	More than one attendant going on field
		33	Failure to come to one-second stop in shift play
		34	Roughing the kicker
		35	Clipping
OTHER PENALTIES			
36	Illegal return to game: loss of twenty-five yards	38	Foul within one-yard line: half distance to goal line
37	Team not ready to play at scheduled time: loss of twenty-five yards	39	Interference with forward pass by defense: loss of the ball
		40	Slugging: half distance to goal and disqualification
		41	Flagrant roughing of kicker: 15 yards and disqualification
		42	Any act committed by an outsider but affecting the game: the referee is empowered to impose such penalty as justice may require

(Courtesy of Associated Students, University of California)



*As thousands cheer*



*-They Satisfy*