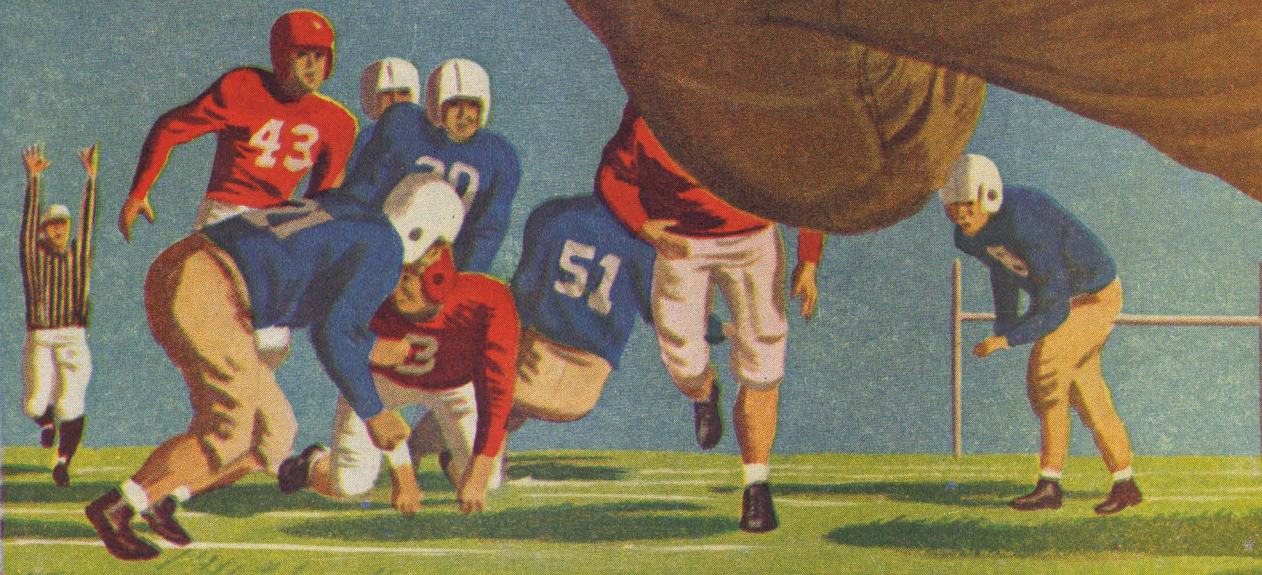


THE *Goal Post*



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"The Sweetheart of Lucky Strike,"
says:

Be Happy-
GO LUCKY!

**LUCKIES
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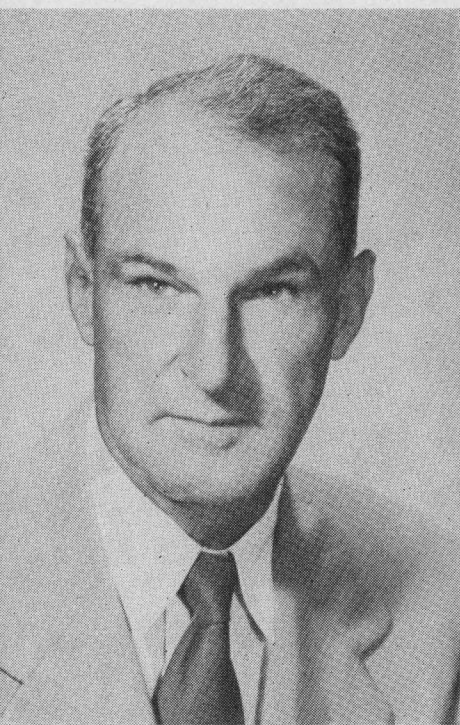
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THE
Goal Post



THIS is Jess Clairborne Neely's 30th year in the supposedly hazardous profession of coaching football. **The 1952 season is his 13th at the Rice helm, his 22nd campaign as a head coach in major college football.** As he rounds out his third decade as a mentor, Neely is a trustee of the American Football Coaches Association and head of the athletic department of a great Southwest Conference school. His all-time record at Rice up to today's game: 75 wins, 47 defeats and four ties. His '46 Owls were co-SWC champs and beat Tennessee in the Orange Bowl. **The 1949 team, perhaps the greatest of his coaching career, won the SWC title and thrashed North Carolina in the Cotton Bowl.** He was headman at Clemson College in South Carolina for nine seasons (1931-1939) before taking over at Rice in 1940. His '39 Clemson eleven upset Frank Leahy's Boston College powerhouse, 6-3, in the Cotton Bowl. Jess was a star end and halfback under the colorful Dan McGugin at Vanderbilt back in the early 20's. He was leaving Vandy as his friendly rival across the field today was entering the great Nashville, Tenn., university.

RICE Coaching Staff



THE RICE INSTITUTE FOOTBALL COACHING STAFF
Kneeling (from left): Red Bale, end; Cecil Grigg, backfield; Jess Neely, head coach; Joe Darris, line. Standing (from left): Harold Stockbridge, asst. freshman; Charley Moore, freshman; Dell Morgan, assistant; Eddie Wajecki, team trainer.

THE UCLA FOOTBALL COACHING STAFF

Kneeling (from left): Jim Myers, line; Red Sanders, head coach; Tommy Prothro, backfield. Standing (from left): Johnny Johnson, freshman; Deke Brackett, assistant; Bill Barnes, end; George Dickerson, asst. line; Ray Nagel, assistant.



UCLA Coaching Staff

THIS is Henry Randolph "Red" Sanders' 21st year in his chosen profession of teaching the game of football. **The '52 season is his fourth at UCLA, his 10th year as a head mentor in collegiate ranks.** Sanders is nationally recognized as one of the great single wing coaches of the day. His all-time record at Bruinville going into today's intersectional clash: 20-9-1! His Bruins have finished second twice (1949 and 1951) and third once (1950) in final PCC standings. Red won lots of acclaim but no Southeastern Conference championships during his six-year coaching sojourn at Vanderbilt (1940-41-42-46-47-48) before heeding the call of the West and UCLA in 1949. **Red was a clever 145-lb. quarterback at Vandy in his undergraduate days (1923-27).** He also starred in baseball and basketball. His Vandy coach, the late Dan McGugin, once remarked that "Sanders has one of the best football brains I have ever known." **Incidentally, be sure and catch Red Sanders' Pigskin Clinic over KECA-TV, Channel 7, every Tuesday at 9:30 p.m.** It is both interesting and informative.



THE RICE STORY

IN his 30th year of coaching football, Rice Institute's Jess Neely brings his Owls to the West Coast to battle a team coached by an old college friend. Back in the twenties when Neely was a senior and captain of the Vanderbilt Commodores, there was an ambitious young freshman gridder at the school named "Red" Sanders—now head man of the grid forces of UCLA.

Although they have been friends and in the coaching profession for many years, this marks the first time Neely and Sanders have been across the field from each other.

While Sanders sticks with the single wing they both learned at Vanderbilt, Neely several years ago switched to the standard T formation at Rice. He has had several outstanding teams at the school in Houston, with his '49 club winning the Southwest Conference title and walloping North Carolina in the Cotton Bowl classic.

There are 21 lettermen on the Rice squad that

is playing an unusually ambitious schedule this year. In addition to this top intersectional clash with a Pacific Coast power, the Owls tangle November 1st with mighty Wisconsin of the Big Ten (also a UCLA foe this fall), and they have already played Texas Tech and Louisiana State. As usual, the Owls have their six Southwest Conference games.

One of the features of today's game should be the performances of the linebackers. **While the Uclans boast of their famed Donn Noomaw and Terry Debay, the Owls believe they have a worthy pair of linebackers in co-captain Don Rhoden and Leo Rucka.**

Like most Southwest teams, the Owls enjoy throwing the ball. However, they do not throw with wild abandon as some teams from that sector do. The Rice strategy is to have a good mixture of passing and running, but the Owls can strike quite effectively overhead.

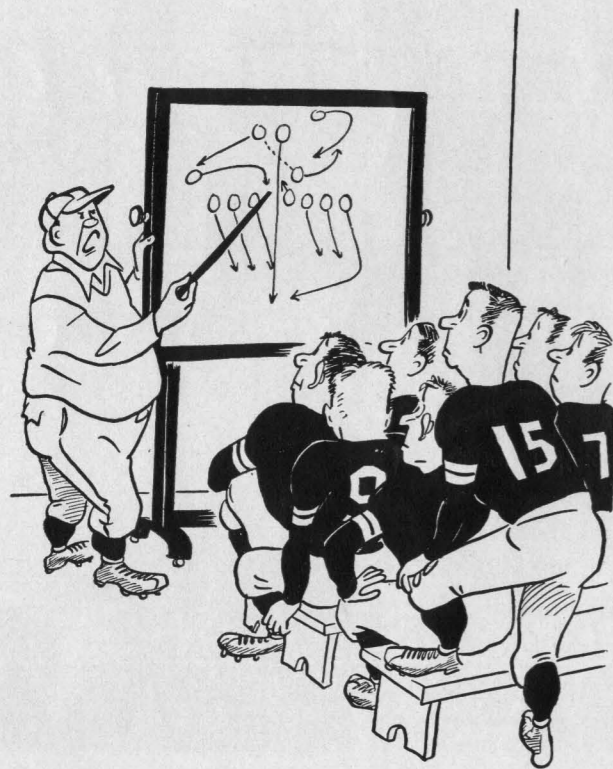
For instance, last season quarterback Dan Drake in his first varsity year threw more touchdown passes (11) than did celebrated rivals Larry Isbell of Baylor or Fred Benners of S.M.U., even though he threw little more than half as many passes.

Other Rice offensive threats are such capable halfbacks as Carl Johnson, Billy Ed Daniels, and Bill Frazier, with "Kosse" Johnson the team's punter as well as a good runner at fullback.

Helping bolster the defensive forces along with Rhoden and Rucka are such veterans as a splendid defensive guard in 6'6" 218-pound Richard Chapman, an "A" student and president of the junior class at Rice, along with the Southwest Conference's smallest player, 149-pound safetyman Horton Nesrsta. Incidentally, the little man pronounces that unusual name as "Nuh-ses-ta."

The Owls go against a powerful foe, but hope to have a fine game with the strong Uclans.

—By BILL WHITMORE
Sports News Director
Rice Institute



B. BROWN

"This play has never failed for Metro-Goldwyn-Mayer!"

THE UCLA STORY

Those colorful Texans are back with us again today. Two weeks ago TCU's Horned Frogs fell before the Battling Bruins, 14-0. This afternoon the Owls of Rice Institute carry the proud banner of the Southwest Conference and will try to even things by handing UCLA its first licking of the 1952 campaign.

However, the PCC representatives have lots of incentives to play themselves a ball game. Red Sanders' Bruins will be scrapping to run their undefeated string to nine straight games. **UCLA hasn't had to swallow that bitter stuff called defeat since mid-October of 1951 when Stanford's Rose-Bowl-bound Indians administered a 21-7 dose.** The Sandersmen roared back to win four games and tie one in a blazing stretch run last year.

By walloping Washington, 32-7, at Seattle last week, the Bruins tacked up their third straight win this season. UCLA has limited the opposition to one touchdown or less in seven of its last eight-games. The lone exception was the 20-20 standoff with the Huskies last year.

The Bruins will also be battling to improve their record against Texas teams. The records show that they have won only two (TCU twice) and lost seven (SMU four times, Texas A&M twice and TCU once) in previous starts against Lone Star State elevens.

This is the first Rice-UCLA meeting in history and it stacks up as a mighty interesting one. The Bruins' defensive platoon, which has overshadowed the offensive unit to date with its devastating play, figures to get an acid test from the balanced Owl attack, which features the throwing arm of Dan Drake and the running of "Kosse" Johnson.

Even Bruins Donn Moomaw and Terry Debay, rated by many as the greatest linebacking team in collegiate ranks today, may be pushed to the limit by Rice's brilliant tandem of Don Rhoden and Leo Rucka, the best in the Southwest.

Moomaw and Debay were at their best in stopping Don Heinrich and the Huskies last week. **Other Bruins to stand out at Seattle were Chuck Doud, the Notre Dame transfer who may**

be one of the finest tackles in UCLA history; John Peterson, the defensive end who gets better with every start; fullback "Cappy" Smith, who smashed the Husky line for three TD's; wingback Don Stalwick, who catches passes as well as he runs; and end Bob Heydenfeldt, who demonstrated he is probably UCLA's No. 1 punter by averaging 43 yards on three boots.

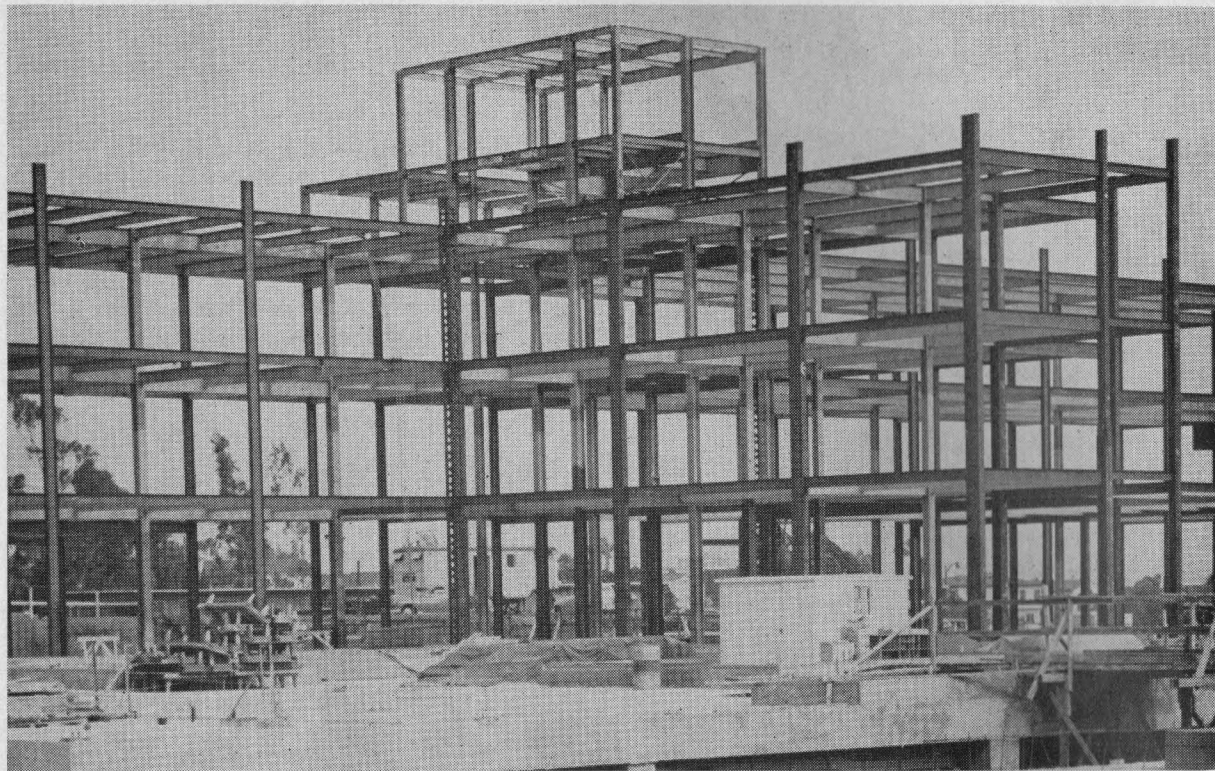
But, of course, the Bruins are counting upon those talented tailbacks—Peerless Paul Cameron and Ready Teddy Narleski—to spark the Bruin attack today. Cameron figures to shake his injuries and play himself his best game of the season. Narleski, who will don a mask to protect his broken nose, is ready for another courageous performance.

—By FRANK STEWART
Asst. Director
ASUCLA News Bureau



B. BROWN

"Morris is going to be a good man! They tell me he'd rather play football than eat!"



THIS IS THE START OF THE ALMOST \$21,000,000 MEDICAL CENTER ON THE WESTWOOD CAMPUS

The University Story:

WESTWOOD'S MASTER PLAN

Back in the middle twenties, when it was decided to move U.C.L.A. from its Vermont Avenue location to a new and larger site, a spirited argument developed:

"How large should the new campus be?"

"About 100 acres," said one group. "Harvard, Michigan and Wisconsin get along nicely on that much land."

Another group pointed out that the average size of nine leading American university campuses was 156 acres.

"Double that and a little more and we will have plenty of room for expansion."

"You're both wrong," countered still another group.

"The minimum need is 1,000 acres. California is going to boom, Los Angeles will become the largest city in the United States, and U.C.L.A. will be the largest university."

The 1,000-acre people were brushed aside as typical California boosters but their hopeful predictions were reflected in a compromise. Selected for the new campus was a 383-acre site in Westwood, in 1929 an expanse of bean fields and creek beds, dotted with live oaks and sycamores.

Today, at the height of an unprecedented \$46,000,000 post-war building program, U.C.L.A. architects wish they had 1,000 acres to plan

with. What is already acknowledged as one of the world's great universities is being built in the span of a single generation.

A university, of course, is not judged a leader because of its buildings. Rather, the feverish construction pace has been necessary to accommodate the growing number of students and outstanding faculty members attracted by U.C.L.A.'s growth and promise.

The need for expansion was clearly seen before 1946. Funds appropriated for building purposes by the state legislature as early as 1914 were frozen by World War II and resulting building restrictions.

Wisely and prudently, the legislature and the university administration continued to lay funds aside for building purposes all through the war in anticipation of the inevitable post-war increase in student population. These funds were increased by sizeable appropriations in the post-war years so that today they stand at a total of \$46,00,000 already spent and to be spent under the current program for 23 major buildings on the Westwood campus.

Completed since the war have been the Business Administration and Economics Building, the University Elementary School, a two-unit Engineering Building, Law School Building, Library

East Wing, Administration Building Wing, Art Building, Geology - Chemistry Building, Home Management Laboratory, Plant Physiology Building and seven smaller service or research buildings.

Under construction are the new \$20,000,000 Medical Center and \$3,000,000 Life Sciences Building. To be started soon are the \$1,400,000 Home Economics Building, the \$1,900,000 Music Building, \$1,700,000 Physical Science Building, \$1,750,000 Classroom and Office Building, and an \$826,000 four-story Cancer Research Wing on the east side of the Medical Center.

The Strayer Report, a survey of future higher education needs in California, predicted that U.C.L.A.'s graduate and undergraduate enrollment will reach 20,000 by 1960. The current building program is only part of a long-range construction plan to meet that need.

This plan looks far into the future—possibly as far as 50 years—and contains the outlines of buildings to care for that period. Such a plan is invaluable because, as the need arises, the planners will have efficient guide to prevent haphazard development.

Responsible for planning of the campus's over-all development are Welton Becket, Supervising Architect; Carl C. McElvy, Principal Architect; Ralph Cornell, Consulting Landscape Architect; and Lester R. Kelly, Consulting Engineer.

McElvy, who, before he came to U.C.L.A. nine years ago, was architect for the Los Angeles City Planning Commission, heads a unique organization of 66 architects, engineers, inspectors and technicians. This staff of specialists, one of the few organizations of its kind to be employed by any university, works closely with members of faculty building committees in preparation of plans for each structure. The Architects and Engineers division also aids in the basic designing of buildings, equipment, and furniture. Its responsibility begins at the time of the building's conception and carries through until final completion.

Although the campus is large, a master plan of horizontal integration has been worked out to keep the huge educational plant practical and efficient.

Liberal arts buildings, for example, are grouped around the campus quadrangle where they will be convenient to each other. Buildings for the Life Sciences, Engineering, and Geology-Chemistry will face a "Court of Sciences," located on the south part of the campus. Also, the larger schools and departments have their own libraries and study areas. All over campus, related schools and departments will be placed so that their reciprocal functions are emphasized and encouraged.

Altogether, the master plan represents the ultimate addition of 1,700,000 square feet of new space. It will make U.C.L.A., the Los Angeles campus of the University of California, one of the most beautiful and best equipped universities in the world.

U.C.L.A. POST-WAR BUILDING PROGRAM

Completed:

Business Administration, Economics Bldg.	\$ 1,412,000
Cyclotron	60,000
Service Bldg.	245,736
Elementary School	450,000
Engineering, Unit A	1,030,000
Engineering, Unit B	1,014,600
Kerckhoff Hall Addition	97,000
Law School	1,535,000
Library, East Wing	792,000
Library, West Wing (Remodeling)	324,000
Plant Physiology Greenhouse	246,210
Heating Plant	560,000
Physics Bldg. Sub-basement	100,000
Clark Library Alterations	59,600
Engineering Warehouse	55,000
Purchasing Warehouse	55,000
Subtropical Horticulture Storage	16,000
Ornamental Horticulture Storage	94,500
Campus Development	1,600,000
Administration Bldg. Wing	1,640,000
Art Bldg.	925,000
Geology-Chemistry Bldg.	4,657,100
Home Management Laboratory	60,500
Under Construction:	
South Campus Development	\$ 300,000
Medical Center	20,850,000
Life Sciences Bldg.	3,016,000
Home Economics Bldg.*	1,400,000
Cancer Research Wing*	826,000

*Bids received

In Planning Stage:

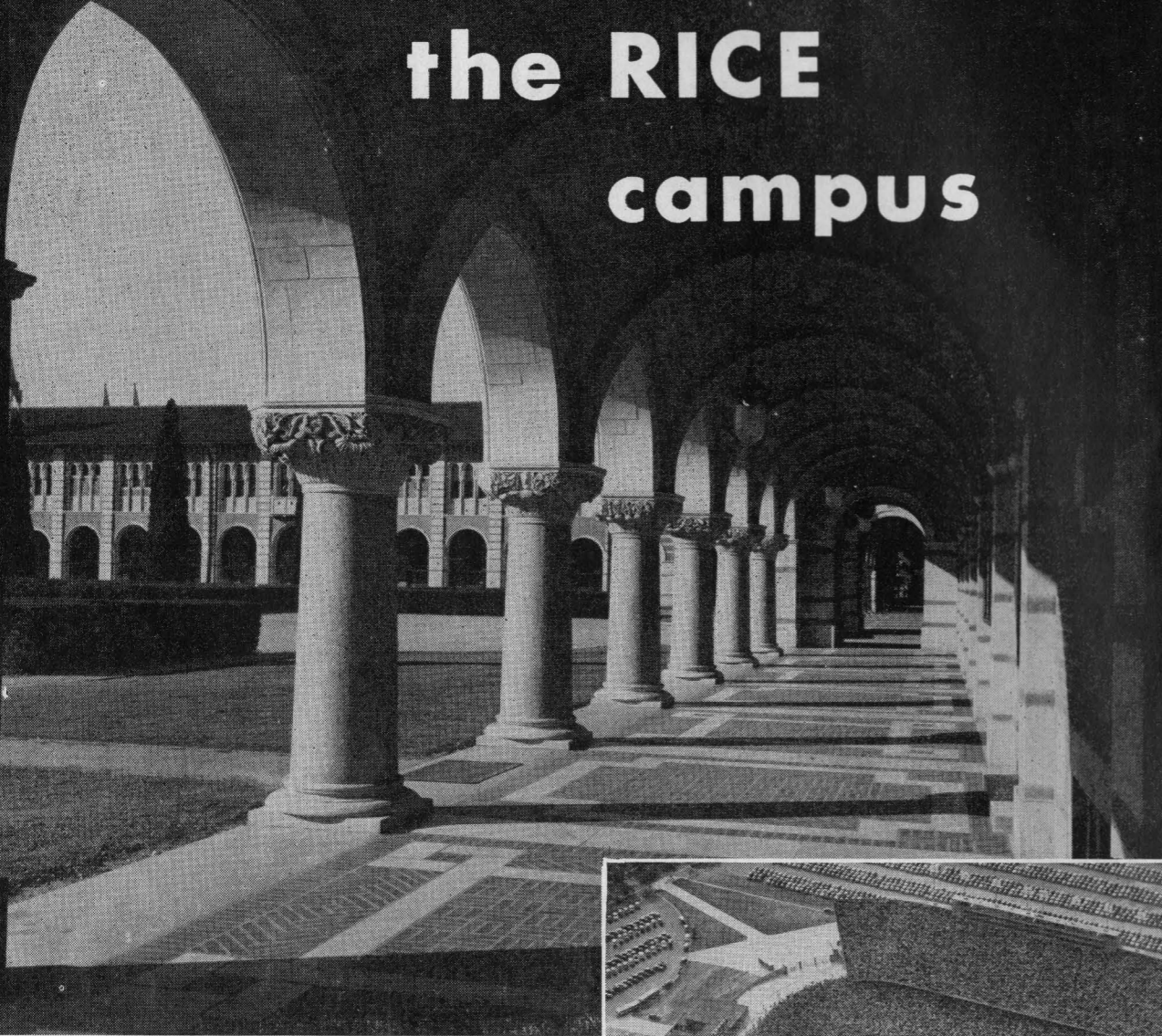
Music Bldg.	\$ 1,900,000
Physical Science Bldg.	1,700,000
Classroom & Office Bldg.	1,750,000
Laundry & Incinerator	375,000
Social Sciences Bldg. (Remodeling of old Chemistry Bldg.)	500,000
Minor Projects	465,000
	\$46,111,246

Proposed 1953-54 Building Program:

Psychology Clinic School	\$ 215,000
Utilities, Roads, Campus Development	500,000
Clarence A. Dykstra Residence Hall	2,326,700
Library Stack Addition	600,000
Life Science Vivarium	1,500,000
Engineering Unit No. 2	2,000,000

\$7,141,700

the RICE campus



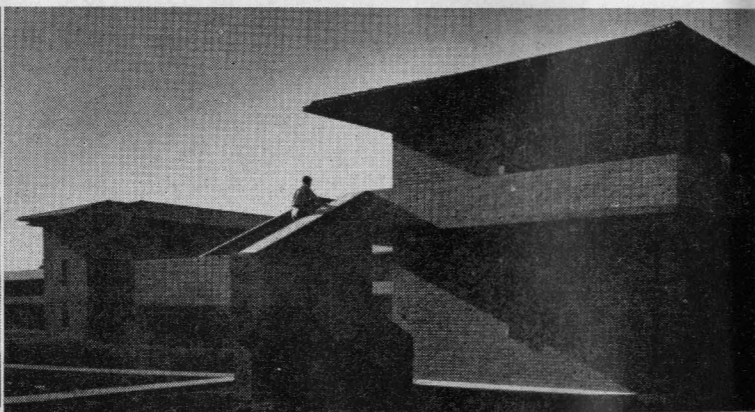
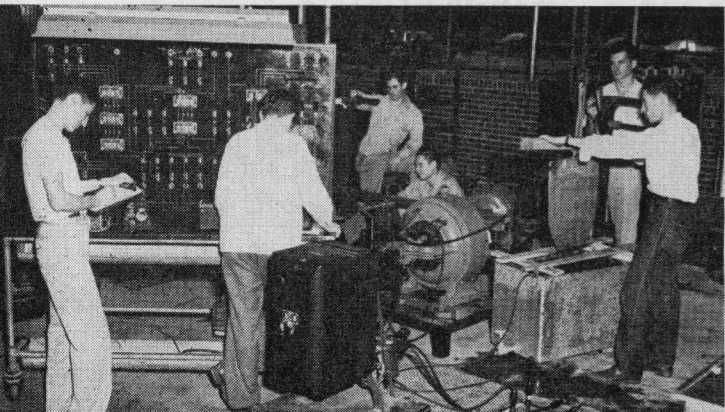
The Rice Institute, located in Houston, Texas, is in its 41st year of instruction.

Above: The Cloisters of Lovett Hall, administration building and first campus building constructed. In background is the Physics Building.

At Right: The new double-decked Rice Stadium, completed in 1950, seating 70,000 fans.

Below (left): Students at work in Rice's Engineering Laboratory.

Below (right): Wiess Hall, Rice's residential accommodations for 200 students and unmarried faculty members.



1952 HOMECOMING WEEK STARTS TOMORROW

By PAT KOENEKAMP

Tomorrow marks the day that the 1952 UCLA Homecoming celebration officially gets underway. Beginning with the annual Alumni Picnic and going straight through the week to the top event, Stanford vs. UCLA football game in the Los Angeles Coliseum, each day promises fun, entertainment and many contests for alumni, students, faculty and onlookers.

At 11:30 tomorrow morning, alumni will start to gather on Spaulding Field for their very own event of the week, the Alumni Picnic. Prizes will be awarded to the oldest grad present and the one from the farthest distance. For the future Bruins present, there will be guest entertainers as well as a Junior Homecoming Queen contest for the little ladies.

Glitter and greasepaint will predominate on Monday evening when an all student cast present the 1952 Homecoming show, "Dance Me a Song," which is a musical variety type production. Sharing honors with the show will be the finals of the Homecoming queen contest when her majesty and court composed of representatives of the four classes will be presented.

Wednesday and Thursday will see the Kerckhoff Hall Patio take on the atmosphere of a county fair as one of the special events of the week. There will be booths sponsored by campus service organizations and honoraries and all types of contests ranging from one for pets to a pie baking contest. In conjunction with this, a greased pig contest is planned for the athletic field.

Following the fair on Wednesday, there will be a parade to the Village for a street dance in the Desmond's parking lot to climax the Village Day Activities planned that day. For this dance, the music of Keith Williams is on the agenda.

The Homecoming queen will be officially crowned Friday morning on the Lower Quad as the first event of one of the biggest days of the entire week. Following her coronation, an honor luncheon is planned. That evening, the alumni

gather again for the buffet supper in the Kerckhoff Hall cafeteria. **At 8:30, the float parade in Westwood Village begins with entrants competing for some thirteen trophies in the various divisions.**

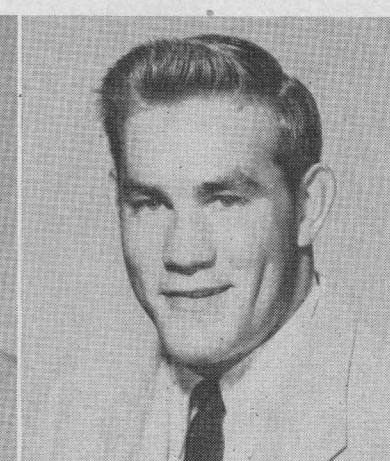
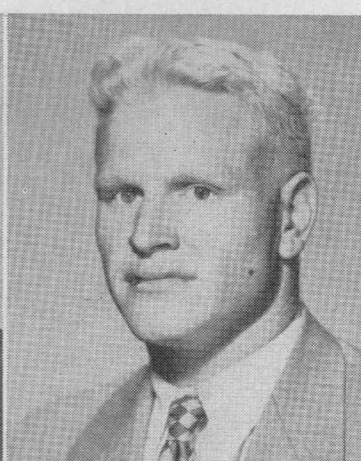
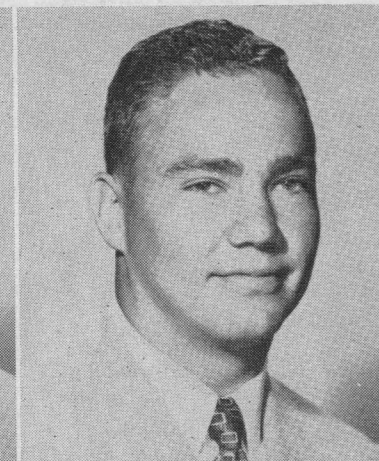
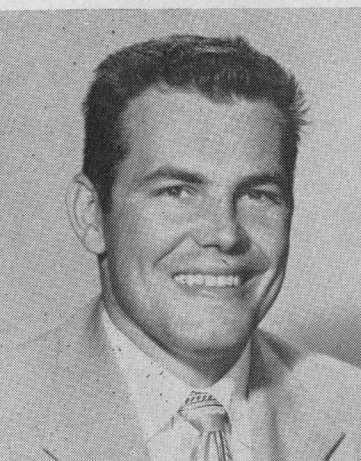
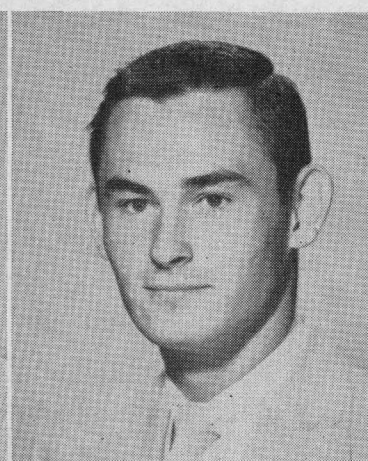
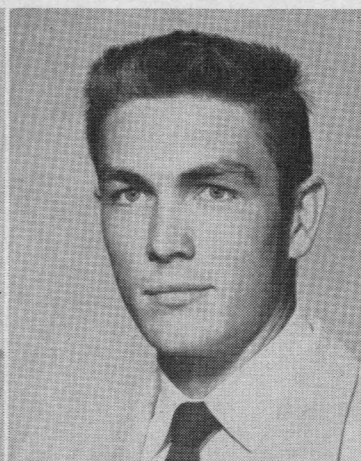
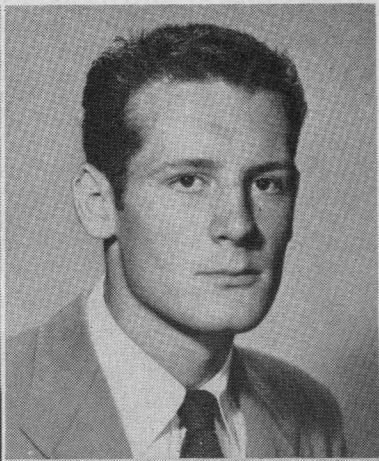
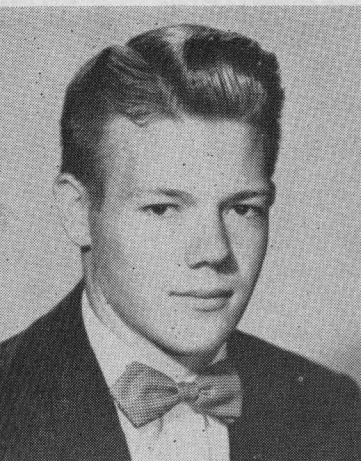
Following the parade, the athletic field will be the scene of the pre-game rally with bands and yell leaders participating in addition to an aerial fireworks display. Concluding this day is the Homecoming Rally Dance in the Kerckhoff Hall Patio at which the queen and her court will reign.

Climaxing as well as closing this yearly celebration will be next Saturday's big game between Stanford and UCLA. Before it gets underway, a pre-game parade is planned on the Coliseum track besides a game between the frosh teams of the two Universities.



"You're not going to any Homecoming Game this season! Last year you forgot to come home!"

The Official Watch for Timing Today's Game is Longines — "The World's Most Honored Watch."

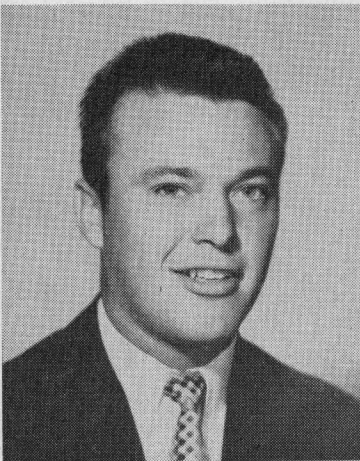


RICE OWLS

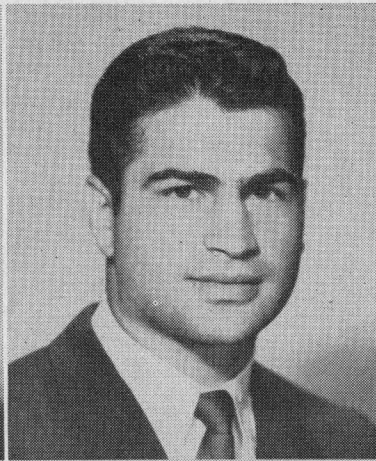


24 - DAN DRAKE, quarterback

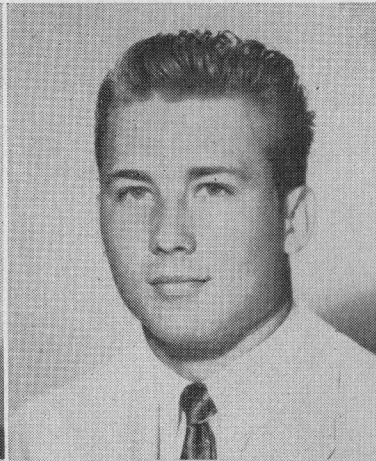
84 - JAMES HEFLIN, end



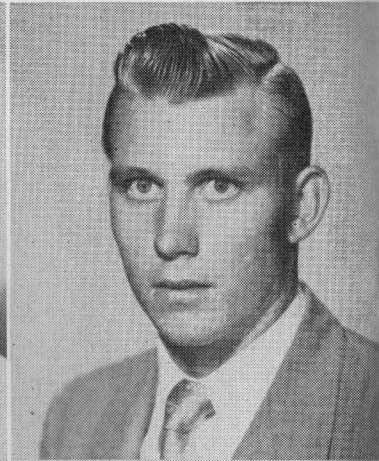
22 - BILLY ED DANIELS, halfback



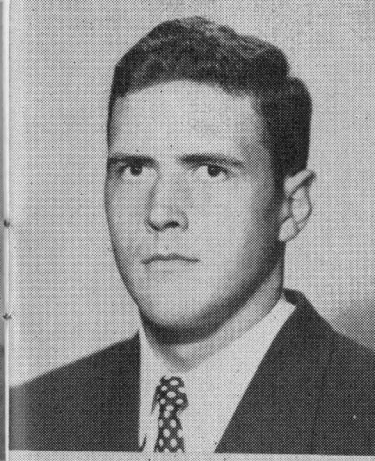
60 - KENNY PAUL, guard



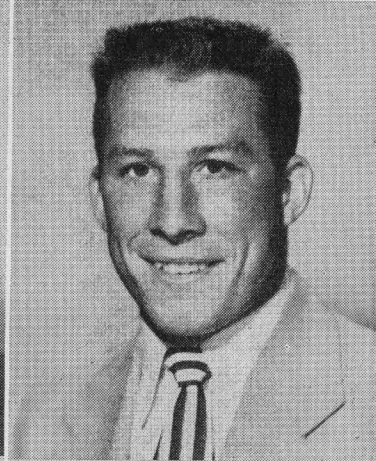
59 - JIMMY JAX, center



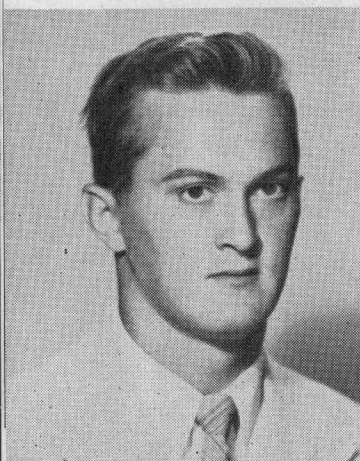
26 - LEROY FENSTEMAKER, quarter



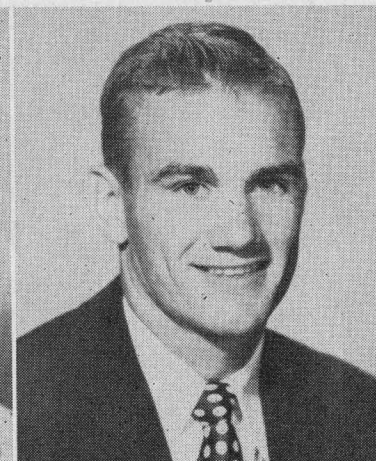
78 - RICHARD CHAPMAN, tackle



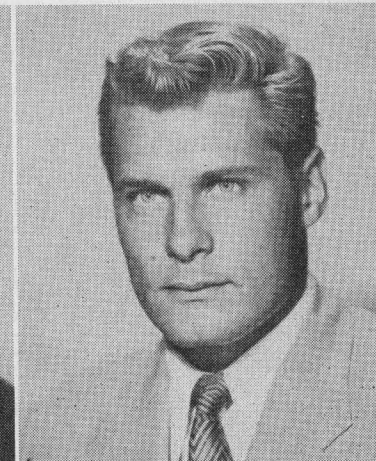
31 - MORRIS STONE, halfback



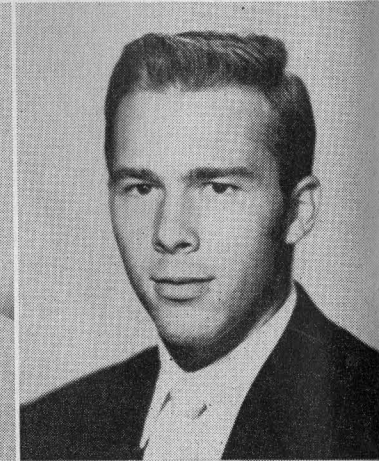
50 - RONALD LASSITER, center



25 - BUDDY GRANTHAM, quarter



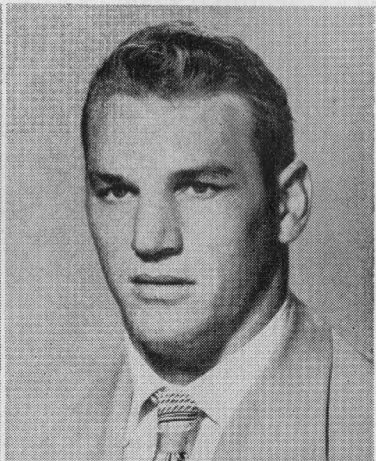
19 - BOB GARBRECHT, fullback



72 - MAX SCHUEBEL, tackle



45 - "KOSSE" JOHNSON, fullback



71 - BILL CROCKETT, tackle

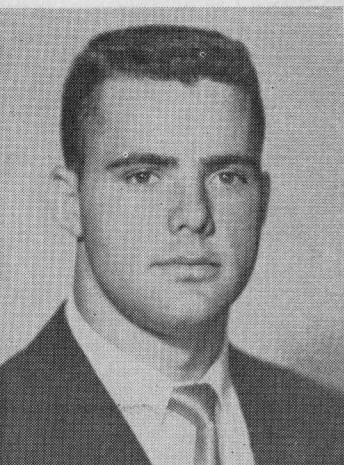


66 - "HANS" WAGNER, guard

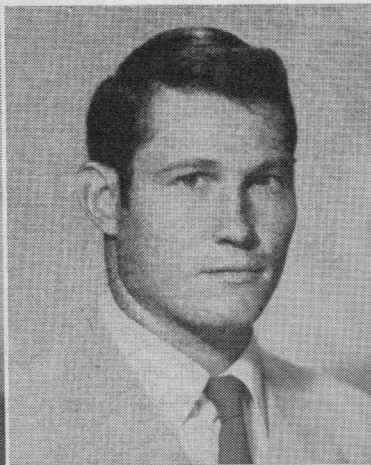


RICE OWLS

35 - BILL FRAZIER, halfback



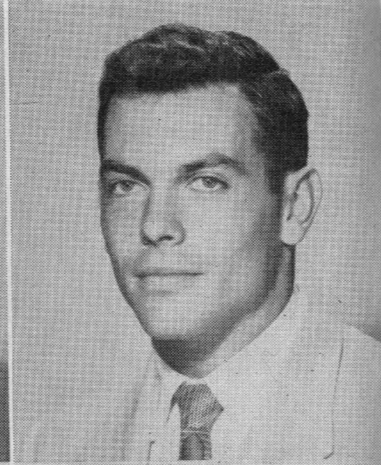
65 - DAN HART, guard



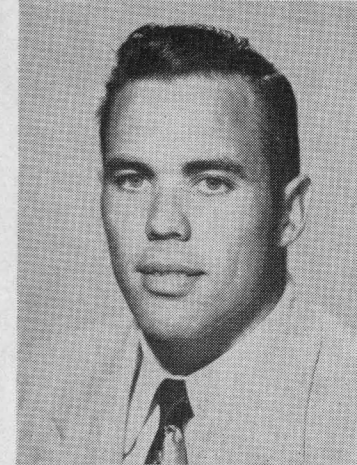
56 - BOBBY MOORE, center



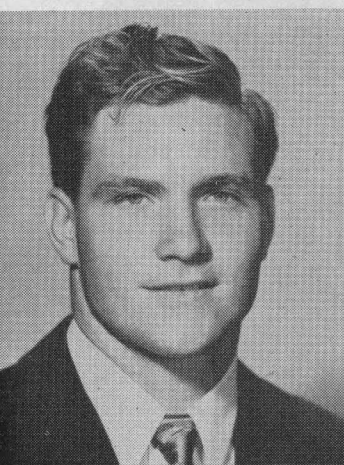
62 - LA MAR "SKIP" LEE, guard



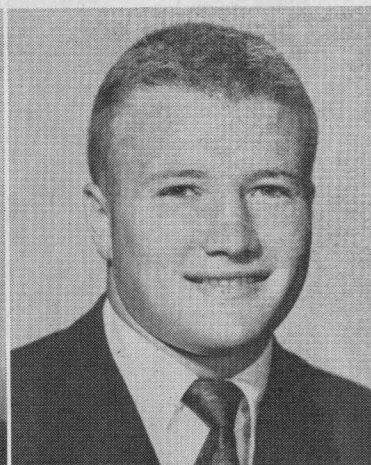
43 - CARL JOHNSON, halfback



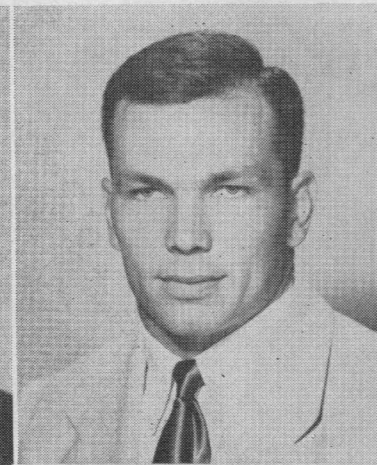
80 - JACK DAY, end



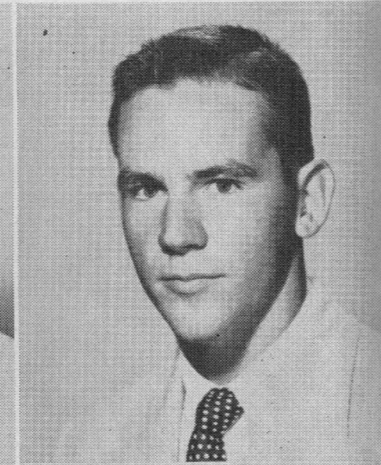
88 - SAMMY WARD, end



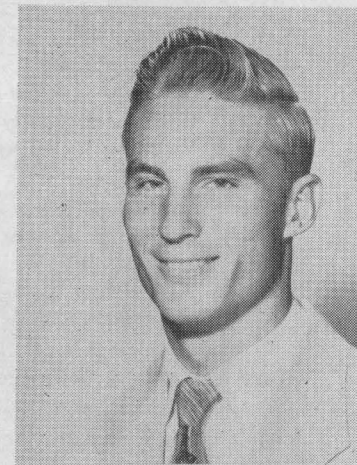
36 - GORDON KELLOGG, halfback



69 - JAMES TIMMONS, guard

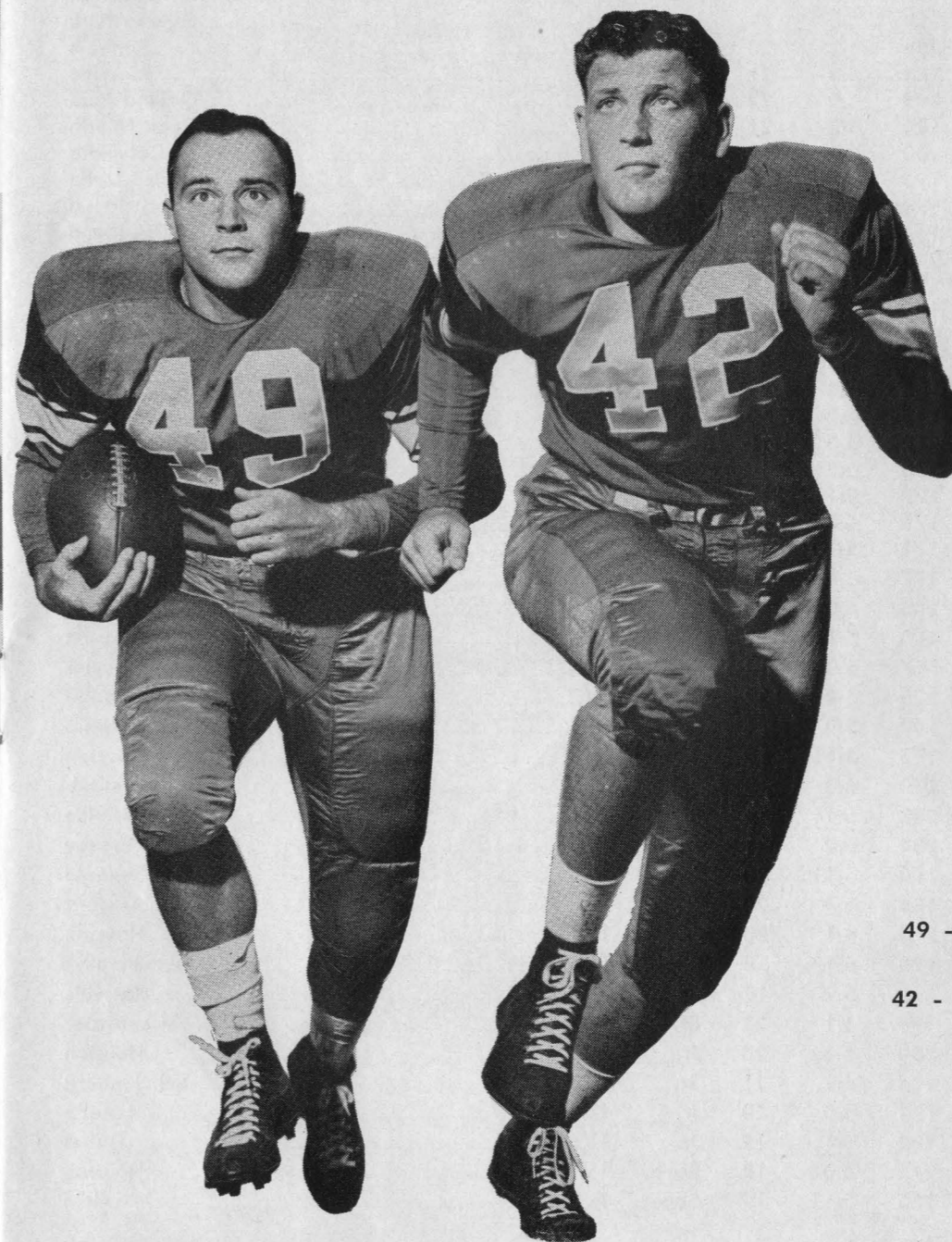


81 - BILL FISK, end



83 - R. J. SCHROEDER, end

RICE OWLS



49 - GINO BIASATTI, fullback

42 - DON WHITTAKER, fullback

RICE Roster

1952 ALPHABETICAL FOOTBALL ROSTER



No.	Name	Pos.	Wt.	Ht.	Age	Class	Exp.	Home Town
49	Biasatti, Gino	FB	185	5:10	20	Soph.	1V	Dallas
89	Bridges, Blois	LE	180	6:1	20	Jr.	1V	Grand Prairie
20	Bryan, O. "Buzzy"	QB	185	6:1	20	Soph.	1V	Houston
74	Cashion, Robert	RT	217	6:1	20	Soph.	Fr.	Mexia
78	*Chapman, Richard	LT	218	6:6	19	Jr.	1V	Waxahachie
39	Costa, Don	LH	194	6:0	19	Soph.	Fr.	Houston
73	Cox, LaVon	RT	230	6:0	19	Soph.	Fr.	Galena Park
71	*Crockett, Bill	RT	206	6:2	20	Sr.	2V	Bonham
22	*Daniels, Billy Ed	LH	168	6:0	21	Sr.	1V	Kerrville
80	*Day, Jack	RE	195	6:0	22	Sr.	2V	Galena Park
24	*Drake, Dan	QB	190	6:2	21	Jr.	1V	Fort Worth
76	Ellis, James	LT	200	6:0	19	Soph.	Fr.	West Columbia
26	Fenstemaker, Leroy	QB	195	6:2	20	Jr.	1V	Llano
81	*Fisk, Bill	LE	190	6:0	21	Jr.	1V	Irving
35	*Frazier, Bill	LH	165	5:10	21	Sr.	1V	Pasadena
19	Garbrecht, Bob	FB	200	6:1	20	Jr.	1V	New York, N.Y.
75	Golemon, Layton	LT	210	6:4	18	Soph.	Fr.	Kerrville
25	Grantham, Buddy	QB	175	6:2	19	Jr.	1V	Grand Prairie
15	*Haddox, Dickie Bob	RH	162	5:9	20	Sr.	2V	Navasota
65	*Hart, Dan	RG	195	5:10	20	Jr.	1V	Houston
84	Heflin, James	LE	188	6:2	21	Soph.	1V	Mart
90	Holland, Lamoine	RE	185	6:2	19	Soph.	Fr.	San Antonio
70	*Hudson, John	LT	212	6:0	19	Jr.	1V	Center
59	Jax, Jimmy	C	200	6:2	19	Soph.	Fr.	Houston
43	Johnson, Carl	RH	179	5:11	19	Jr.	1V	Houston
45	*Johnson, D. "Kosse"	FB	176	6:0	20	Jr.	1V	Baytown
36	Kellogg, Gordon	LH	171	5:10	19	Soph.	Fr.	Baytown
62	Lee, LaMar "Skip"	RG	197	6:0	20	Jr.	1V	Huntsville
61	*Little, Gene	LG	205	6:0	23	Sr.	2V	Corpus Christi
68	Lundstedt, Larry	LG	188	5:11	18	Soph.	Fr.	Austin
47	Moegle, Dicky	LH	167	6:0	18	Soph.	Fr.	Taylor
56	*Moore, Bobby	C	205	6:2	22	Sr.	2V	Amarillo
11	*Nesrsta, Horton	LH	149	5:9	21	Jr.	1V	San Antonio
60	Paul, Kenny	RG	195	5:11	19	Soph.	Fr.	Houston
21	Proctor, Atchley	QB	170	6:0	18	Soph.	Fr.	DeKalb
54	*Rhoden, Don	C	200	5:11	19	Sr.	2V	Kerrville
55	*Rucka, Leo	C	204	6:2	21	Jr.	1V	Crosby
64	Schleyer, Walter	RG	190	5:11	20	Jr.	1V	San Angelo
83	*Schroeder, R. J.	LE	186	6:4	20	Jr.	1V	East Bernard
72	*Schuebel, Max	LT	210	6:1	20	Jr.	1V	Houston
85	Stephenson, Chuck	LE	180	6:1	18	Soph.	Fr.	Bloomington
31	Stone, Morris	RH	167	5:9	19	Soph.	Fr.	Kerrville
69	*Timmons, James	LG	198	6:1	22	Sr.	1V	Sweetwater
67	*Treadway, W. C.	LG	200	6:1	20	Jr.	1V	Houston
66	*Wagner, D. "Hans"	RG	205	6:1	21	Sr.	1V	Schulenberg
88	Ward, Sammy	LE	193	6:0	20	Jr.	1V	Laredo
42	Whittaker, Don	FB	192	6:1	19	Jr.	1V	Dallas
77	Winship, Dan	LG	215	6:0	19	Soph.	1V	Houston
82	Wortham, R. E.	RE	185	5:11	19	Soph.	Fr.	Klein

*Asterisks indicate Rice Varsity Letters won.

Refreshing

DRINK

Coca-Cola

RICE LINE-UP (OFFENSE)

LE Bridges 89	LT Timmons 69	LG Little 61	C Moore 56	RG Lee 62	RT Crockett 71	RE Day 80
Ward 88	Hudson 70	Winship 77	Rucka 55	Paul 60	Golemon 75	Schroeder 83
			QB Drake 24			
			Fenstemaker 26			
	LH Daniels 22				RH C. Johnson 43	
	Frazier 35		FB D. Johnson 45		Haddox 15	
			Biasatti 49			

UCLA LINE-UP (DEFENSE)

LE Peterson 79	LT Doud 76	LG Boghosian 67	RG Salsbury 64	RT Benjamin 75	RE Berliner 35
Dunaway 25	Ray 78	Laidman 55	Howard 71	Ellena 77	Heydenfeldt 43
		LLB Moomaw 80		RLB Debay 73	
		Foster 45		J. Smith 20	
	LH Dailey 31		S Davis 39		RH Stiits 24
	Davis 39		Dailey 31		Jones 22

P.A. ANNOUNCER—Tim Leimert

OFFICIALS

Referee: James M. Cain; Umpire: William Corbus;
Head Linesman: Ted Fehring; Field Judge: William J. Settle;
Back Judge: Lawrence Ely; Alternate: Saxon Elliott.

See line-ups on page 22 for Rice defense and UCLA offense.

FOR YOU

FIRST PREMIUM QUALITY CIGARETTE REGULAR AND KING-SIZE!

RICE SQUAD

No.	Name & Class	Pos.	Age	Ht.	Wt.
11	Horton Nesrsta '54	LH	21	5'9"	149
15	Dickie Bob Haddox '53	RH	20	5'9"	162
19	Bob Garbrecht '54	FB	20	6'1"	200
20	Oree "Buzzy" Bryan '55	QB	20	6'1"	185
21	Atchley Proctor '55	QB	18	6'	170
22	Billy Ed Daniels '53	LH	21	6'	168
24	Dan Drake '54	QB	21	6'2"	190
25	Buddy Grantham '54	QB	19	6'2"	175
26	Leroy Fenstermaker '54	QB	20	6'2"	195
31	Morris Stone '55	RH	19	5'9"	167
35	Bill Frazier '53	LH	21	5'10"	165
36	Gordon Kellogg '55	LH	19	5'10"	171
39	Don Costa '55	LH	19	6'	194
42	Don Whittaker '54	FB	19	6'1"	192
43	Carl Johnson '54	RH	19	5'11"	179
45	David "Kosse" Johnson '54	FB	20	6'	176
47	Dicky Moegle '55	LH	18	6'	167
49	Gino Biasatti '55	FB	20	5'10"	185
54	Don Rhoden '53	C	19	5'11"	200
55	Leo Rucka '54	C	21	6'2"	204
56	Bobby Moore '53	C	22	6'2"	205
59	Jimmy Jax '55	C	19	6'2"	200
60	Kenny Paul '55	RG	19	5'11"	195
61	Gene Little '53	LG	23	6'	205
62	LeMar "Skip" Lee '54	RG	20	6'	197
64	Walter Schleyer '54	RG	20	5'11"	190
65	Dan Hart '54	RG	20	5'10"	195
66	Dan "Hans" Wagner '53	RG	21	6'1"	205
67	W. C. Treadway '54	LG	20	6'1"	200
68	Larry Lundstedt '55	LG	18	5'11"	188
69	James Timmons '53	LG	22	6'1"	198
70	John Hudson '54	LT	19	6'	212
71	Bill Crockett '53	RT	20	6'2"	206
72	Max Schuebel '54	LT	20	6'1"	210
75	Layton Golemon '55	LT	18	6'4"	210
76	James Ellis '55	LT	19	6'	200
77	Dan Winship '55	LG	19	6'	215
78	Richard Chapman '54	LT	19	6'6"	218
79	Buddy Edwards '54	RT	21	6'2"	230
80	Jack Day '53	RE	22	6'	195
81	Bill Fisk '54	LE	21	6'	190
82	R. E. Wortham '55	RE	19	5'11"	185
83	R. J. Schroeder '54	LE	20	6'4"	186
84	James Heflin '55	LE	21	6'2"	188
88	Sammy Ward '54	LE	20	6'	193
89	Blois Bridges '54	LE	20	6'1"	180



UCLA SQUAD

No.	Name & Class	Pos.	Age	Ht.	Wt.
17	Ted Narleski '53	LH	22	5'9"	155
19	Primo Villanueva '55	LH	20	5'10"	160
20	"Cappy" Smith '53	FB	21	6'	188
21	Joe Sabol '53	RH	25	5'10"	169
22	Ike Jones '53	LE	22	5'11"	181
24	Bill Stits '54	FB	21	6'	185
25	Dewey Dunaway '55	LE	20	6'1"	187
30	Don Stalwick '54	RH	22	6'	171
31	Pete Dailey '54	RH	22	5'10 1/2"	170
32	Bill Inglis '54	RH	21	5'10"	170
33	Whitney Arceneaux '53	FB	24	6'	172
34	Paul Cameron '54	LH	20	6'	185
35	Myron Berliner '54	RE	20	5'9"	169
39	Milt Davis '54	RH	23	6'	175
42	Dave Owen '53	LE	22	6'1"	180
43	Bob Heydenfeldt '55	LE	19	6'2"	184
44	Lewis Williams '53	QB	21	5'5 1/2"	172
45	Don Foster '54	QB	20	5'10"	181
46	Jerry Okuneff '55	QB	19	5'11"	185
48	Don Birren '55	LG	19	5'7"	182
50	Ernie Stockert '53	RE	22	6'6"	210
52	Jim Thomas '53	RT	25	6'2"	210
55	Dan Laidman '53	LG	20	5'9"	160
57	Leon Evans '55	C	19	6'	195
59	Ira Pauly '54	C	21	5'11"	185
61	Terry Heselius '55	RG	19	5'10"	195
62	Ed Flynn '53	RG	22	5'11"	185
63	Rudy Feldman '54	LG	20	6'	188
64	Jim Salisbury '54	RG	20	6'1"	205
65	Dave Levy '54	LT	20	5'10 1/2"	205
66	Charles Nance '54	LG	21	6'	190
67	Sam Boghosian '55	LG	20	5'10 1/2"	196
68	Larry Britten '54	RT	20	6'1"	192
69	Bill Smith '53	LG	21	5'9"	174
71	Bob Howard '53	LT	24	6'	198
72	Fred Andrews '54	LT	19	6'3"	210
73	Terry Debay '55	RG	19	5'11"	180
75	Warner Benjamin '55	RT	19	6'1"	202
76	Charles Doud '54	LT	20	6'3"	210
77	Jack Ellena '55	RT	21	6'2 1/2"	212
78	Joe Ray '55	LT	19	6'2"	193
79	John Peterson '55	RE	19	6'1 1/2"	195
80	Donn Moomaw '53	C	21	6'4"	218
81	Bob Long '55	RE	18	6'4"	216
82	John Stea '54	RE	22	6'	170

...Much Milder

CHESTERFIELD

LARGEST SELLING CIGARETTE IN AMERICA'S COLLEGES

DRINK
Coca-Cola
REG. U.S. PAT. OFF.

Delicious

UCLA LINE-UP (OFFENSE)

LE Jones 22	LT Levy 65	LG Feldman 63	C Moomaw 80	RG Flynn 62	RT Thomas 52	RE Stockert 50
Owen 42	Britten 68	W. Smith 69	Pauly 59	Heselius 61	Salsbury 64	Long 81
			QB Williams 44			
LH Cameron 34		Foster 45		RH Stalwick 30		
Narleski 17				Dailey 31		
			FB J. Smith 20			
			Stiis 24			

RICE LINE-UP (DEFENSE)

LE Ward 88	LT Schuebel 72	LG Chapman 78	RG Treadway 67	RT Hudson 70	RE Fisk 81
Hart 65	Wagner 66	Cox 73	Paul 60	Ellis 76	Day 80
		LLB Rhoden 54			RLB Rucka 55
		Hart 65			Jax 59
LH Kellogg 36		S Nesrsta 11		RH Whittaker 42	
Bryan 20		Moegle 47		Stone 31	

SCORE BY QUARTERS

	1	2	3	4	Total
UCLA					
RICE					

See line-ups on page 19 for Rice offense and UCLA defense.

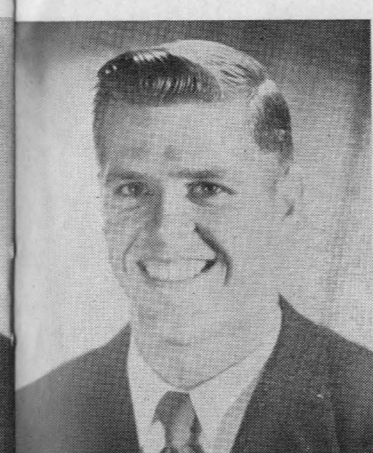
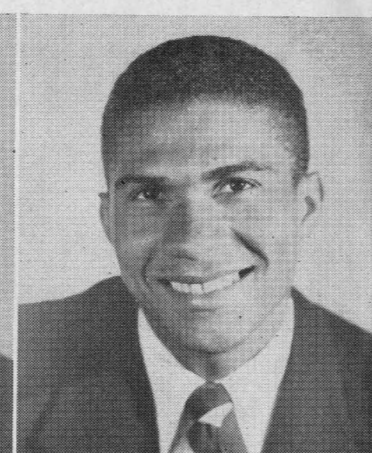
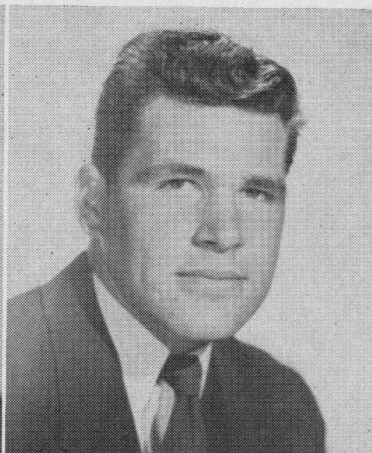


UCLA Roster

1952 ALPHABETICAL FOOTBALL ROSTER

No.	Name	Pos.	Wt.	Ht.	Age	Class	Exp.	Home Town
72	Andrews, Fred	LT	210	6:3	19	Jr.	1V	Los Angeles
33	*Arceneaux, Whitney	FB	172	6:0	24	Sr.	2V	New Orleans, La.
72	Benjamin, Warner	LT	202	6:1	19	Soph.	1JV	La Jolla
35	*Berliner, Myron	RE	169	5:9	20	Jr.	1V	Los Angeles
48	Birren, Don	LG	182	5:7	19	Soph.	Tr.	Monterey Park
67	Boghosian, Sam	RG	196	5:10 1/2	20	Soph.	0	Fresno
68	*Britten, Larry	LT	192	6:1	20	Jr.	1V	Mentone
34	*Cameron, Paul	LH	185	6:0	20	Jr.	1V	Burbank
31	*Dailey, Pete	RH	170	5:10 1/2	22	Jr.	1V	North Hollywood
39	Davis, Milt	RH	175	6:0	23	Jr.	1V	Los Angeles
73	*Debay, Terry	RG	180	5:11	19	Soph.	1V	Canoga Park
76	Doud, Charles	RT	210	6:3	20	Jr.	0	Oxnard
25	Dunaway, Dewey	F	187	6:0	20	Soph.	0	China Lake
77	Ellena, Jack	RT	212	6:2 1/2	21	Soph.	1JC	Susanville
57	Evans, Leon	C	195	6:0	19	Soph.	1JV	Los Angeles
63	*Feldman, Rudy	LG	188	6:0	20	Jr.	1V	Palo Alto
62	**Flynn, Ed	RG	185	5:11	22	Sr.	2V	San Francisco
45	*Foster, Don	QB	181	5:10	20	Jr.	1V	Burbank
61	Heselius, Terry	LG	195	5:10	19	Soph.	0	San Diego
43	Heydenfeldt, Bob	LE	184	6:2	19	Soph.	1JV	Pasadena
71	Howard, Bob	LT	198	6:0	24	Sr.	Tr.	El Monte
32	Inglis, Bill	RH	170	5:10	21	Jr.	0	Beverly Hills
22	**Jones, Ike	LE	181	5:11	22	Sr.	2V	Santa Monica
55	*Laidman, Dan	RG	160	5:9	20	Sr.	1V	Burbank
65	Levy, Dave	LT	205	5:10 1/2	20	Jr.	Tr.	Long Beach
81	Long, Bob	RE	216	6:4	18	Soph.	1JV	South Pasadena
80	**Moomaw, Donn	C	218	6:4	20	Sr.	2V	Santa Ana
66	Nance, Charles	LG	190	6:0	21	Jr.	2JC	Glendale
17	**Narleski, Ted	LH	155	5:9	22	Sr.	2V	Woodlynne, N. J.
46	Okuneff, Jerry	QB	185	5:11	19	Soph.	1JV	Los Angeles
42	*Owen, Dave	LE	180	6:1	22	Sr.	1V	Pasadena
59	*Pauly, Ira	C	185	5:11	21	Jr.	1V	Beverly Hills
79	*Peterson, John	LT	195	6:1 1/2	19	Soph.	1V	Los Angeles
78	Ray, Joe	LT	193	6:2	19	Soph.	Tr.	Los Angeles
49	Renner, Dick	QB	180	6:0	19	Soph.	1JV	South Gate
21	**Sabol, Joe	RH	169	5:10	25	Sr.	2V	Swedeland, Pa.
64	*Salsbury, Jim	RT	205	6:1	20	Soph.	1V	Culver City
69	Smith, Bill	LG	174	5:9	21	Sr.	1JV	Madera
20	**Smith, J. "Cappy"	FB	188	6:0	21	Sr.	2V	Long Beach
30	*Stalwick, Don	RH	171	6:0	22	Jr.	1V	Wallace, Ida.
82	Stea, John	RE	170	6:0	22	Jr.	1JC	Compton
24	*Stiis, Bill	FB	185	6:0	21	Jr.	1V	Lomita
50	**Stockert, Ernie	RE	210	6:6	22	Sr.	2V	South Gate
52	*Thomas, Jim	RT	210	6:2	25	Sr.	1V	Alhambra
19	Villanueva, Primo	LH	160	5:10	20	Soph.	0	Calexico
44	Williams, Lewis	QB	172	5:5 1/2	21	Sr.	1V	Los Angeles

*Asterisks indicate U.C.L.A. Varsity Letters won.



22 - IKE JONES, end

68 - LARRY BRITTEN, tackle

34 - PAUL CAMERON, tailback

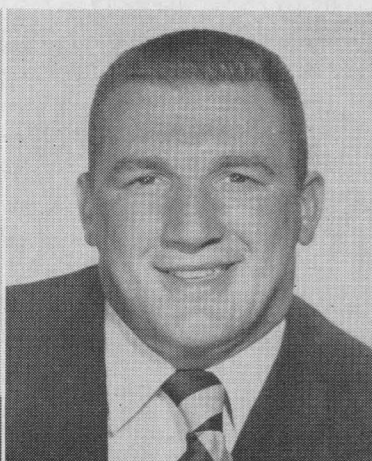
39 - MILT DAVIS, halfback

42 - DAVE OWEN, end

46 - JERRY OKUNEFF, blocking back

32 - BILL INGLIS, wingback

21 - JOE SABOL, halfback



67 - SAM BOGHOSIAN, guard

48 - DON BIRREN, guard

72 - WARNER BENJAMIN, tackle

43 - BOB HEYDENFELDT, end

UCLA BRUINS

73 - TERRY DEBAY, linebacker

80 - DONN MOOMAW, linebacker





61 - TERRY HESELIUS, guard



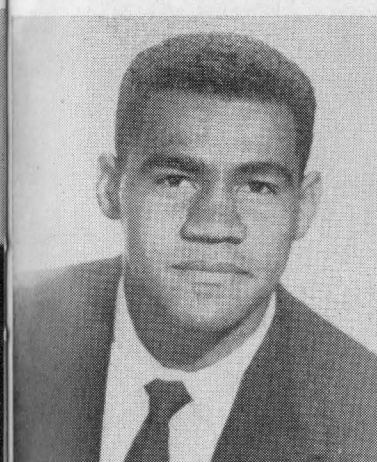
50 - ERNIE STOCKERT, end



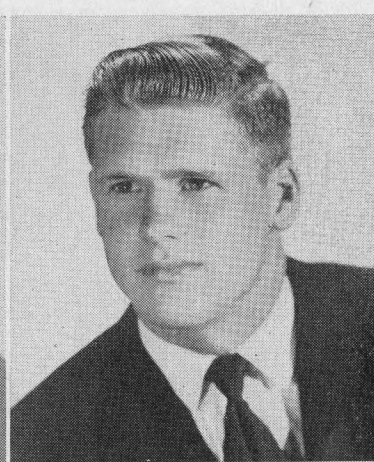
64 - JIM SALSURY, tackle



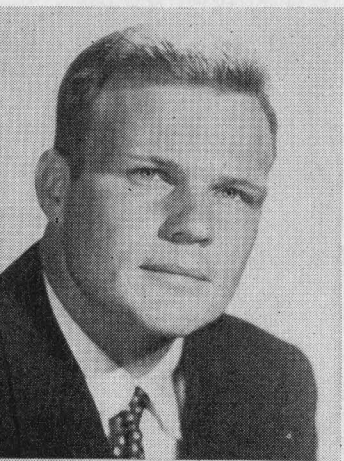
20 - J. "CAPPY" SMITH, fullback



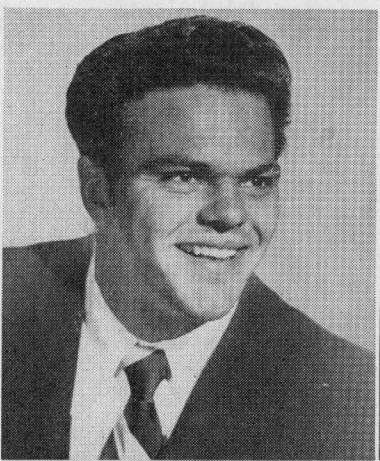
33 - WHITNEY ARCENEAUX, fullback



30 - DON STALWICK, wingback



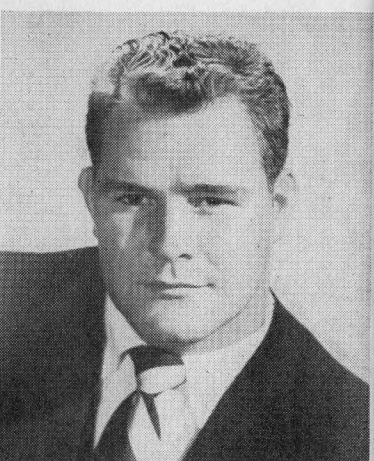
71 - BOB HOWARD, tackle



45 - DON FOSTER, blocking back



63 - RUDY FELDMAN, guard



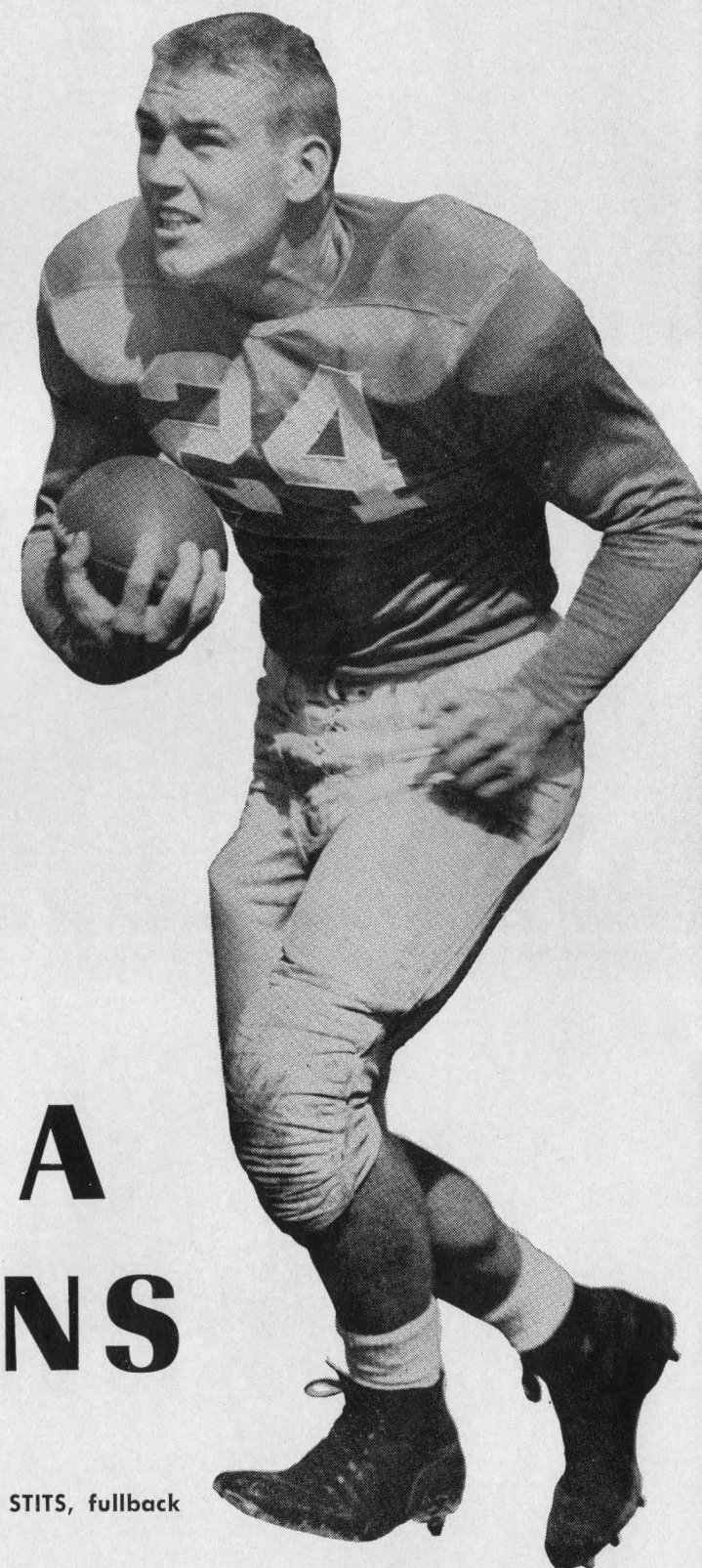
77 - JACK ELLENA, tackle



55 - DAN LAIDMAN, guard



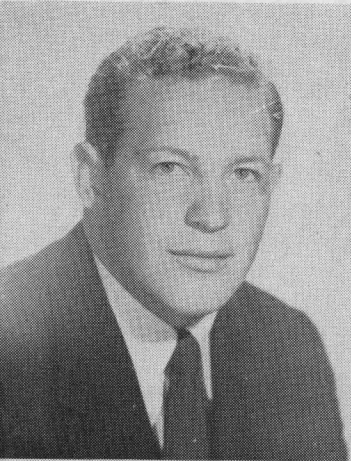
17 - TED NARLESKI, tailback



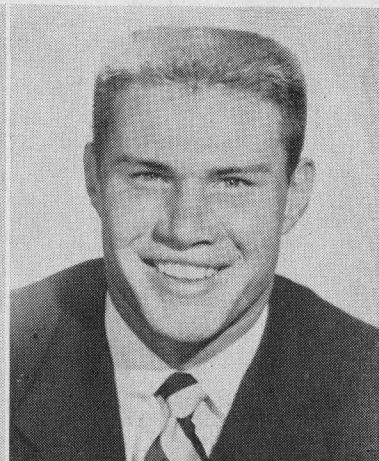
35 - MYRON BERLINER, end

UCLA BRUINS

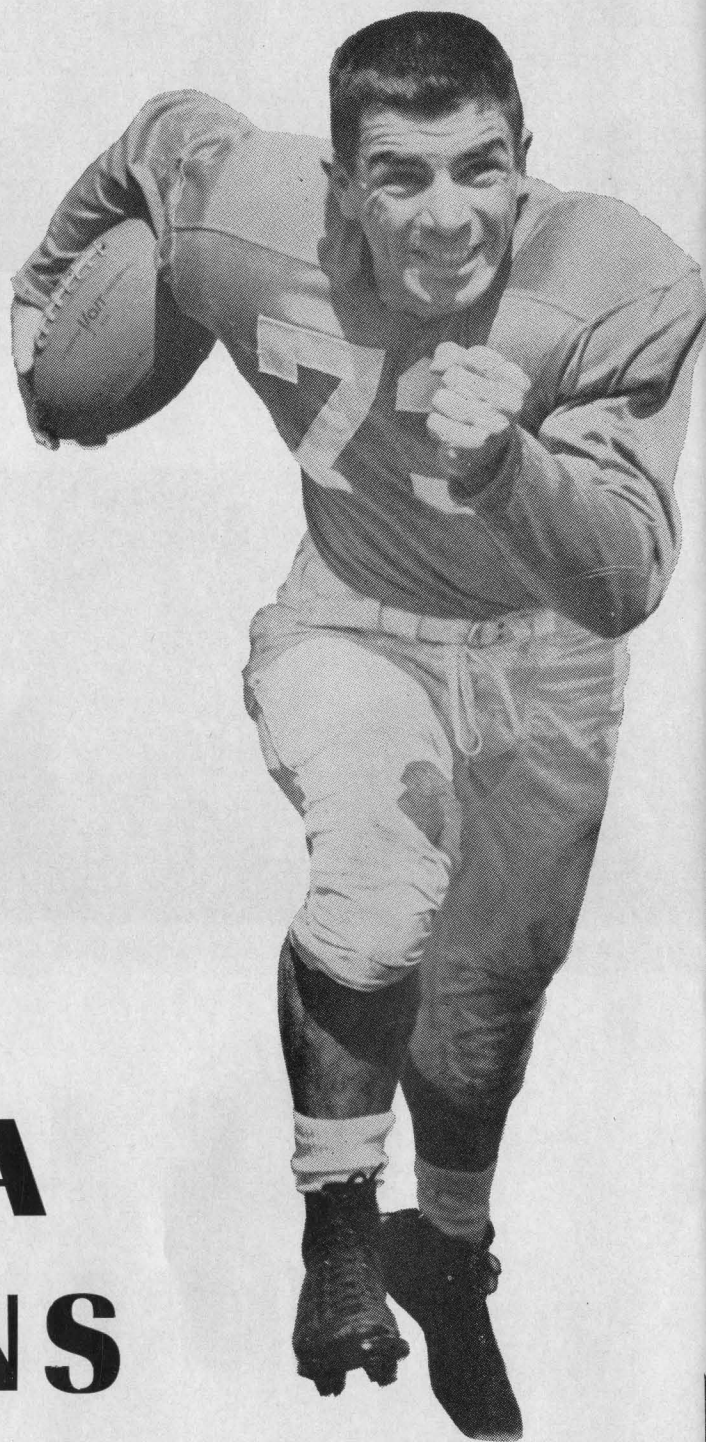
24 - BILL STITS, fullback



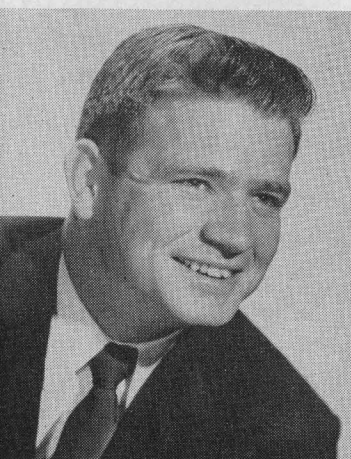
59 - IRA PAULY, center



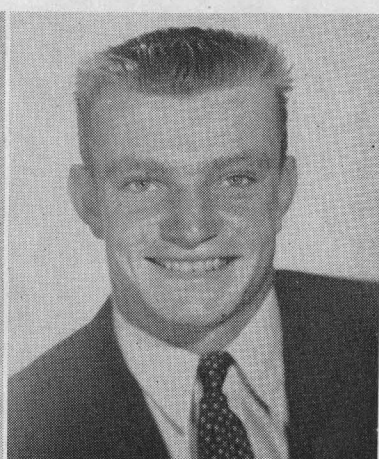
81 - BOB LONG, end



31 - PETE DAILEY, wingback



69 - BILL SMITH, guard



79 - JOHN PETERSON, tackle



25 - DEWEY DUNAWAY, end



72 - FRED ANDREWS, tackle



65 - DAVE LEVY, tackle



52 - JIM THOMAS, tackle



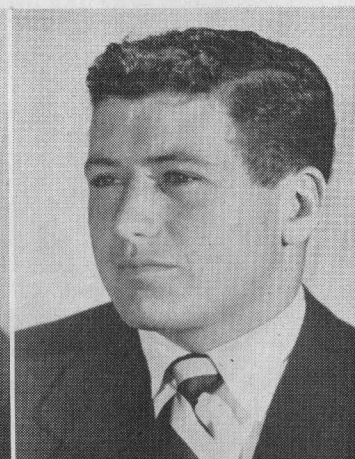
78 - JOE RAY, tackle



19 - PRIMO VILLANUEVA, tailback



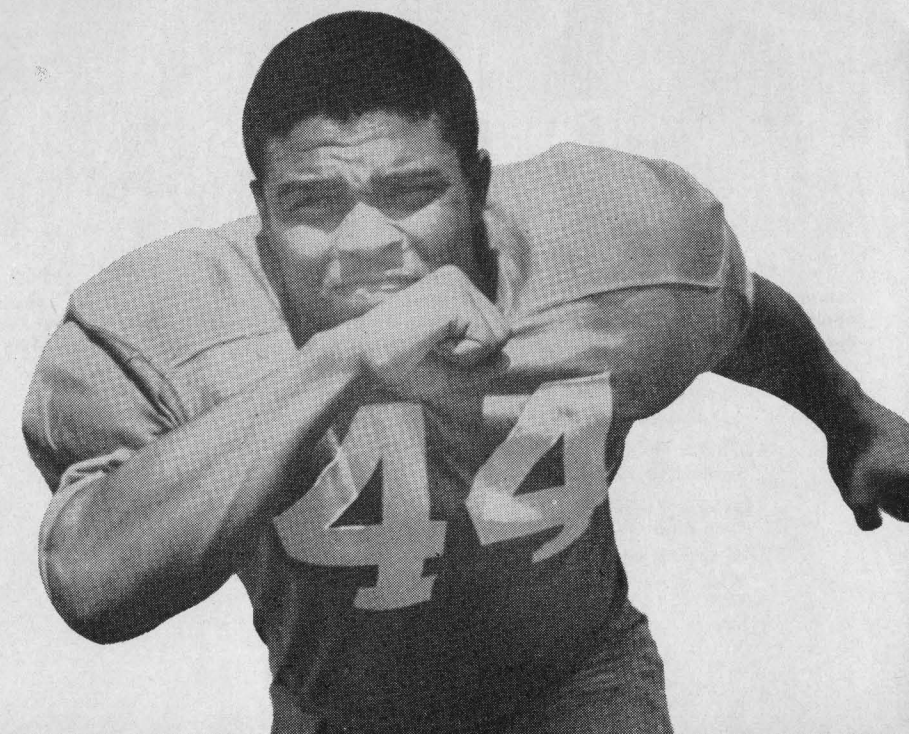
62 - ED FLYNN, guard



76 - CHARLES DOUD, tackle

UCLA BRUINS

44 - LEWIS WILLIAMS, blocking back



... a glance at the records

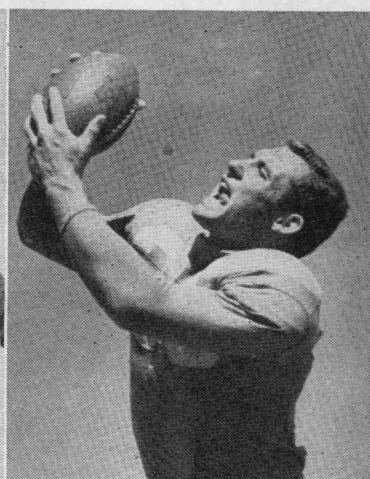
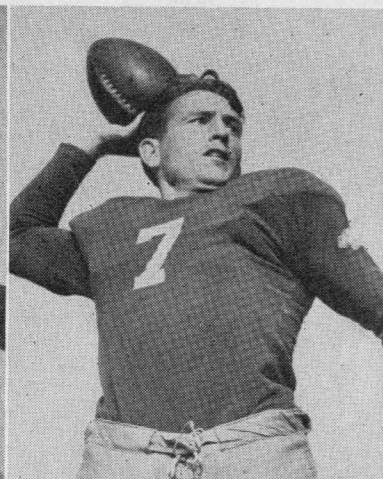
Records are made to be broken. Listed on these pages are UCLA's all-time individual marks for single game, season and three years. Check them over. Maybe you were there when they were made. Remember? Maybe you will see a new Bruin standard set today. Every time that Ernie Stockert catches a pass he adds to his best catching record for three seasons.

INDIVIDUAL

LONGEST RUN FROM SCRIMMAGE: 93 yards by Chuck Cheshire in 1934 Montana game.

LONGEST COMPLETED PASS (n air): 62 yards from Kenny Washington to Hal Hirshon in 1937 USC game.

LONGEST PASS-RUN PLAY: 93 yards from Mike Frankovich to Ransom Livesay in 1932 Oregon game.



ERNIE STOCKERT

Sets new three-year record every time he catches pass; holds two other marks.

CAL ROSSI

Made more yardage by rushing in single game than any other Bruin in history.

AL HOISCH

Returned kickoff 106 yards against Illinois to set Rose Bowl and Bruin records.

BOB WATERFIELD

This great quarterback holds no less than 11 Bruin passing and punting standards.

BOB WILKINSON

This superb wingman holds eight records in catching passes and scoring categories.

LONGEST PUNT RETURN: 85 yards by Rex Murphy in 1948 Washington State game.

LONGEST PASS INTERCEPTION RETURN: 95 yards by Hal Hirshon in 1937 Stanford game.

LONGEST KICKOFF RETURN: 106 yards by Al Hoisch in 1947 Rose Bowl Game (Ill.).

LONGEST PUNT: 91 yards by Bob Waterfield in 1944 March Field game.

INDIVIDUAL—SINGLE GAME

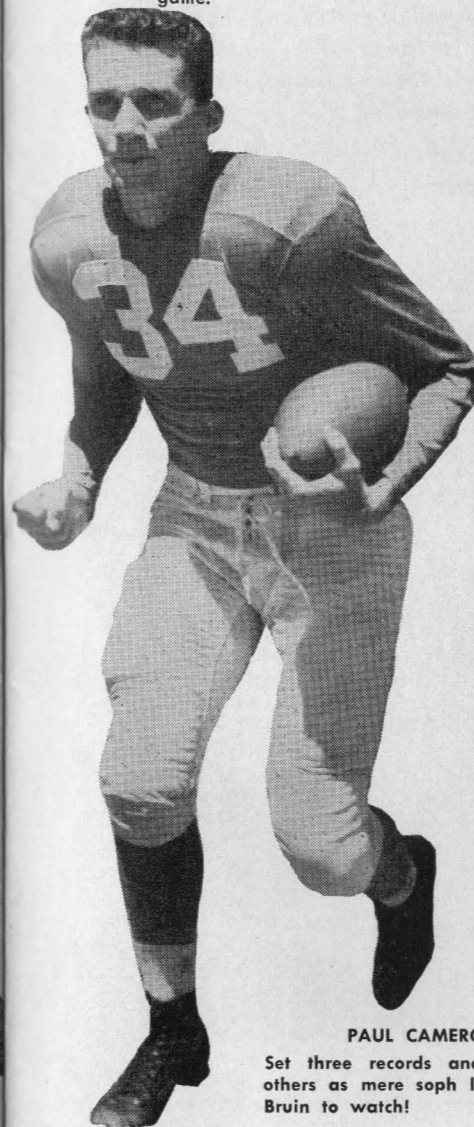
MOST YARDS, RUSHING: 169 by Cal Rossi in 1945 Oregon game.
MOST YARDS, PASSING: 308 yards by Bob Waterfield in 1942 Idaho game.
MOST COMPLETIONS: 15 by Bob Waterfield in 1942 Idaho game; 15 by Paul Cameron in 1951 California game.
MOST YARDS PASS CATCHING: 136 yards by Bob Wilkinson in 1949 Washington game.
MOST PASSES CAUGHT: 7 by Ernie Stockert in 1951 Illinois game.
MOST PASSES CAUGHT FOR TD: 3 by Bob Wilkinson in 1949 Washington game.
MOST POINTS: 26 by Joe Fleming in 1926 Redlands game (3 touchdowns, 2 field goals, 2 conversions).
MOST TOUCHDOWNS, RUNNING: 3 by Joe Fleming in 1926 Redlands game; 3 in 1928 LaVerne game; 3 by Kenny Washington in 1939 Montana game; 3 by Jackie Robinson in 1940 Washington State game; 3 by Jack Boyd in 1943 St. Mary's game; 3 by Art Steffen in 1948 Washington State game; 3 by Ted Narleski in 1950 USC game; 3 by John (Cappy) Smith in 1952 Washington game.
MOST TOUCHDOWNS, PASSING: 4 by Paul Cameron in 1951 Santa Clara game.
MOST PLACEMENTS: 7 by Ernie Case in 1946 Montana game.
TOTAL OFFENSE: 306 yards by Bob Waterfield in 1942 Idaho game; 306 yards by Paul Cameron in 1951 Santa Clara game.

INDIVIDUAL—SEASON

MOST YARDS, RUSHING: 812 by Kenny Washington in 1939.
MOST YARDS, PASSING: 1095 by Bob Waterfield in 1942.
MOST PASSES ATTEMPTED: 136 by Bob Waterfield in 1944.
MOST PASSES COMPLETED: 66 by Paul Cameron in 1951.
MOST TD PASSES THROWN: 12 by Bob Waterfield in 1942.
MOST TD PASSES CAUGHT: 10 by Bob Wilkinson in 1949.
MOST PASSES CAUGHT: 30 by Ernie Stockert in 1951.
MOST YARDAGE ON PASSES CAUGHT: 556 by Bob Wilkinson in 1949.
MOST POINTS: 108 by Joe Fleming in 1926.
MOST POINTS (Conference): 48 by Bob Wilkinson in 1949.
MOST TOUCHDOWNS: 13 by Joe Fleming in 1926; 10 by Bob Wilkinson in 1949.
MOST TOUCHDOWNS (Conference): 8 by Bob Wilkinson in 1949.
MOST PLACEMENTS: 23 (out of 24) by Bob Watson in 1949.
MOST PLACEMENTS (Conference): 20 by Bob Watson in 1950.
MOST PUNTS: 69 by Fred Funk in 1936.
MOST YARDAGE ON PUNTS: 2618 by Fred Funk in 1935 (67 punts).
MOST PASSES INTERCEPTED: 7 by Bob Waterfield for 96 yards in 1942.
TOTAL OFFENSE: 1482 yards by Paul Cameron, 1951 (885 by passing and 597 net by running).

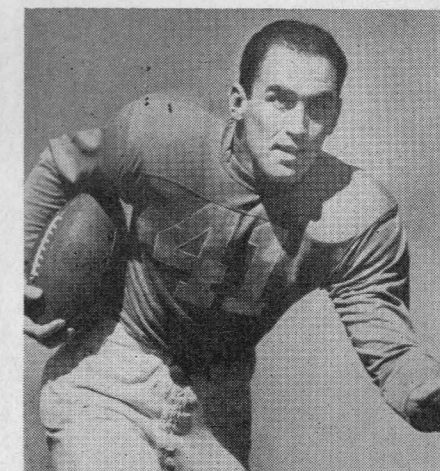
INDIVIDUAL—THREE YEARS

TOTAL RUSHING: 1915 yards by Kenny Washington. 530 in 1937; 573 in 1938; 812 in 1939.
TOTAL PASSING: 2824 yards by Bob Waterfield. 828 in 1941; 1095 in 1942; 901 in 1944.
TOTAL OFFENSE: 3206 yards by Kenny Washington. 1025 in 1937; 787 in 1938; 1394 in 1939.
TOTAL SCORING: 1733 points by Joe Fleming. 108 in 1926; 33 in 1927; 32 in 1928.
BEST PUNTING RECORD: 176 punts for 6943 yards by Bob Waterfield for an average of 39.45 per punt.
BEST PUNT RETURN RECORD: 45 by Ernie Johnson for 624 yards. 18 for 301 yds. in 1946; 8 for 105 yds. in 1947; 9 for 81 yds. in 1948; 10 for 137 yds. in 1949.



PAUL CAMERON

Set three records and tied two others as mere soph last year; a Bruin to watch!



BOB WATSON

1950 captain ranks first among all-time Bruin conversion kickers.



KENNY WASHINGTON

The greatest Bruin of 'em all tops in total rushing and total offense for three years.

BEST PASS CATCHING RECORD: 56 for 656 yards by Ernie Stockert. 20 for 236 yards in 1950; 30 for 360 yards in 1951; 6 for 60 yards (1952, to date).
MOST TD PASSES THROWN: 24 by Bob Waterfield (3 in 1941; 12 in 1942; 9 in 1944).
MOST TD PASSES CAUGHT: 12 by Bob Wilkinson (10 in 1949; 2 in 1950).
MOST CONVERSIONS: 60 out of 74 attempts by Bob Watson in 1948-49-50 (15 out of 22, 23 out of 24, 22 out of 28).

The Women Behind the Men



MRS. ROWE BALDWIN
ASUCLA Ticket Manager

UCLA holds the distinction of having the only all-woman football ticket staff at a major university in the country.

The Bruins' No. 1 lady of the ducats is Mrs. Rowe Baldwin, UCLA alumna. This is her 10th year at the Westwood ticket helm. When she took over the job in 1942 as a "war emergency," she was the only gal rah-rah ticket manager on the Coast. She started a trend as the girls have now moved into this once all-male job at Stanford, Oregon and Santa Clara.

During 10 years as ticket manager, Mrs. Baldwin has learned many things about football fans, but her most profound conclusion follows: "You can take away a man's house, his car, even his wife or sweetheart, but it is just plain murder if you move his football seats."

In addition to football, the UCLA office handles tickets for about 100 other student activities for the 13,000 students on the Westwood campus which amounts to more than \$1,000,000 in business annually. This is Big Business!

During the football season Mrs. Baldwin has a full-time staff of seven ladies and also has five part-time student helpers.



MEMBERS OF THE ALL-FEMININE BRUIN TICKET STAFF

Seated (from left): Mary Jane Scott, Rowe Baldwin, Lucile Storey and Barbara Townsend. Standing (from left): Berta Hernandez, Janice Flynn, Bernice Coates and Edna May Roy.

... Behind the Bruin Team

Today we spotlight the UCLA secretaries who serve the Bruin athletic coaches and officials.

The top coed in the Associated Students organization of UCLA is the genial and hard-working June Tanner, Vice-President and Official Hostess for the Bruins. Miss Tanner, a senior, resides in Santa Monica and is majoring in political science.

Then there are the girls in the Bruin athletic office, who handle the correspondence for Director of Athletics Wilbur Johns, Coach Red Sanders and all the other mentors. They include Jane Strong, secretary to Mr. Johns; Kathy Welsh, the coaches' secretary; and Sheila Cole, office receptionist.

The Voice of the Graduate Manager's office is Gretchen Fawcett, secretary to Bill Ackerman, long-time guiding hand of all Bruin student activities.

Lee Monteleone is Director of Publications Harry Morris' secretary and also serves as an editorial assistant on the Goal Post. Taking care of Vic Kelley's releases in the ASUCLA News Bureau is Colette Johnson, pretty wife of Don Johnson, the Bruins' great basketball guard the past two seasons.

And there you have the members of the feminine staff behind the men behind the Bruins.

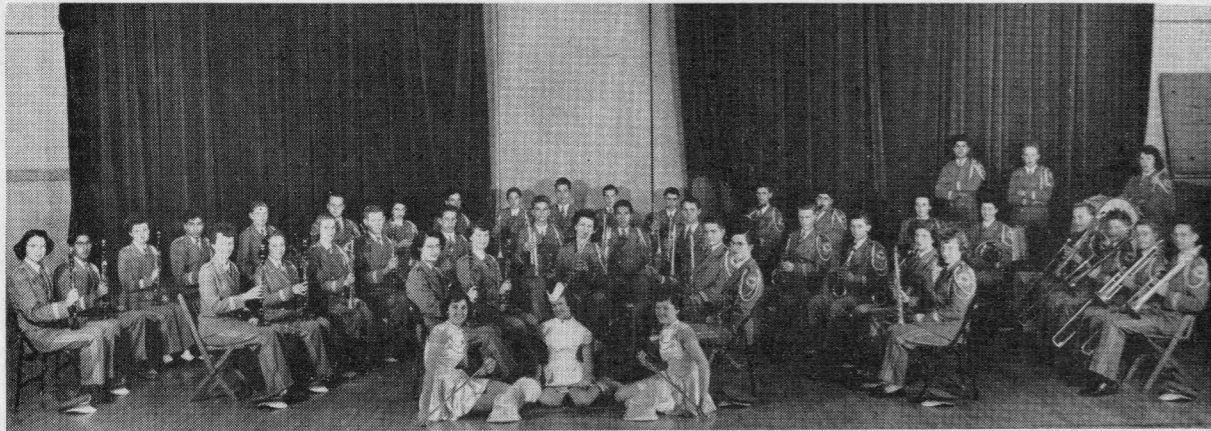


JUNE TANNER
ASUCLA Vice-President



THE DISTAFF SIDE OF THE ASUCLA STAFF

Seated (from left): Jane Strong and Lee Monteleone. Standing (from left): Gretchen Fawcett, Sheila Cole, Kathy Welsh and Colette Johnson. Not pictured: Vera Green.



ORANGE UNION HIGH SCHOOL BAND

This is Bruin BAND Day

Each year, ten or more of California's finest high school bands are invited to participate in massed maneuvers at a major UCLA football game in the Memorial Coliseum. The result is a thrilling sight. During pre-game ceremonies there is witnessed the massing of these colorfully uniformed bands for the playing of the national anthem. Then, at halftime, one thousand high school musicians, together with the UCLA Bruin Band, present several massive formations depicting some selected theme.

This year, the halftime theme is a salute to our hometown, our state, Rice Institute, and to our school. First, the huge letters of MY HOME TOWN are formed in which the assembled bands play "Dear Hearts and Gentle People." The letters spelling out CALIFORNIA emerge as the second formation. The musical tribute is "Hail

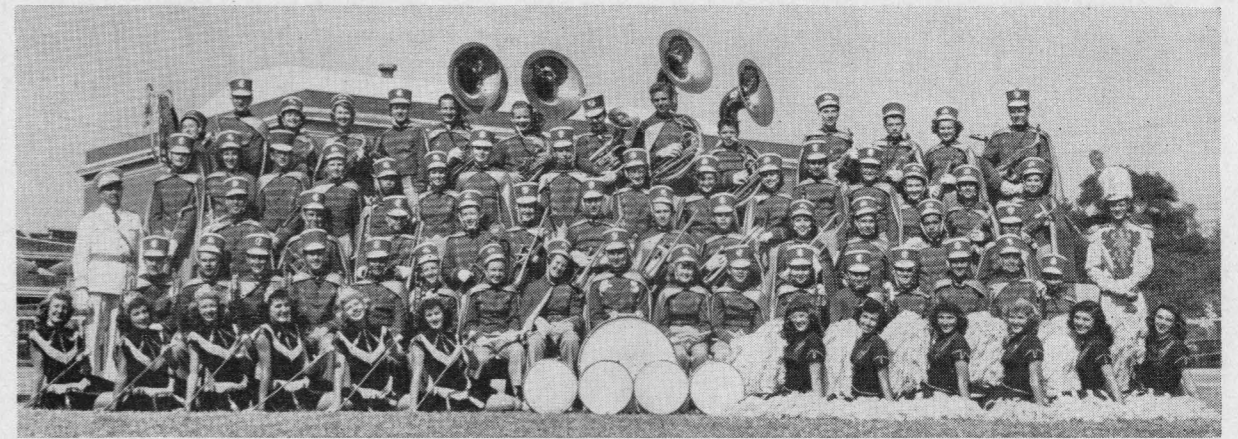
To California." It takes one thousand musicians and an entire football field to outline the big state of Texas. The Bruin Band forms the letters RICE and joins in the playing of "Home On The Range." As a finale, thousands of feet march precisely into a mammoth UCLA formation and close the halftime activities with "Sing UCLA."

Here is UCLA's fine band staff:

Clarence E. Sawhill, Director of Bands
 Robert M. Fleury, Associate Director
 "Dick" Jones, Drum Major
 Benton Minor, Band Assistant
 Fred Pease, Manager
 Robert Lamoureux, Librarian
 Gerald Johnson, Equipment
 Bert Baylin, Personnel
 William Crocken, Publicity
 Ignacio Manzo, Uniforms



OXNARD UNION HIGH SCHOOL BAND



ALHAMBRA HIGH SCHOOL BAND

PARTICIPATING BANDS

TORRANCE HIGH SCHOOL

Director: Patton C. McNaughton

FULLERTON HIGH SCHOOL

Principal: John K. Steinbaugh

UNIVERSITY HIGH SCHOOL

Director: Nelson Bonar

OXNARD HIGH SCHOOL

Principal: Glen H. Lewis

ALHAMBRA HIGH SCHOOL

Director: Sal Spano

LONG BEACH WILSON HIGH SCHOOL

Principal: Everett Chaffey

ORANGE HIGH SCHOOL

Director: Frank Salazar

CORCORAN HIGH SCHOOL

Principal: Everett Braun

SANTA MONICA HIGH SCHOOL

Director: Davison Stivers

MONROVIA-DUARTE HIGH SCHOOL

Principal: Robert F. Gray

Director: Nicholas Furjanick

Principal: E. O. Beamis

Director: Mr. Young

Principal: Harold V. Kibby

Director: James Marsee

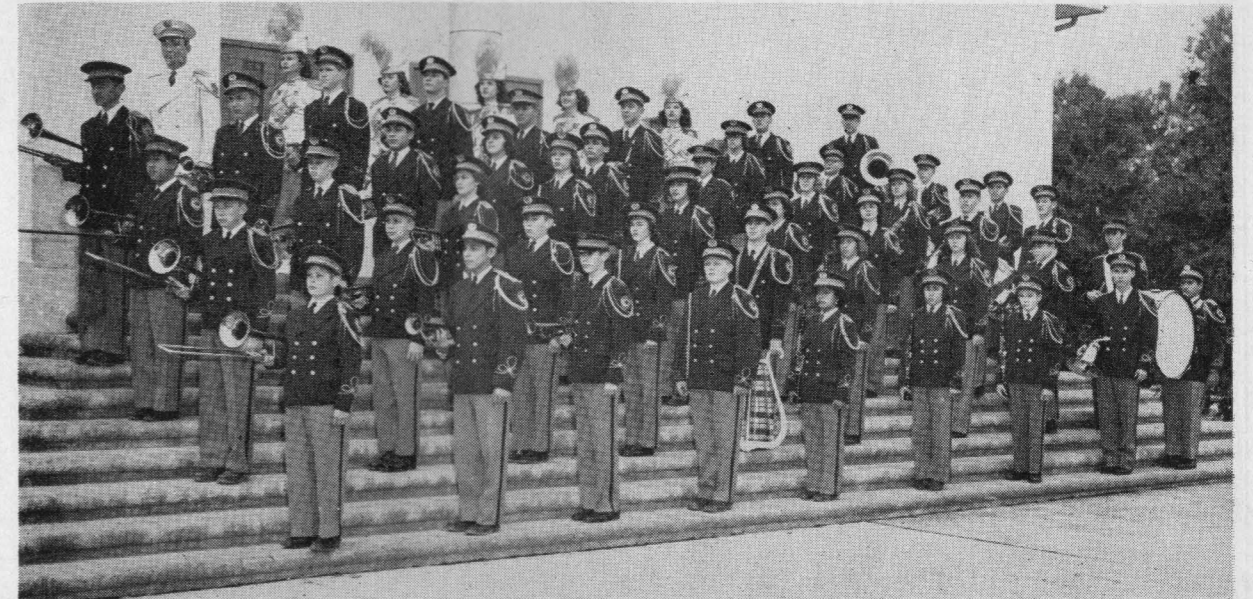
Principal: R. E. Lantz

Director: Edward Wells

Principal: A. Ewing Konold

Director: Harold Dunn, Jr.

Principal: Max L. Forney



CORCORAN HIGH SCHOOL BAND

FOOTBALL PROGRAM PRICES . . . here are the facts!

This year football program prices for the OREGON opener and the coming OREGON STATE game . . . 25c. This is the same program price at which we sold football programs 5, 10, 15 and, yes, even 20 years ago.

For the recent game with TCU, for today's intersectional with RICE, and for coming biggies with STANFORD and SC, we are giving you a **DOUBLE-SIZED 50c SOUVENIR PROGRAM**. This **BIG GOAL POST** contains extra pages for pictures, features and editorial copy. We don't have to tell you that in the past 20 years the price of slick paper, engraving, printing and **program production costs have gone skyward**.

As much as we would like to sell our product for less, we find it absolutely necessary to charge 50c for the larger 40-page programs. We will still sell our regular 20-page programs for 25c.

It is our hope to give you the best possible football program. If you have any suggestions or complaints, we would be happy to hear from you. Kindly write to Director of Publications, 402 Westwood Boulevard, Los Angeles 24, California.

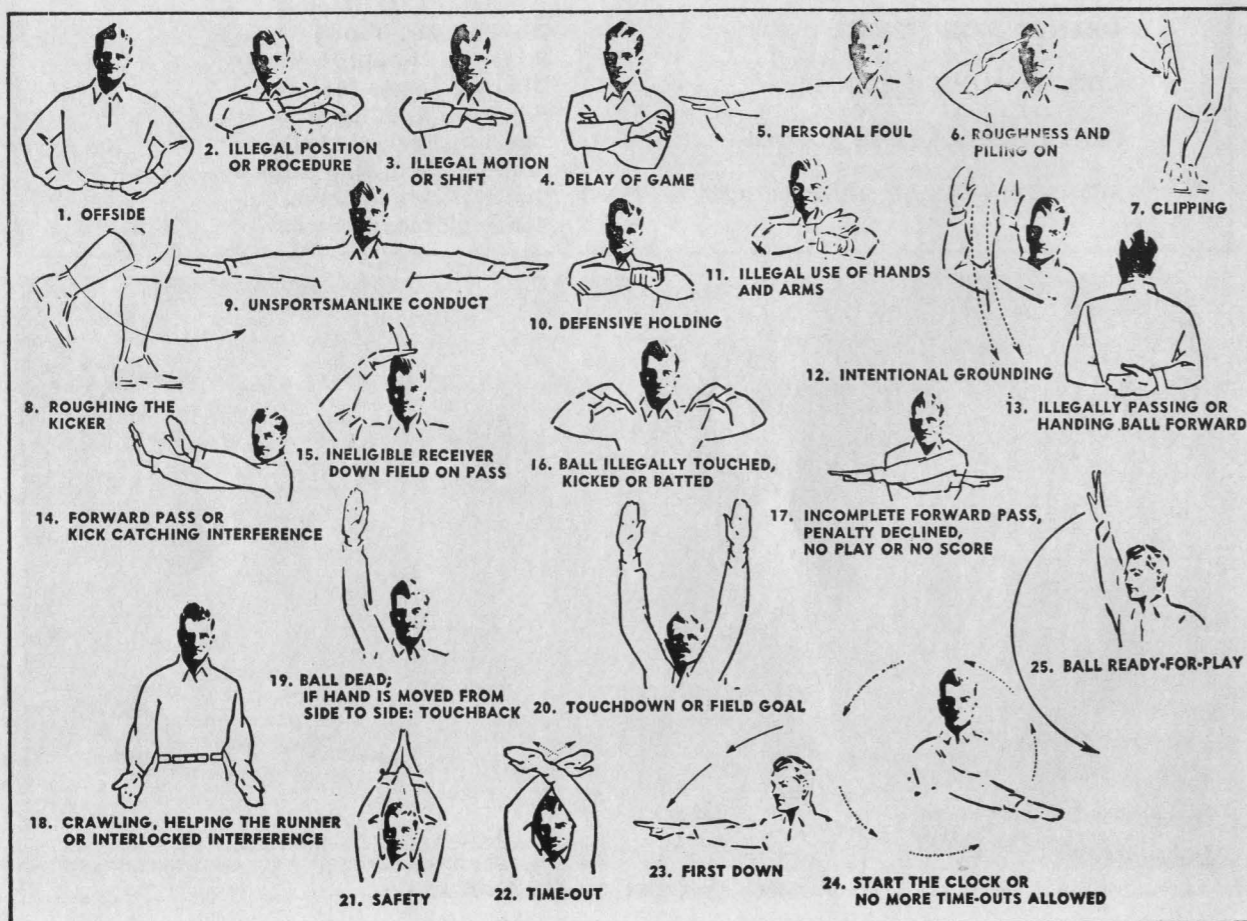
UCLA's Next Home Game: STANFORD

Saturday Afternoon Oct. 18, 1952 2:00 p.m.

One of the big Coliseum games of 1952 comes up next week . . . UCLA's Homecoming tremender with Stanford's they-may-do-it-again Indians, defending PCC champions. The Tribe surprised last year and went all the way to the Rose Bowl. They've looked nothing but potent so far. Bob Mathias & Co. come South for their only Coliseum appearance. Plan to sit in on the doings!

Reserved seats at \$3.50, including tax, may be obtained at the following UCLA ticket agencies:

A to Z Sporting Goods, Inc., 300 E. Valley Blvd., Alhambra (ATLantic 2-9396); Broadway-Hollywood, Vine and Hollywood Blvd. (HOLlywood 9-6111); Broadway-Westchester, 8739 S. Sepulveda Blvd. (ORchard 1-7511); Broadway-Crenshaw, 4101 S. Crenshaw Blvd. (AXminster 3-5151); Harris & Frank, 644 S. Broadway (Michigan 3101) and all Harris & Frank stores in Southern California; Desmond's, 1001 Westwood Blvd. (ARizona 3-1131); Helms Hall, 8760 Venice Blvd. (TEXas 0-4333); The Men's Shop, 1207 Hermosa Ave., Hermosa Beach (FRontier 2-6236); Henshey's, 402 Santa Monica Blvd., Santa Monica (EXbrook 4-6751); Kirk's Men's Store, 117 Brand Blvd., Glendale (Cltrus 5-2518); Kirk's Men's Store, 6424 Van Nuys Blvd., Van Nuys; Kirk's Men's Store, 5329 Lankershim Blvd., North Hollywood; John P. Evans, 269 W. 2nd St., Pomona; Pasadena Athletic Club, 425 E. Green St., Pasadena (SYcamore 3-8161); Proctor's Sporting Goods, 128 W. Broadway, Long Beach (Long Beach 6-1768); Raleigh, Ltd., 7000 Pacific Blvd., Huntington Park (LOgan 1453); Raleigh, Ltd., 2653 Santa Ana St., South Gate (LOgan 5-7161); J. W. Robinson Co., 9900 Wilshire Blvd., Beverly Hills (CRestview 5-5341); Snyder & Son, 43rd St. and Degnan, Leimert Park (AXminster 2-7070); Vanderma's, 4th and Sycamore, Santa Ana (KImberly 2-1143); Los Angeles Memorial Coliseum, 3911 S. Figueroa (RiChmond 6391); and UCLA Football Ticket Office, Kerckhoff Hall, 402 Westwood Blvd. (BRadshaw 2-6161 and ARizona 3-0971).



OFFICIAL WATCH FOR THIS GAME



Longines



The World's Most Honored Watch

ACCEPTED AS OFFICIAL WATCH
FOR TIMING
CHAMPIONSHIP SPORTS EVENTS
IN ALL FIELDS ALL OVER THE WORLD



*Product of
Longines-Wittnauer Watch Company*

Bruin Schedule

Sept. 20	UCLA 13, Oregon 6
Sept. 27	UCLA 14, TCU 0
Oct. 4	UCLA 32, Washington 7
Oct. 11	Rice Institute
Oct. 18 (Homecoming)	Stanford
Oct. 25	Wisconsin (Madison)
Nov. 1	California (Berkeley)
Nov. 8	Oregon State
Nov. 15	Permanent Bye
Nov. 22	SC (Bruin Home Game)

Owl Schedule

Sept. 27	Rice 34, Texas Tech 7
Oct. 4	LSU 27, Rice 7
Oct. 11	UCLA (Los Angeles)
Oct. 18	Southern Methodist
Oct. 25	Texas
Nov. 1	Wisconsin
Nov. 8	Arkansas (Fayetteville)
Nov. 15	Texas A & M (College Station)
Nov. 22	TCU
Nov. 29	Baylor (Waco)

Past Scores

UCLA'S PAST SCORES AGAINST SOUTHWEST CONFERENCE TEAMS

1935—SMU, 21; UCLA, 0.	1940—SMU, 9; UCLA, 6.
1937—SMU, 26; UCLA, 13.	1942—TCU, 7; UCLA, 6.
1939—UCLA, 7; TCU, 2.	1947—SMU, 7; UCLA, 0.
1940—Texas A&M, 7; UCLA, 0.	1951—Texas A&M, 21; UCLA, 14.

1952—UCLA, 14; TCU, 0.

Wins—SW Teams, 7; UCLA, 2. Ties, 0.
Points—SW Teams, 100; UCLA, 60.

PACIFIC COAST CONFERENCE

(Standings, as of Oct. 10)

	W	L	T	Pct.	PF*	PA**
UCLA	2	0	0	1.000	45	13
SC	1	0	0	1.000	35	7
Stanford	1	0	0	1.000	14	13
California	0	0	0	.000	0	0
Oregon State	0	0	0	.000	0	0
Washington	1	1	0	.500	46	46
Oregon	1	1	0	.500	26	27
Washington State	0	2	0	.000	20	49
Idaho	0	2	0	.000	28	59

*Points For **Points Against

Today's Games

Rice at UCLA
California vs. Oregon (Portland)
Idaho at Utah State
Oregon State at Stanford
Washington at Illinois
Washington State, bye

Today's Card Stunts

RICE vs. UCLA

The famed card stunts of the UCLA rooting section will run as follows:

1. The State Flag of Texas comes up first in red, white and blue. Then the words "Hello Texans" are brought up on the flag to greet all the Rice rooters.

2. On a fiery background, the blue block letters spell out Rice.

3-4. The Rice Owl is next to appear, and is shown with blinking eyes.

5. A tribute to the Lone Star State is shown now as the State of Texas is formed with a blue star in the center.

6. On a blue and gold background, the UCLA Bruins' name is announced.

7. Joe Bruin is next to appear.

8. This stunt is to announce the UCLA Homecoming Week from October 12-18 and is written on a large red "S" since the game will be played with Stanford.

9. Today is UCLA High School Band Day, and a stunt is dedicated to this third annual day which shows a green-clad band member carrying a drum with the letters "H.S." and the words "Band Day" below.

10. This stunt is a plea for the hiring of the handicapped.

11. UCLA salutes the dignitaries from India.

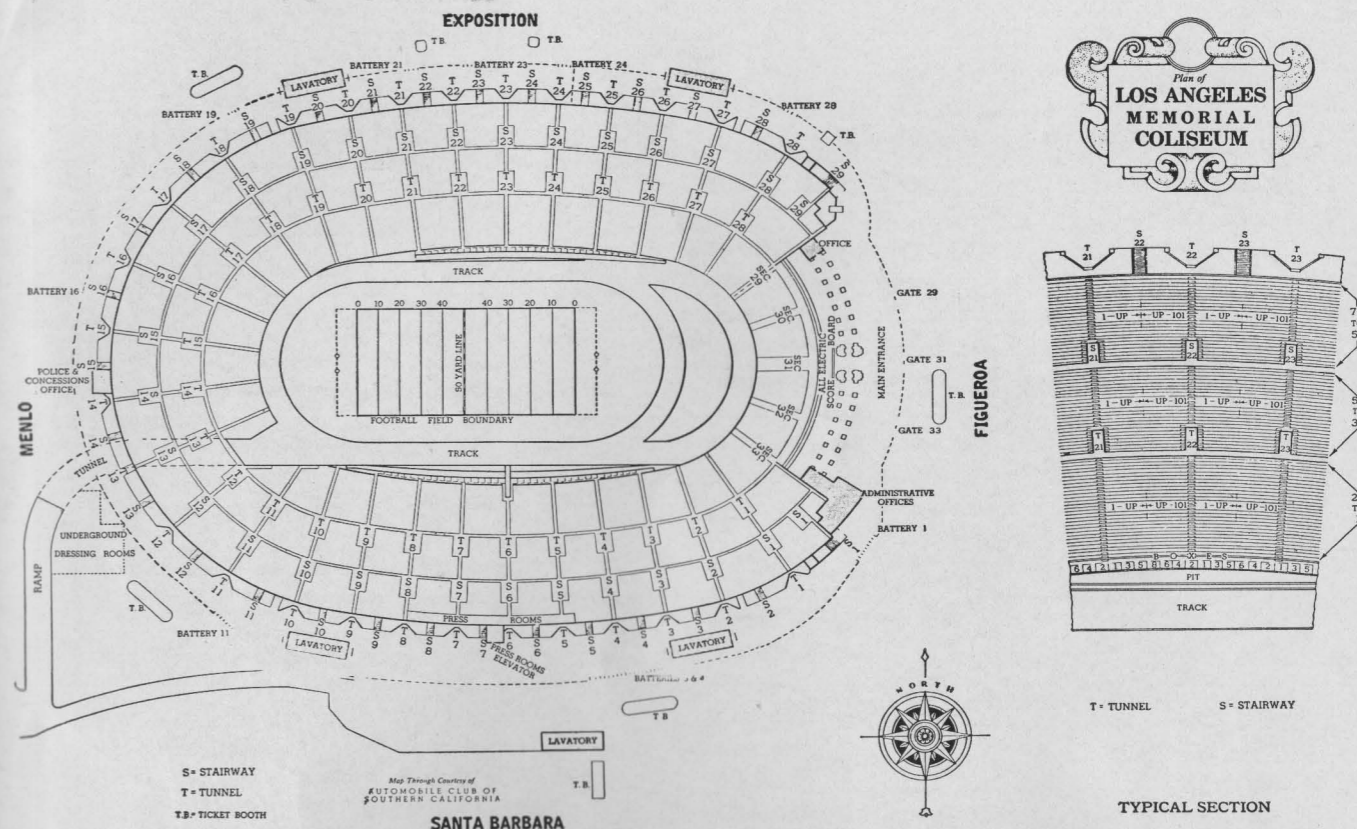
12. This is the start of the famous UCLA animated card stunts which originated at UCLA in 1933. This is entitled "Bruin makes Rice Puddin'."

13-19. The Rice Owl, sitting safely in a tall tree, is spotted by the UCLA Bruin who takes an axe in hand and proceeds to chop down the tree. The tree falls right out from under the unsuspecting Owl. As the Owl starts to fall, the Bruin reaches for his mixing bowl, and as the Owl falls in the bowl, the final touch is given to the Bruins' rice pudding.

20. The UCLA signature stunt.

The UCLA card stunt section will be 45 rows high and 37 seats wide. It contains 1665 rooters. It is directed by Rally Committee Chairman Harry Brisacher with stunts designed by Susan Peyton.

Tonight (Saturday) 8:00 P.M. coach Red Sanders discusses today's game with Hank Weaver on KECA-TV Channel Seven.



COLISEUM INFORMATION

THE FOLLOWING information is to acquaint Coliseum fans with the location of services offered for their needs and enjoyment while attending the games:

Coliseum Office—Located in south side of Peristyle at east end of Coliseum.

Event Management Office— Located in north-side of Peristyle at east end of Coliseum.

Lost and Found—Located in Coliseum office in south side of Peristyle. If you find a lost article you may turn it over to an usher in your section and he will turn it into the office.

Telephones—Located adjacent to north and south offices of Peristyle at east end of Coliseum.

Rest Rooms—Located immediately in front of entrances of Tunnels 2-3 and Tunnels 9-10 on south side of Coliseum and in front of entrances of Tunnels 19-20 and Tunnels 26-27 on north side of Coliseum. Also located on the Coliseum concourse which may be reached through any stairway entrance.

Police Headquarters—Located at entrance of Tunnel 14 at west end of Coliseum.

Concessions Office—Located on concourse outside of Stairway 14 at west end of Coliseum.

First Aid—First aid details with stretchers are located at foot of aisle of Tunnel 6 on south side and in portal box over Tunnel 22 on north side. Hospital facilities are located in the concourse opposite Stairway 7 on south side.

Transportation—The Coliseum is conveniently located for all transportation needs. The Los Angeles Transit Lines operates the Number 5 street car on Santa Barbara Avenue and the "V" car on Vermont Avenue. It also operates the Alvarado Street bus and the Figueroa Street bus. These cars and busses service downtown Los Angeles. Regular cab stands are located at intersections of Vermont Avenue-Santa Barbara Avenue and Figueroa Street-Santa Barbara Avenue. Cabs may be hired following games on South Park Drive and also on North Drive and South Drive leading to Coliseum Peristyle entrances.

Attention, Doctors—and others who might expect an emergency call: In accordance with the notice placed in the Medical Journal, if you are expecting an emergency call, you must register your seat location at the Coliseum office, and we will send a messenger to notify you. You will not be paged over this public address system in the future.

NO DRINKING PERMITTED IN MEMORIAL COLISEUM

Los Angeles City Ordinance Number 92812 (amending Section 40.27 of the Los Angeles Municipal Code) prohibits the drinking of intoxicating beverages (beer, wine and whiskey) in the Memorial Coliseum. This ordinance was passed to protect the morals of children attending the Coliseum events and also to protect against automobile accidents due to excessive drinking in the after-game traffic rush. It is sincerely requested that you abide by this ordinance not only for your protection and health but also for those of your neighbors.

"I'd walk a mile for a
CAMEL"



*So Mild—
So Flavorful!*

