11-4-1972

Grizzly Football Game Day Program, November 4, 1972

University of Montana—Missoula. Athletics Department

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72nd Annual Game

Saturday, November 4, 1972 -- 1:30 p.m.
Dornblaser Field -- Missoula, Montana
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As we see it, we're a team—you and us—to advance Montana.

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OFFICIAL SIGNALS
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Programs written by George Fultz

### 1972 FOOTBALL SCHEDULE

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<tr>
<th>Date</th>
<th>Opponent</th>
<th>Score</th>
<th>Time</th>
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<tr>
<td>Sept. 9</td>
<td>UM 0 USD</td>
<td>35</td>
<td>Vermillion 1:30 CDT</td>
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<td>Sept. 16</td>
<td>UM 14 UND</td>
<td>42</td>
<td>Billings 8:00 MDT</td>
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<td>UM 40 NAU</td>
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<td>UM 6 UOP</td>
<td>24</td>
<td>Stockton, Calif. 7:30 PDT</td>
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<td>UM 42 BSC 28</td>
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<td>*Nov. 4</td>
<td>Montana State</td>
<td>Missoula</td>
<td>1:30 MST</td>
</tr>
<tr>
<td>*Nov. 11</td>
<td>Idaho</td>
<td>Moscow</td>
<td>1:30 PST</td>
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<tr>
<td>Nov. 18</td>
<td>Tulsa</td>
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*conference game  
†homecoming
President's Report
by ROBERT T. PANTZER
UM President

The past year at the University of Montana has been filled with extensive change and activity. A broadened building program has added new dimensions to classroom education while the University has expanded its effort to change with the attitudes, desires and evident needs of its students.

With Board of Regents approval last July, the University now offers bachelors of arts degrees with majors in Italian and the classics.

Changes in traditional curriculum requirements now allow students to determine, with the help of faculty advisers to a reasonable extent, their own educational priorities. Although we have experienced many curriculum changes, they generally follow the traditional concepts of basic programs and disciplines.

As students gain more freedom to pursue their academic interests, they seek freedom in areas outside the classroom as well. New dormitory regulations at the University of Montana reflect these changing campus attitudes.

This year only freshmen are required to live on campus. Students are given four options for dormitory life: coed with 24-hour visitation privileges; non-coed with 24-hour visitation; non-coed with limited visitation, or non-coed with no visitation. Upperclassmen may choose their own residence halls.

To encourage students to add another dimension to their University experience, we have established a broadened Campus Recreation Program. This program includes a number of intramural sports on campus for men and women who are interested in organized competition and many recreational activities off-campus that give students an opportunity to discover Montana's outdoors.

The physical plant of the University has grown to meet a growing student population and its needs for learning, research and recreation.

The new library will greatly enhance student and faculty research. Construction of Phase I of the five-story library began in 1971 and will be completed next spring. The upper two stories are to be completed in Phase II, which is pending legislative approval and funding.

The Student Health Service has doubled in size to accommodate its 40,000 annual patient visits. The service will reopen this fall.

The Harry Adams Field House, which will open in late fall, also has been doubled in size to meet student and faculty recreation needs. Added to the building were handball courts, wrestling rooms, weightlifting rooms, indoor track, two basketball courts, gymnastics gymnasium, human performance laboratory, locker rooms and three areas for ping-pong, shuffleboard and other sports. A varsity basketball court with a seating capacity of 9,338 also was added.

The Lodge, former student union, has been remodeled to make room for administrative offices and general campus services.

Research and teaching needs will be facilitated this year by the installation of a new PDP-10 computer, which will increase UM computing capabilities 1,000 times over. The computer, fast becoming an important device in increasing classroom motivation, also will serve administrative needs.

The University of Montana must continue to offer Montanans the very best quality education and services while reducing expenditures as much as possible. Last summer a new ad hoc committee of key administrators and faculty members, chaired by the academic vice president, began examining all University programs to determine where economies could be made. The committee will report in late fall after conferring with each department and school.

We are already faced with a restrictive budget situation. During the first year of this legislative biennium, faculty salary increases averaged 1.45 per cent. Although salaries were increased 5 per cent for the 1972-73 academic year, this raise is not in keeping with the rising cost of living or competitive with comparable western universities.

Department budgets for supplies and equipment also are static despite rising costs. Much needed classroom and laboratory supplies and resources, if not realized soon, will certainly begin to erode quality built up over generations.

All existing undergraduate and graduate degree programs are under constant review by the University's Curriculum Committee and Graduate Council. New courses, substantive revisions of existing courses, and new degree programs are thoroughly examined and are subject to the final study and approval of Faculty Senate.

It is apparent that today's students will greatly contribute to Montana and the United States through public service and in the solution of many social problems. We must provide these students with the best educational resources possible; the enthusiasm is already theirs.

The past year has evidenced new and exciting advances at the University. And as we look to the future, the interest and enthusiasm of our students and the ever-increasing strength of commitment and dedication of our faculty promise an ever stronger University.
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For the University of Montana to have any chance at winning the Big Sky football crown it must win today's 72nd meeting with the rival Montana State Bobcats. Idaho State leads the conference going into this weekend's action, but has two tough road games with Weber State and Boise State left, and it appears very likely that the conference champ will have at least one loss.

Many possibilities exist as to how the conference race could end, but one thing is certain—the Grizzlies must win today to remain in the thick of things.

Montana State brings a 4-1 conference, 5-3 over all, record into today's game and the Grizzlies enter the game with a 3-1 league, 3-5 season, mark. MSU concludes its Big Sky season today while the Grizzlies must meet pre-season favorite Idaho on the road next Saturday. A Bobcat win means a 5-1 league record for Sonny Holland's crew, and they would have the title outright if 3-0 Idaho State were to drop one of its two remaining games. ISU plays one less conference game than Montana and Montana State, and is at a disadvantage, unless the Bengals remain undefeated, because the title is decided on a percentage basis. One ISU loss in five games, compared to one UM or MSU loss in six games would relegate the Bengals to second place.

Regardless of the outcome of the conference race, today's game should be one of the finest in the series' long history. The surprising Bobcats have been playing well all season, and will be out to prove last weekend's 20-16 loss to Idaho State was a fluke. The Grizzlies have the momentum gained from a solid, 42-48, victory over Boise State last Saturday in the Grizzly homecoming game.

The Bobcats have relied on a strong defense, a solid running attack and a capitalizing passing attack in surprising the experts, and winning five ball games thus far in 1972.

Sophomore tailback Wayne Edwards leads the Bobcat ground attack with his 720 yards on 136 carries. Edwards receives ample support from fullback Don Bagley, Bagley, also a sophomore, has rushed for 448 yards on 86 carries.

Bobcat quarterback Zoonie McLean has rushed for 333 yards in 1972 and passed for 614 yards and nine touchdowns. McLean's favorite receiver is Kallispell junior Sam McCullum. The Bobcat split end has been on the receiving end of 28 aerials from the senior quarterback and has scored nine touchdowns.

Montana, with freshman Van Troxel at the helm, will be hard pressed to get its ground game going against MSU's tough defensive of the rush. The Cats have been allowing only 126 yards a game to the opposition's ground attack and lead the Big Sky in that department.

Montana's offense rolled up over 500 yards against Boise State last weekend, as Troxel, in his first start, accounted for 238 yards himself. The 5-11, 170 pounder rushed for 109 yards and two TDs, and threw for 129 yards and one touchdown.

He will be complemented in the Grizzly backfield by halfbacks Jim Olson and Sparky Kottke and fullback Buddy Walsh.

Fourteen Montana seniors see their final home action today. Glen Welch, Ron Richards, Cliff Burnett, Barry Darrow, Jim Hann, Tom Bodwell, Jeff Hoffman, Sparky Kottke, Mick Dennehy, Rick Dodds, Leo LaRoche, Terry Pugh, Terry Reynolds and Gary Swearingen make their final home appearance as Grizzlies today.
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PIZZA PARLOR
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Jack Swarthout, 52, is in his sixth year as head football coach and athletic director of his alma mater. Swarthout, who graduated from UM in 1942 with a B.A. in political science, has compiled a fine 35-17 record in his first five seasons and has guided the Grizzlies to back-to-back undefeated regular seasons. The UM football team went through the 1969 and 1970 football seasons unbeaten. Following both of these seasons Montana was invited to the Camellia Bowl to play North Dakota State. The North Dakotans emerged victorious in both encounters.

Bill Betcher joined the Montana staff in 1967. He coaches the offensive line and defensive interior. The 33 year old Betcher is a graduate of Central Washington State College. He served as line coach at CWSC the year before he became a member of the University of Montana staff.

Ron Nord, 46, became a member of the UM football staff in March of 1968 after six years as head basketball coach for the Grizzlies. Nord serves as head scout and as coach of the defensive secondary and split receivers. He graduated from the University of Wisconsin in 1950 with a B.S. in physical education-history.

Charley Armey is the junior member of the Montana coaching staff. As head coach at Montana Tech in 1969 he guided it to a 4-3-1 season and then joined the UM football staff in February of 1970. He coaches the offensive backfield and the linebackers. Armey, 33, graduated from Valley City State, Valley City, N. D., in 1966 and earned his M.S. from North Dakota State in 1969.
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THE
BOBCAT-GRIZZLY
SERIES

The Bobcat-Grizzly series, one of the nation's oldest football rivalries, was born in Missoula on Thanksgiving Day in 1897.

The first game, which, incidentally, was preceded by a snowstorm and the construction of a "splendid" 200 seat grandstand, was won by the University of Montana (then known as Montana State University) by an 18-6 score.

Newspaper accounts of the playing of the game are very slim, but it was noted that the Grizzly coach, Fred Smith, played in the game. Actual play-by-play accounts were not written of the game, but the "splendid sportsmanship" of the spectators was lauded, and it was pointed out that the members of the Grizzly team cleared the field of snow and placed the sideline markers in preparation for the game.

It was the first year of football for both schools.

The Grizzlies played five other games that year, including three scoreless ties, with a Missoula city team called the Tigers, and two losses, 20-4 and 26-10, to Butte Business College.

Besides the loss to the Missoula based college, the Bobcats defeated Helena High, 8-0, and lost twice to Butte High, 22-12 and 18-6, in their initial season of gridiron competition.

The series continued with two games in 1898, as the Grizzlies shut out the Bobcats 6-0 and 16-0.

The next year the Cats picked up their first win over the Tips, 38-0, and started a six game winning streak, including four skunkings, in the rapidly developing rivalry.

Everything went well for the Grizzlies in the 1904 contest, as they snapped the Agriculture school's six game streak in a big way. The 79-0 trouncing still stands as the most lopsided score in the 75 year series.

In 1908 the Bozemanites took a 7-4-1 edge in the series with a 5-0 triumph, but the Grizzlies embarked on a 20 game skein, in which they were to win 16 and tie four, in 1909 with 3-0 and 15-5 wins.

Butte became the home of "the game" for a 21 game, 25 year span in 1926, but the neutral site idea was abandoned in 1951, and the playing of the game has alternated between Missoula and Bozeman since.

The Grizzlies continued to dominate the series, until in 1955, with a 19-0 whitewash of the Bobcats, they built their victory margin to 30 games, 40-10-5, in the hard fought series.

Between 1955 and 1969 the Bobcats took command of the series and won 11 of the 13 meetings between the two schools, but Montana came up with two undefeated seasons in 1969 and 1970 and, with a victory last year, takes a three game winning streak into today's game.

Montana has held the Bobcats without a touchdown in their last three meetings, which the Grizzlies have won by 7-6, 35-0 and 30-0 scores. Last year the Grizzlies powered over a young and under manned Bobcat team by using the brute strength of its offensive line to open wide holes in the middle of the Cat defense.

Going into today's game, which is the 72nd meeting of the two schools, the Grizzlies hold a 45-21-5 series edge.
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  (Cocktails for the girls in the lounge)

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on the 93 Strip
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### University of Montana Starting Lineup

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*Letters won at MSU
Football Writers Good 'Story Tellers'

The following stories have appeared in *Fifth Down*, the official publication of the Football Writers Association of America. Bert McGrane, *Fifth Down* editor, selected these excerpts from the many submitted by the football writers from throughout the country.

Tampa's Sam Bailey was discussing recruiting prospects: "There's this interior lineman. He's as big as a gorilla and as strong as a gorilla. If he was as smart as a gorilla, he'd be fine."

Ron Sellers of Florida State was quizzing a couple of teammates on game situations. "You're in your seven yard line with a minute to play. You're leading by two points and it's fourth down and a yard to go. Do you punt or go for the yardage?"

"I guess I'd punt," answered a mate. "Wrong," yelped Sellers. "You can't even have fourth and one on your seven yard line."

Fred Cassotti, Colorado sport information director, discussing a trip to Europe with his wife. "We'd had your seven yard line."

"Go ahead, Ref," said the mate. "Penalize him for calling me one."

Out came the coach, as Dan stepped off the yardage. Dan explained. "Hell," snapped the coach. "Give him 15 more for being so stupid."

Coach: "Didn't you get my letter?"

Player: "Sure, Coach. I read it inside and out. On the inside it said: Your grant-in-aid is terminated because of your low grades. On the outside it said: Return in 5 days so here I am."

Small turnout at banquet for losing team led M. C. to apologize to the speaker for the lack of attendance. "We could have used a speaker of less talent than you, Coach," he said, "but we couldn't find one."

Former coach Bones McKinney told this one at a Fellowship of Christian Athletes gathering. Wake Forest, a Baptist school, tried hard to recruit a certain boy but lost him to Duke. Reason he didn't go to Wake Forest, Bones said, was because of his answer to a religious question.

"They asked him what was the vision of Paul on the road to Damascus and he answered: '20-20.'"

When Pepper Rodgers coached Kansas he was asked if he ever thought of using record-holder Jim Ryun as a pass receiver. "Yeh, quite a bit," he answered. "We could have used him in those third-down-and-a-mile-to-go situations."

First Coach: "I want to get something for my wife, but I can't get anyone to make an offer."

Second Coach: "I take my wife out every night, but she keeps finding her way home."

The Ref is a gent of puzzling intent. He whistles and marches and measures. He'll go either way to cancel a play. It's one of his innocent pleasures.

When Charlie Tate, former Miami coach, was holding a press conference, a writer asked: "Do you think it will hurt the team, with the two best backs, Jim Acuff and Vince Opalski, getting married?"

While Tate pondered the question another writer blurted: "Gee, I didn't even know they were going together."

Of all the birds and flying things I'd rather be a bee I'd file my stinger razor sharp and jab the referee.

Report from Bob Cahill, Notre Dame ticket manager: "Our sales have been so good I sold out an open date."

Writer went deer hunting. Heard a rustling in the brush and figured a deer was approaching. "I saw the prettiest buck I've ever seen," he said. "I jumped up, took two quick shots and before I could replace the cork in the bottle, the deer was gone."

Young son of a prominent pro player stood accused of wetting in the Country Club swimming pool. Informed of the charge, the pro retorted: "Oh come now. There must be other small boys who wet in the swimming pool."

"From the high board?" inquired his accuser.

Frustrated motorist tried in vain to find a place to park and in desperation parked in a restricted area. Obeying his conscience he left a note on his windshield: 'I've circled this block for 20 minutes. I'm late for an appointment and if I don't park here I'll lose my job. Forgive us our trespasses."

When he returned the familiar parking ticket awaited him, with explanatory note: 'I've circled this block for 10 years and if I don't do this I'll lose my job. Lead us not into temptation."

Phone rang in a maternity ward and an assistant coach blurted: "This is Harold Smith. I'm bringing in my wife. She's going to have a baby."

"Is this her first baby?" inquired the attendant.

"No," the excited voice explained. "This is her husband."
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Hot times are coming now
Oh brother mine
And so it’s up with Montana boys
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Montana State University is a multi-purpose institution offering programs in the liberal arts, professional areas, education, engineering, the basic sciences and agriculture. There are six separate colleges and widely diversified curricula leading to a bachelor's degree in more than 40 different areas covering some 90 possible majors, a master's degree in 33 different areas and a doctorate in 20.

The enrollment of 8,200 students allows for closer student-faculty relations than are possible at larger universities. The university is large enough to offer a variety of established academic programs and yet small enough to insure each student the individual attention and academic counseling that are so important in achieving a meaningful college education.

The location and setting of the university provide a unique atmosphere that offers unlimited opportunities for combining academics and recreation for each student. The 1,170-acre campus is composed of more than 40 major buildings. It is located on the outskirts of Bozeman, a city of 18,000 situated in one of the outstanding scenic and recreation areas of the nation, only 90 miles north of Yellowstone National Park.

President Carl W. McIntosh

Dr. Carl W. McIntosh, Montana State University's eighth president, is continuing the school's tradition of providing first rate instruction for its students, plus serving the rest of Montana through the Cooperative Extension Service and the Montana Agricultural Experiment Station system.

Dr. McIntosh became president in the summer of 1970 and quickly developed a keen enthusiasm about the state and its vast potential. An articulate spokesman for education, he has traveled extensively about the state since assuming the presidency.

The president says of MSU: "This university is much like many other universities. But Montana State University is also different from many others. It, too, must follow its own path and continue to develop as a center of excellence within its scope and resources. It cannot be all things to all men."

Dr. McIntosh has a wealth of administrative experience. In 1947, at the age of 32, he was appointed president of Idaho State College. In 1959 he was appointed president of California State College at Long Beach and remained in that position for 11 years.

Athletic Director Tom Parac

Montana State University athletic program is guided by Tom Parac. The 40-year-old native of Lewistown, Mont., was appointed director of athletics Sept. 1, 1970.

Parac is a 1954 graduate of Montana State and has been a member of the athletic department staff 15 years. He was named head football coach in 1968 and immediately directed the Bobcats to a 6-4 record and a piece of the Big Sky Conference championship. In 1971 he resigned as football coach to devote full time to administrative duties.

Parac has had a long career at MSU. Except for service as an Army artillery officer, he has been at MSU continuously since 1950. His 11 years as an assistant coach cover the most successful era of football in MSU history. During that time, he worked with the three most successful men ever to coach MSU football teams.
Coach Sonny Holland

Sonny Holland, who has coached winners just about everywhere he has been, is directing the Montana State University football program for the second season. Rebuilding the program is no easy task, but Holland has what it takes to make the Bobcats winners again, as they were from 1956 through 1958.

Holland, 34, has had a successful 11 years in coaching.

The Bobcat coach has been a favorite around Bozeman ever since he enrolled at MSU in 1956. A high school All-America at Butte Public, Holland moved in as the Bobcats' starting center the fall of '56 and helped the team to an unbeaten season.

He played in the 1959 East-West Shrine Game at San Francisco and had his jersey number—52—retired by the MSU athletic department. In a 1969 newspaper poll Holland was selected the outstanding Bobcat player in history.
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It would be difficult to find a school that fit in with its environment better than the University of Montana does. Literally surrounded by the Rocky Mountains, the 79-year-old school has a mellow robustness about it that attracts people from all over the country who want a closeness to nature to be part of their higher education.

With only about 9,000 students entering this fall, UM is still a very small university by national standards and it is typical of sparsely-settled Montana in that respect. Missoula, a quiet logging and agricultural town of about 30,000 is the school's home.

UM offers 56 degrees in the bachelor of arts or sciences program, 68 masters degrees, 12 doctor of philosophy degrees and two doctor of education degrees. The University features seven professional schools—business administration, fine arts, journalism, education, forestry, law and pharmacy.

UM’s land holdings are extensive and are located both in and near the Missoula area. The campus itself spreads over 201 acres on the east side of Missoula at the base of Mount Sentinel, of which UM owns 624 acres. A few blocks south of the main campus is a 154-acre site with 394 married student housing units and a nine-hole golf course. Approximately six miles southwest of campus is Fort Missoula where the University owns 295 acres. Two major sites are located outside Missoula—the 27,000 acre Lubrecht Experimental Forest 35 miles northeast of Missoula and 168 acres on Flathead Lake, including a biological station.

In addition to all the private land holdings, the University is surrounded by thousands of acres of U.S. Forest Service land open to campers and hikers. A student could begin hiking into the mountains near the campus and not see civilization again for days.
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The University of Montana cross country team will be seeking its fourth straight Big Sky Conference cross country championship this fall. Under the guidance of coach Harley Lewis Montana won the conference championship outright in 1969 and 1970 and tied for first with Northern Arizona in 1971.

A strong nucleus of returning runners plus a couple of fine freshmen make Montana the early season favorite in 1972. All but one of last year's five scoring runners returns. They are Doug Darko, who was third in the conference meet a year ago; George Cook, Boyd Collins and Wes Priestly. Two other runners that competed in last year's conference meet, Hans Templeman and Mark Ryan, will be back.

Terry Pitts, the team's number eight runner a year ago, is back and vastly improved. John O'Neill and Bob Yarbrough are two freshman runners with great potential. O'Neill is from Butte and Yarbrough is from St. Louis, Mo.

Mike Hontzel, a squad member in 1971, will also compete this year.

The team gathered in the University of Montana owned Lubrecht Experimental Forest early in September to begin training for this season's schedule.

The week long stay, Lewis believes, creates a feeling of team spirit and unity and, in addition, makes it easier for each individual to concentrate on running.

The Montana schedule:
Oct. 7—University of Idaho Invitational
Moscow, Idaho
Oct. 14—University of Washington Invitational
Seattle, Wash.
Nov. 4—Montana State, Idaho, Missoula
Nov. 11—Big Sky Championships
Sedona, Arizona
Nov. 20—NCAA Championships, Houston, Texas
A Long and Meaningful Experience in Football
by BILL JAUSS, Chicago Today

Early in the 1970 season, a Northwestern middle linebacker named John Voorhees was enjoying a hellishly successful night against UCLA in Los Angeles. Voorhees's ability to diagnose plays was unreal! It was as though he was receiving help from Upstairs. In fact, when members of the UCLA staff noticed an uncommon bulge in the rear of his helmet, they lodged a heated protest:

"Make him change that helmet," they demanded at halftime. "He must be receiving radio signals from a coach in the press box. He knows every play we're calling."

Well, over Northwestern protests, officials made Voorhees change into a standard-looking headgear. Then, after UCLA's 12-7 last minute victory, Bruin coaches and game officials suffered an embarrassing putdown.

Messages Sent to Medical Observers

Voorhees had carried a radio in his helmet all right. Only it didn't receive any messages. It sent them to medical observers in the press box.

Northwestern had written UCLA months before and received written permission for its middle linebacker to wear electronic equipment in his helmet and shoulder pads. This was part of an 11-year study conducted on helmet safety and brain damage by Northwestern team physician Dr. Stephen E. Reid.

Since 1961, Reid has "wired" one Wildcat player in every game. Electrodes attached to his scalp lead into a transmitter built into the rear of the helmet. This plus additional equipment in the shoulder pad transmit six channels of data of every "hit" to telemetry systems in the press box.

Reid is a scholarly, pipe-smoking, average-sized member of the medical school faculty at Northwestern. He also has a particular interest in football safety. As Steve Reid, a battling 180-pound guard, he was captain and All-American on Northwestern's 1936 team, the last Wildcat squad to win a Big Ten championship.

So back before Alex Agase succeeded Ara Parseghian as head coach, a player a year in a "contact" position put on the electronic equipment and helped medical science while he bolted for first down yardage or rushed the passer.

Fullbacks Bill Swingle and Steve Murphy, halfbacks Woody Campbell and Bob Olson (then a pre-med student; not a doctor), defensive tackle Bill Galler and Voorhees took turns wearing the transmitter. Another underdog will be wired up this season.

Being the guinea pig was an inconvenience to say the least. Patche of hair had to be shaved from the player's head to bare places to paste the electrodes. And the helmet couldn't be removed once it was put on.

Campbell's teammates recall how Woody had to suffer with his headgear during a September game at Florida when the temperature reached 104 degrees on the field. Fans, of course, suspected the Wildcat halfback was balmy when he was the only man on the field who didn't yank off his helmet during time outs.

It's been a very thorough, very careful study. Then last December, Dr. Reid published his findings in a medical magazine.

The "hits" that players such as linebacker Voorhees sustained, Reid wrote, were transmitted to electroencephalographic recording devices in the press box. Game film, with voice commentary, synchronized the player's actions with the telemetry data.

The electronic equipment, Reid explained in his report, measured both the intensity (in G's) of the player's impact and also the duration (in milliseconds) of the contact.

In seven Big Ten games in 1970, for example, Voorhees sustained 169 impacts to the head that ranged between 40 and 270 G's and lasted from 20 to 420 milliseconds.

One of these "hits" caused a concussion. The report includes stop-action sequence pictures of the play from game films plus the encephalographic readings recorded in the press box.

Voorhees spun away from a blocker, whipping his head toward the piston-pumping knee of the plunging ball carrier. Crunch! 188 G's of peak acceleration to the left frontal area of the head. That acceleration persisted for 310 milliseconds.

The study is by no means finished, Reid said. For example, Reid notes that Voorhees in 1970 sustained four measured impacts that were "harder" (up to 230 G's) and "longer" (up to 400 milliseconds) than the play that caused the concussion. Why, he wonders, did one of these five hits cause concussion and not the other four?

"There were 26 football deaths last year (all games: college, high school, sandlot) and 90 per cent of them were caused by head and neck injuries," Reid said. "We have the data on this one concussion. We need to study the near-concussions and the accumulative result of this contact on players."

Reid explained that "The automotive industry is following this study with great interest. There have been laboratory experiments with gelatin-filled skulls, but people don't volunteer to take hits of this type. This football field is our laboratory . . . we want to continue studying how they react when and after they're hit."

Wired Player—Volunteers for Northwestern's electronic helmet study have to put up with some discomforts. Halfback Bob Olson has electrodes attached to shaved parts of his skull. Olson, an All-Academic team member as a pre-med student in 1967, is now a doctor.
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Westana Mobile Homes
West Electric Distributors
Western Federal Savings & Loan Association of Missoula
Western Montana By-Products, Inc.
Western Montana Lighting Supply
Western Vending
Wide World of Travel
Wilkinson, Larry
Wilkinson, Mr. and Mrs. R. F.
Williams, Frank T. and Thelma M.—Hamilton
Wilson, E. C.
Winner’s Circle
Winship, Dr. and Mrs. M. J.
Witwer & Price—Architects and Engineers
Wolfe, Dr. Detkot R.
Wood, George

Yandt’s Men’s Wear
Yellow Cab, Inc.
Yost, Robert P., M.D.

Zadra, James P.—Kalispell
Zellick, George M.
Zimmerman, Dr. Lloyd L.
Zimmy
Zip Beverage Co.
Zipperian, L. G.
ZurMuehlen, Carl—Helena
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