

GIANT SUPER MARKET

Mt. Pleasant's Most Beautiful Food Store
Where Every Day Is Bargain Day

Open Every Night Until 9:00 P. M. Except Sunday

The Store That Brought Low Food

Prices To Mt. Pleasant



317 N. Mission

Mt. Pleasant



President's Message

Today we welcome Eastern Illinois State College to our campus. The relationship between our schools is very friendly. The associations are deeper than tur athletic relationships for our faculty has many friends on the campus at Eastern Illinois. The President of Eastern Illinois has been very active in national work and accordingly is known to all of us. Our greetings to our good friends.

We all await the outcome of the game with considerable interest. The game as usual will reveal sparkling performances and evidence many examples of good sportsmanship.

My greetings also to all of the visitors on campus. May your day with us be a happy one.

Cordially yours,
CHARLES L. ANSPACH
President

ENJOY

McFARLANE DAIRY

PRODUCTS

Insist on our Homogenized Vitamin D Milk in the Pure-Pak Carton At Your Grocer's or Phone 34-981 for Home Delivery DAIRY BAR NOW OPEN Try Our Chocolate Malteds

430 S. Mission

Leo BEARD, Inc.

LINCOLN - MERCURY

SALES & SERVICE

227 S. MAIN

PHONE 35-501



Reliable Prescriptions

Paul G. Clabuesch

Your Walgreen Agency Store

Drugs

Sodas

110 E. Broadway

KRAPOHL FORD SALES



Complete Body & Paint Shop Mt. Pleasant, Mich.

114 Court St.

Phone 32-211

The Chippewa Coaches



From Left: Al Thomas, Bill Theunnisen, Jim Jones, Kenneth "Bill" Kelly

With a 1952 IIAC championship safely tucked away, the first in Central's history, coach Kenneth A. "Bill" Kelly will direct his powerful Chippewas for the third straight season. Last year Kelly improved on the final standings of the Chips. Taking over from Warren Schmakel in 1950 he guided Central to a 1951 mark of 5-3. Last year his charges pounded out seven wins while losing only two. Included in those seven wins were six straight IIAC victories. An almost complete vetern team will mark Bill's third year at Central.

Making this genial mentor such an integral part of Central is the fact he graduated from this institution in 1930. The name of "Bill" Kelly will long be remembered in the annals of Central's sports history. He won 13 letters during his four years and won spots on the All-Michigan Collegiate football and basketball teams. In the coaching game for 22 years, Kelly has been at the helm at Cass City, Mt. Pleasant, Saginaw Arthur Hill, and Central Michigan College.

Al Thomas enters his fifth year as varsity backfield coach. An All-American from the University of Michigan, Al will once again team with Kelly as Central defends the IIAC title. Thomas saw coaching action at Ishpeming and William and Mary. He led his 1950 frosh football squad to an undefeated season before moving up to the varsity.

Supplying the "Pep and Vinegar" is Jimmy Jones. Entering his fourth year as line coach is this fiery graduate of Miami of Ohio. Jimmy played great football at Miami, and has carried over his talents to Central. His defensive line of 1952 did not let an IIAC foe reach touchdown territory on the ground.

Another Central graduate is Bill Theunissen. Now bearing the burden of varsity baseball coach as well as frosh football and basketball mentor, Bill begins his sixth year at Central. His freshman team last season rang up three victories while losing one. The Chip baseball squad netted nine wins against five defeats. He is rated as one of Central Michigan's outstanding golfers.

It Pays---TO SHOP

AT

PENNEY'S

FOR

ECONOMY

QUALITY

SERVICE

Make

RACE'S

Rexall Drug Store

your Headquarters

for

DRUGS

COSMETICS

and

FOUNTAIN SERVICE

212 E. Broadway

Ph. 34-611

Hibberd Motor Sales

SALES & SERVICE

DODGE

Dodge Job-Rated Trucks PLYMOUTH

509 N. Mission

Phone 36-821

Wardrop

Wardrop

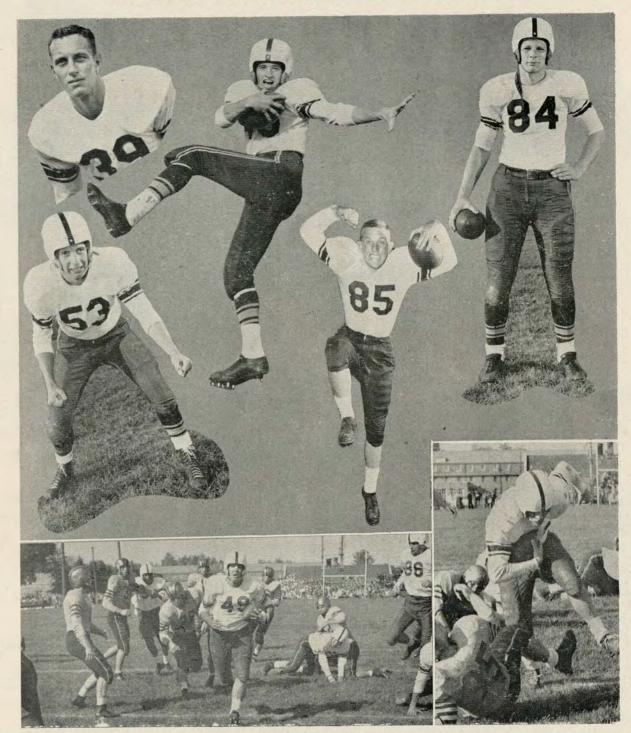
Fire Insurance **Automobile Insurance Fidelity & Surety Bonds**

"Insure With Us and Be Secure"

Isabella Bank Building

Phone 35-181

Some Braves In Action



(Individual Shots)

Jarv Walz (84), versatile starting end and point kicker; Jerry Thomas (85), second leading ground gainer; Verne Hawes (40), gained 540 yards in 1952; Lornie Kerr (39), quarterback and passer; Al Quick (53), a fine new lineman.

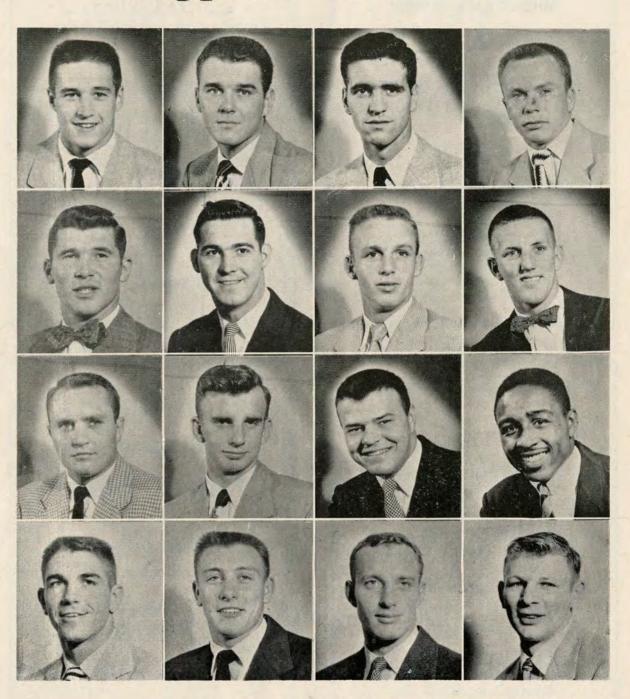
(Action Shots)

Crashing through the Western Michigan defense for a touchdown last Saturday was LaVern Wolf, speedy fullback from Grand Rapids. Lavern gained 88 yards against the Broncos displaying a vicious running attack which spells "danger" for Central's next seven foes.

"All in a day's work" according to Chuck Miller, Central's remarkable halfback who is off to his best year in collegiate football. Chuck is shown cracking the Western Michigan line for the Chips, first score last Saturday. Western's line yielded 132 yards to the charging slants of Miller.



Chippewa Veterans



Top Row: Verne Hawes, Pat Lawless, Steve Marovich. Wes Harding. Second Row: Marty Klozik, Jack Clary, Tom Mayville, Jerry Thomas. Third Row: Jack Sears, Jerry Toyzan, Ken Barron, Tom Mason. Bottom Row: Chuck Miller, LaVern Wolf, Lornie Kerr, Jarv Wa¹z

MICHIGAN'S NEWEST

Hotel Chieftain

on U. S. 27

Coffee Shop — Cocktail Lounge

"Another Friendly Grenoble Hotel"



Central Michigan's Finest

The Home of Mens' STYLINGS

by

- Pendleton
- Dobbs
- Stadivari
 - Van Heusen
 - Bantamac
 - Swank

Naumes Motor Sales

PONTIAC-CADILLAC

701 N. Mission

Phone 34-151

Mt. Pleasant, Michigan

Snider's Floral Shop

Corsages & Flowers for all occasions

Weddings

½ mile south of U.S. 27 viaduct

Phone 53-011

EASTERN ILLINOIS SQUAD

No. Name Pos. Ht. Wt. Age Yr. 20—Hicks, Ron B 5-7 140 19 1 21—Beals, Leo B 5-7 150 19 2 23—O'Dell, John B 5-9 155 19 2 24—Yeren, John Q 5-8 170 22 1 25—Newell, Gary B 5-7 160 19 2 26—Downs, Dale B 5-10 155 19 2 27—Daugherty, J. Alvin B 5-8 160 19 2 28—Childs, Malcolm B 5-8 160 23 2 29—Murphy, John G 6-0 165 19 1 30—West, Roger Q 5-11 175 18 1	
21—Beals, Leo B 5-7 150 19 2 23—O'Dell, John B 5-9 155 19 2 24—Yeren, John Q 5-8 170 22 1 25—Newell, Gary B 5-7 160 19 2 26—Downs, Dale B 5-10 155 19 2 27—Daugherty, J. Alvin B 5-8 160 19 2 28—Childs, Malcolm B 5-8 160 23 2 29—Murphy, John G 6-0 165 19 1	
23—O'Dell, John B 5-9 155 19 2 24—Yeren, John Q 5-8 170 22 1 25—Newell, Gary B 5-7 160 19 2 26—Downs, Dale B 5-10 155 19 2 27—Daugherty, J. Alvin B 5-8 160 19 2 28—Childs, Malcolm B 5-8 160 23 2 29—Murphy, John G 6-0 165 19 1	
24—Yeren, John Q 5-8 170 22 1 25—Newell, Gary B 5-7 160 19 2 26—Downs, Dale B 5-10 155 19 2 27—Daugherty, J. Alvin B 5-8 160 19 2 28—Childs, Malcolm B 5-8 160 23 2 29—Murphy, John G 6-0 165 19 1	
25—Newell, Gary B 5-7 160 19 2 26—Downs, Dale B 5-10 155 19 2 27—Daugherty, J. Alvin B 5-8 160 19 2 28—Childs, Malcolm B 5-8 160 23 2 29—Murphy, John G 6-0 165 19 1	
26—Downs, Dale B 5-10 155 19 2 27—Daugherty, J. Alvin B 5-8 160 19 2 28—Childs, Malcolm B 5-8 160 23 2 29—Murphy, John G 6-0 165 19 1	
27—Daugherty, J. Alvin B 5-8 160 19 2 28—Childs, Malcolm B 5-8 160 23 2 29—Murphy, John G 6-0 165 19 1	
28—Childs, Malcolm B 5-8 160 23 2 29—Murphy, John G 6-0 165 19 1	
29—Murphy, John G 6-0 165 19 1	
20 111	
30—West, Roger Q 5-11 175 18 1	
30—Brewer, Everet B 5-8 145 20 1	
31—Leonard, Ron G 5-9 175 18 1	
32—Grothe, Duane G 5-10 165 18 1	
33—Fredenberger, Jim B 5-9 170 21 4	
34—Gilpend, Robert B 5-9 155 18 1	
35—Calvin, Bob G 5-9 170 26 4	
36—Carter, Hank .E 6-0 160 23 2	
37—Wakeland, Dick B 5-9 162 19 1	
38—Price, Pat E 6-0 160 19 2	
39—Corso, Richard E 6-1 170 18 2	
40—Thrash, Bob Q 5-10 170 19 2	
41—Kitchen, Phil C 6-1 180 18 1	
42—Clay, Charles B 5-11 185 21 1	
43—Forsents, Richard G 5-7 178 23 1	
43—Forsents, Richard G 5-7 178 23 1 44—Landers, Ron E 6-1 175 19 3	
44—Landers, Ron E 6-1 175 19 3	
45—Guthry, Charles B 5-11 185 19 1	
46—Fasig, Norm B 6-1 175 18 1	
47—Edgington, Chuck B 6-0 182 20 4	
48—Larsen, Chuck C 6-1 170 19 2	
49—Carl, Mervin C 5-11 185 18 1	
51—Baker, Noel B 5-11 180 20 3	
52—Franke, Arnold C 6-2 200 20 3	
53—Clem, Sam T 6-1 195 23 1	
54—Anderson, Sam Q 6-3 189 19 2	
55—Smith, Bob B 5-10 200 24 2 56—Bauler, Harvey B 5-11 195 23 2	
56—Bauler, Harvey B 5-11 195 23 2	
58—Borich, Robert T 6-1 195 21 3 59—Lloyd, Lyle T 6-1 205 19 2	
59—Lloyd, Lyle T 6-1 205 19 2	
60—Harl, Joe E 6-3 190 20 1	
61—Griffith, Jim E 6-0 196 23 2	
62—Bortan, Gail G 5-11 225 21 4	
63—Jarivich, Tom G 6-1 213 18 1	
64—Summerville, Joe G 6-2 206 21 4	
65—Fisher, Ray G 6-0 227 19 1	
66—Magsanen, Don T 6-2 246 19 3	
67—Hatfield, Roy C 5-11 187 23 2	
67—Radford, Dave T 5-11 239 19 1	



Yea!

TEAM!

When Central Scores, a Rocket Soars — Then Comes A Bang!! So Bring The Gang

To

Cole's Campus Store

School
Supplies
Athletic
Supplies
Books
Cames
Art

Supplies



College
Novelties
Stationery
Snacks
Hallmark
Cards
Whitman
Candies

Make our store your meeting place before and after the games

At College Campus

Mt. Pleasant, Mich.

DRINK IN BOTTLES

DELICIOUS

Central Michigan College Lineup BY POSITIONS

LE	LT	LG	C	RG	RT	RE
Mason 32 Walz 2/4 84 Pospiech 82	D. Figg 86 / Glinke 58 Porter 9	R. Figg 73 2 W Klozik 63 Quick / F	Kackmeister 67 Harding 54 Briggs 66	Clary 65 Meyer 52 Rolph 59	Barron 37 Smith 76 Lawless 88	Mayville 36 /70 Marovich 33 Porter 83
			Q			
			Kerr /7 6			
			Sears 17	-		
			34			
			King 44			
			44			
						RH
LH	170					Miller /
85	+4					49
Wolfe	185					Podoley / 9
41	0					62 Toyzan
Smith	7					85
76	1					
			F			
			Hawes			
			40	58		
			Dezelsky	55		
			45			

REFRESHING

Eastern Illinois Lineup BY POSITIONS

LE LI	r LG	C	RG	RT	RE
Carter Bori 36 /6/ 58 Harl 60 /9/	Calvin 35 Summerville 64	Franke 52 Hatfield 67	Bortan 2	Magsanen 66	Landers 44 Griffith 61

Thrash /70

Newell O'Dell

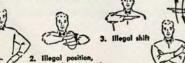
Edington

TODAY IS DADS' DAY

Once again Central Michigan College and its fine football team honor the Dads' of the members of the 1953 Chippewa squad. Each year Dads' Day is a special date on the Central schedule. Last year one of the biggest Dads' Day crowds in history turned out to watch Central defeat Southern Illinois 55-7. We are proud to be able to honor the Dads' and hope that once again Central's team can make the festivity a happy and joyous one by winning. Central Michigan College welcomes the Dads'

LaSalle Coca-Cola Bottling Company, Mt. Pleasant, Michigan



























DRINK

IN BOTTLES

INTERWOVEN SOX

ARROW SHIRTS



Distinctive Apparel For Men

McGREGOR SPORTSWEAR

HICKOK

Belts

Braces

Jewelry

BOTANY

Slacks
Shirts
Sox

CENTRAL MICHIGAN

SQUAD

Pos.	Ht.	Wt.	Age	Yr.
		180	20	3
			20	2
				3
Q	$5-9\frac{1}{2}$	178		4 -
	5-9	170		2
			19	2
	6-0		20	4
Q	$5-10\frac{1}{2}$	170		4
		158		3
				3 2 2
Q				2
В	5-8	155	19	2
		185	21	4
T	6-2	217		2
				4
T				2
G				2
				1
G			26	4 -
G			21	4
				1
k* C				2
G				2
				1
				2
E	5-11			. 1
	6-2	195		1
E	6-4	210		2
	5-11		19	2
T	6-1		21	2 2 3
7E	6-0	185	21	3
1				
	BEEQBETQFBQBBTCTGBGGCCGTEETEBT	B 5-10 E 6-0 E 6-1 Q 5-9½ B 5-9 E 6-0 T 6-0 Q 5-10½ F 5-9 B 5-10 Q 6-0 B 5-8 B 6-0 T 6-2 C 5-11 T 6-2 G 6-0 G 5-10 C 6-0 K* C 6-4 G 6-0 T 6-3 E 5-11 E 5-11 T 6-2 E 6-4 B 5-11 T 6-1 E 6-1	B 5-10 180 E 6-0 180 E 6-1 180 Q 5-9½ 178 B 5-9 170 E 6-0 170 T 6-0 190 Q 5-10½ 170 F 5-9 158 B 5-10 185 Q 6-0 185 B 6-0 185 T 6-2 217 C 5-11 182 T 6-2 205 G 6-0 185 B 6-1 190 G 6-0 185 B 6-1 190 G 6-0 185 C 6-0 185 B 6-1 190 G 6-0 185 C 6-0 212 k* C 6-4 198 G 6-0 200 T 6-3 230 E 5-11 180 E 5-11 180 E 5-11 180 T 6-2 195 E 6-4 210 B 5-11 170 T 6-1 195 F 6-0 185	B 5-10 180 20 E 6-0 180 20 Q 5-9\frac{1}{2} 178 21 B 5-9 170 20 E 6-0 190 20 Q 5-10\frac{1}{2} 170 21 F 5-9 158 20 B 5-10 185 19 Q 6-0 185 19 B 6-0 185 21 T 6-2 217 19 C 5-11 182 21 T 6-2 205 18 G 6-0 185 19 B 6-1 190 19 G 6-0 185 20 B 6-1 190 19 G 6-0 185 20 K* C 6-4 198 19 G 6-0 200 19 T 6-3 230 18 E 5-11 180 19 E 5-11 195 21 T 6-1 195 21

Northwood Dairy

Ice Cream - Novelties

114 E. Michigan

Tel. 35-041

For Styles and Values

Come to

E. L. Conrick, Inc.

104 E. Broadway

Ph. 23-591

Ward and Broadway THEATRES

3-Dimension

Attractions Now

Showing At The

BROADWAY THEATRE

Wide Screen

Cinemascope

Attractions Coming

Soon At The

WARD THEATRE

About The IIAC

Central Michigan College enters its third season as a member of the powerful Interstate Intercollegiate Athletic Conference. This year for the first time the Chips hold the distinction of being the Champs after posting six consecutive victories to capture the 1952 erown. Winning the title last year was the successful conclusion to a drive that started in 1950. That year the Chips ended with a 2-2 mark. In 1951 the squad moved up a notch and finished with a 4-2 record. Last year the Chips averaged 40 points a game to their opponents 5.5 to win going away.

The IIAC, originally known as the Illinois Intercollegiate Athletic Conference, was revised in 1950 to include two Michigan colleges — Central and Michigan Normal. The Chippewas compete in all major sports throughout the year. These events include: basketball, baseball, track, golf, tennis, football, climaxing the year's activities with the Conference meet late in May.

Central Michigan will compete again this year for the Sportsman Trophy and for positions on the All-Conference team. The Chips completely dominated the 1952 All-Conference football squad. The eight Chippewas placed on the team were: Chuck Miller, half-

back; Vern Hawes, fullback; Loren Dietrich, guard; Bill Doser, halfback; Bill Banaczak, line backer; Ken Barron, tackle; Dave Clark, halfback: Marty Klozik, guard.

The final 1952 HAC standings are as

follows:			
ГЕАМ	W	L	T
Central Michigan	6	0	0
Western Illinois	5	1	0
Michigan Normal		2	1
Northern Illinois		4	0
Southern Illinois	2	4	0
Illinois Normal	1	4	1
Eastern Illinois	1	5	0

CENTRAL MICHIGAN 1953 FOOTBALL SCHEDULE

Iowa State Teachers A
Western Michigan H
(2:30 p. m.) Band Day
Eastern Illinois H
(8 p. m.) Dad's Day
Great Lakes
(8 p. m. at Saginaw)
Southern Illinois A
Western Illinois H
(2:30 p. m.) Homecoming
Northern Illinois H
(8 p. m.)
Michigan Normal A
0 74 1

Be Holsum

Look Holsum



Buy Holsum!

GASE BAKERS

OIL AND GAS WELL

HEADQUARTERS

for all your supply needs

ATLAS SUPPLY 60.

"a complete line of drilling muds and comenz.

"WE NEVER SLEEP"

MT. PLEASANT, MICHIGAN

WAREHOUSES

MT. PLEASANT

EVART

About Eastern Illinois

One of Central Michigan's newest gridiron rivals is Eastern Illinois State College of Charleston, Illinois. The two teams met for the first time in 1951 with Central the victor 59-27. The Chippewas also won the 1952 contest (41-0) consequently holding football supremcy over their IIAC foe. However, the picture is in direct opposite when it comes to other sports. Eastern's powerful basketball teams hold a record of four straight wins over Central. The Panther baseball squad also has not tasted defeat by Central in two meetings.

Eastern Illinois is one of the state's finest small-colleges. An excensive building campaign and successful athletic endeavors have placed the Charleston school high up in the ranks of Illinois schools. Eastern has already realized its dream for a new library while we at Central still are hopeful. The new structure cost two million dollars. Buildings are also being constructed for residents, a home economics building and others.

Athletic director John W. Masley has headed the Eastern athletic department for the past two years. Maynard "Pat" O'Brien is in his second year as head mentor after taking time off for graduate work. His assistants are: Rex Darling, John Lewis and Bill Grove.

Coach O'Brien has 19 lettermen plus two service men back from active duty on hand to help rebuild a squad that finished last in the IIAC in 1952. Over 63 players turned out for opening practice . . . giving O'Brien a large field from which to chose his starters. Bob Smith, one of the returning servicemen, will be welcomed in the Panther backfield. He was one of the team's leading ground gainers in 1948 when they won the IIAC crown.

Returning linemen are: Ron Landers, Hank Cart Don Larimore, Don Magsman, Don Calvin, Joe Summerville, Gail Bortan, Bill Deeter, and Arnold Franke. In the backfield Eastern has: Bob Calvin, John Hamilton Jim Griffith, Harry Bauler, Chuck Edgington, Jim Fredenberger, Gary Newell, John O'Dell, Boo Smith, and Bob Thrash.

NOW

More Powerful Than Ever

1000 Watts (Days) 500 Watts (Nights)

WCEN

"The Pleasant Spot on Your Dial"

6 A. M. to Midnight

Music — News — Sports

FOOTBALL FANS

To Complete A Weekend Of

Enjoyment

Stay

At The

Earle Hotel

141 E. Broadway

Tele. 2-1011

Moderate Rates Comfortable Rooms IT PAYS ALL WAYS ...

TO SHOP AT ...

OREN'S

"Built on Values"

- Men's Wear
 - Ladies Ready-to-Wear
 - Sportswear
 - Footwear
 - Gifts

We Hope You Have Enjoyed The Game

But For Smooth Motoring

Fill Up With That

Powerful



TAYLOR'S SUPER SERVICE

301 E. Broadway

Mt. Pleasant, Michigan

Paul's Famous Restaurant

We Specialize

in

BROILED STEAKS
and CHOPS

LUNCHES

220 E. Broadway

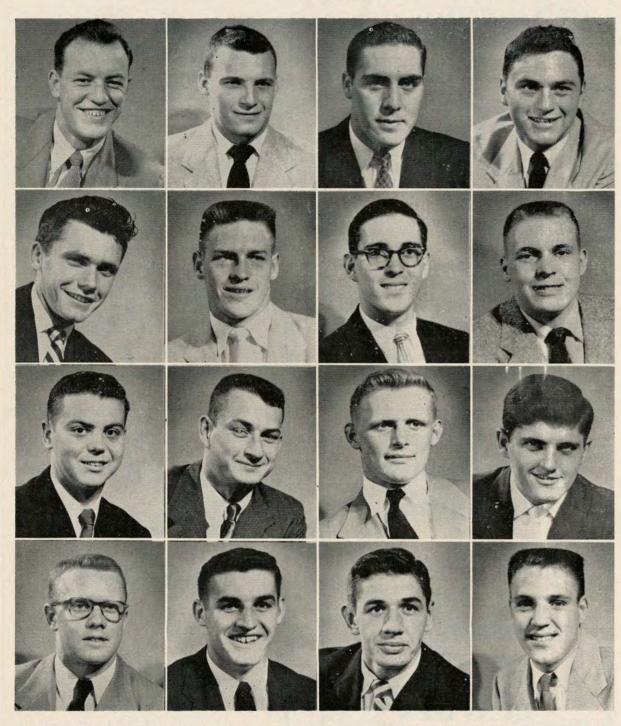
STUDEBAKER

SALES and SERVICE

Our 22nd Year as Studebaker Dealer

Ph. 32-881 22-811 College & Michigan

Some New Chippewa Faces



Top Row: Jim King, Al Quick, Jim Myer, George Glinke. Second Row: Jim Podoley, Ron Rolph, Tom Dezelsky, Phil Serrin. Third Row: Darold Briggs, Oliver Porter, Bob Ostrandee, Art Engle. Bottom Row: Dick Tucker, Ray Figg, Dick Figg, Bob Smith.

ISABELLA COUNTY STATE BANK

SECURITY

SERVICE

The Bank of Personal Service

MEMBER FEDERAL RESERVE SYSTEM
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

JEWELER

OPTOMETRIST

DIAMONDS

. WATCHES .

SILVERWARE



COMPLETE

SERVICE

Cambridge Rock Crystal, Haviland and Castleton China

The Friendly Store In The Friendly City

PHONE 34-481

Meet Your Friends

at

Gould Rexall Drugs

The Drug Store With

Your Doctor's Confidence

No. Mission on US 27

Mt. Pleasant, Mich.

Phone30-481

"Bill" Murray's Tire Service
120 S. Fancher
Mt. Pleasant, Michigan
Phone 33-031

GENERAL TIRES

Hawkinson Tire Treading

Batteries — Wheel Balancing

Farm Tire Service

CENTRAL MICHIGAN'S RECORDS WITH ALL COLLEGE OPPONENTS

WI. T

175 102 18

	W	L	T
Adrain	1	. 1	0
Albion	1	3	1
Alma	18	11	1
Assumption	8	0	1
Baldwin-Wallace	0	1	0
Ball State	4	0	0
Battle Creek	0	0	1
Bay City Jr.	1	0	0
Bluffton	1	0	0
Bowling Green	3	9	0
Bradley Tech	0	1	0
Carrolton AC	1	0	0
Defiance	1	0	0
		0	0
DePauw	0	5	Ö
Detroit Tech	2	1	Ö
Easter Kentucky	3	1	Ö
Eastern Illinois	_	0	0*
		5	0
Ferris Institute		0	2
Grand Rapids JC	2	1	0
Grand Rapids U.	1	0	0*
Great Lakes NTS	2	3	1
Hillsdale			
Hope	1	0	0
Illinois State Normal	2	1	
Indiana State	1	0	0
Kalamazoo	3	0	0
Kent State	0	2	0
Lawrence Tech	1	0	0
Michigan "B"	3	1	2
Michigan State Frosh	0	3	0
Michigan State "B"	0	1	1
Michigan Mil. Acd.	1	0	0
Michigan State Normal	20	14	1*
Michigan Tech	2	0	0
	1	1	0
Milwaukee State			
Northern Illinois	3	2	1*
Northern Michigan	17	0	1
Ohio Wesleyan		1	0
Olivet	4	0	0
Olivet			0
Purdue "B"	0	1	
Saginaw Naval Reserve	1	0	0
St. Ignatius	0	0	1
St. Mary's		0	0
		0	0*
Southern Illinois			
Toledo		0	0
Valparaiso	3	0	0
Wayne	16	6	4
THE RESERVE AND ADDRESS OF THE PARTY OF THE		2	0*
Western Illinois			
Western Michigan	3	24	1*
Youngstown	0	2	0
		7	
momaro.	-	100	10

TOTALS ...

*Teams on the 1953 Schedule



Union Rotary Corporation

ROTARY AND CABLE TOOL DRILLING, AND TAILING-IN SERVICE

Union Development Co.

OIL AND GAS PRODUCERS

1104 N. MISSION ST.

PHONES — 34-901 - 33-381 - 33-961

Mount Pleasant, Michigan