

When the campus is  
a'glitter. etc . . .

*Lincoln University  
Homecoming -- Bruchman  
1950's*



*L.C.*

# HOMECOMING

AT LINCOLN UNIVERSITY



NOVEMBER 10, 1956

TWENTY-FIVE CENTS



LINCOLN UNIVERSITY  
JEFFERSON CITY, MISSOURI

versus

AUGUSTANA COLLEGE  
SIOUX FALLS. SOUTH DAKOTA

# HOMECOMING

1956

PUBLISHED BY  
THE DEPARTMENT OF ATHLETICS  
WITH THE COOPERATION OF  
THE OFFICE OF PUBLIC RELATIONS  
AND THE DEPARTMENT OF ART



\*When the frost is on the punkin and the fodder's in the shock,  
And you hear the kyouck and gobble of the struttin' turkey-cock,  
And the clackin' of the guineys, and the cluckin' of the hens,  
And the rooster's hallylooyer as he tiptoes on the fence;  
Oh, it's then the time a feller is a-feeling at his best,  
For it's Homecoming at Lincoln and folks are full of zest,  
And the campus is a'glitter, and the folks all line the block  
When the frost is on the punkin and the fodder's in the shock.

\*With apologies to James Whitcomb Riley







# ALUMNI

*Mrs. Estella Christopher, an alumna  
of long standing.*







*Members of the Jefferson City Alumni Chapter at a tea honoring President and Mrs. Dawson.*

The Alumni. they are present, and their spirits running high  
 For the thought of dear Ol' Lincoln is enough to make one sigh  
 For a sight of its old campus, and the friends who've strayed afar  
 Who by every means of travel whether bus or train or cyar  
 Are heading back to Lincoln — the whole endearing flock,  
 Cause the frost is on the pumpkin and the fodder's in the shock.







*President Earl E. Dawson, nineteenth person to head the University.*



*Dr. Walter Talbot, Acting Dean of Lincoln University.*



*President Dawson and Mrs. Marguerite Taylor, President of the Jefferson City Alumni Association.*



# THE PRESIDENT WELCOMES YOU



The President and his missus will be on hand to cheer your day  
And to hope that in your reunions you will always have your way  
That your day will be exciting, and your worries at an end  
As you frolic on our campus with your very special friends.





INTRODUCING  
OUR

QUEEN

AND HER COURT

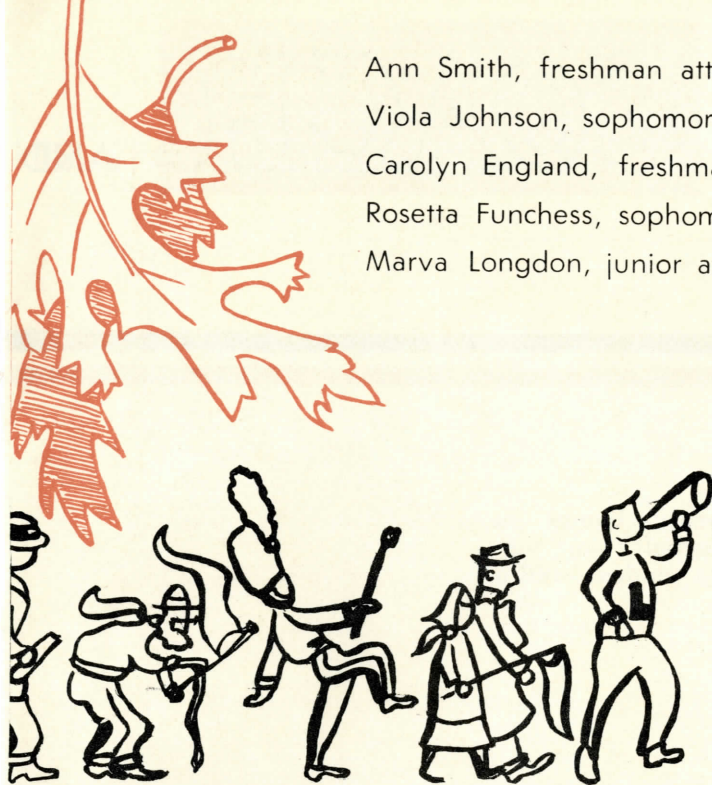


---

*Her Royal Highness, Miss Lincoln U.,  
a queen in every respect.*



Ann Smith, freshman attendant  
 Viola Johnson, sophomore attendant  
 Carolyn England, freshman attendant  
 Rosetta Funchess, sophomore attendant  
 Marva Longdon, junior attendant



And the lady who's a-reigning on this happy Homecoming Day  
 Is the charming Billye Bradshaw with her quiet, winsome way.

*Her two lovely maids of honor: Miss  
 Jacqueline Callaway and Miss Billie  
 Thomas.*



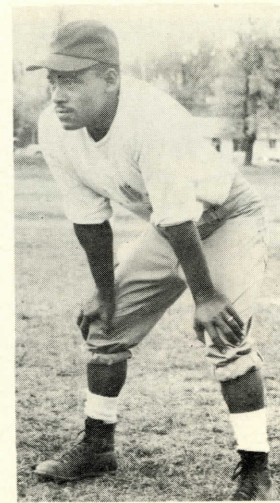
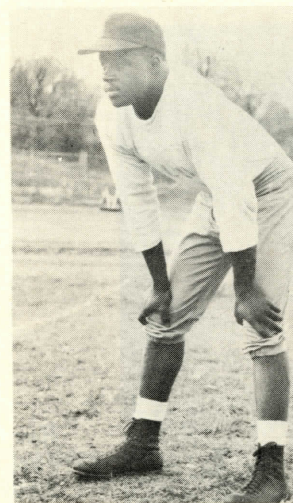
# COACH

AND



*Dwight Reed, fondly known as "Coach", is one of football's true tacticians — a master, a student, and a lover of the game.*

*The experts who help him: Coaches Don Hudson and Otis Jordan.*





## HIS STAFF

---

And our coach, he is determined in a quiet sort of way  
To see us gain a victory o'er our Viking friends this day  
And our Fightin' Tigers — they're ready  
When the game is tough, they'll steady  
And they'll hit that line like demons and will cause the foe to rock  
When the frost is on the punkin and the fodder's in the shock.

*A Tiger touchdown in the game we  
won against Sterling College of Kan-  
sas.*

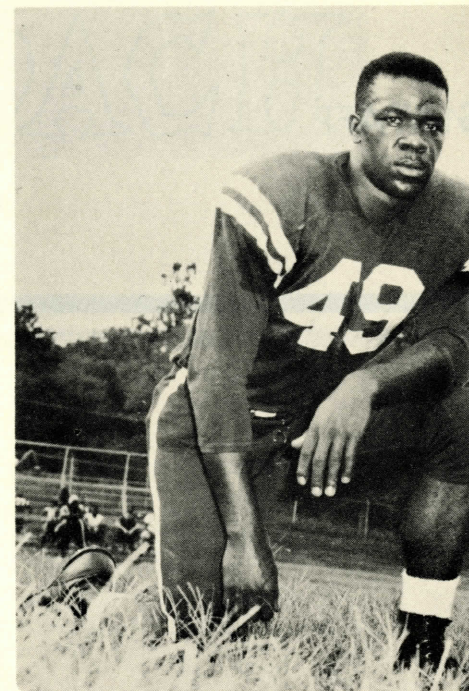




# TIGERS



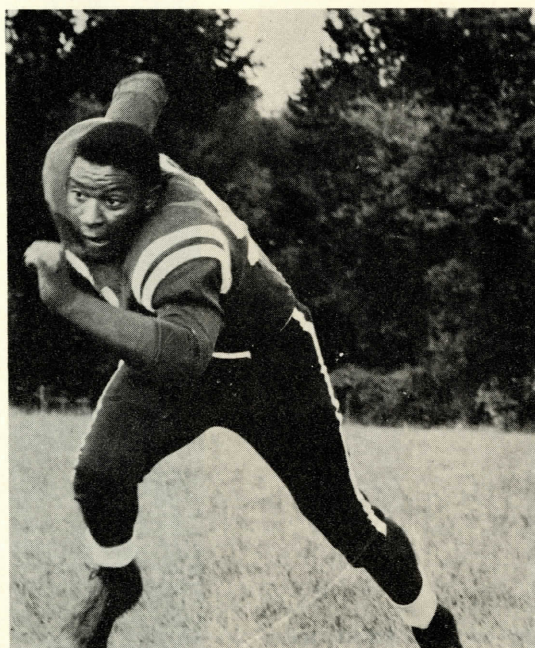
*Nathaniel McKnuckles, Guard*



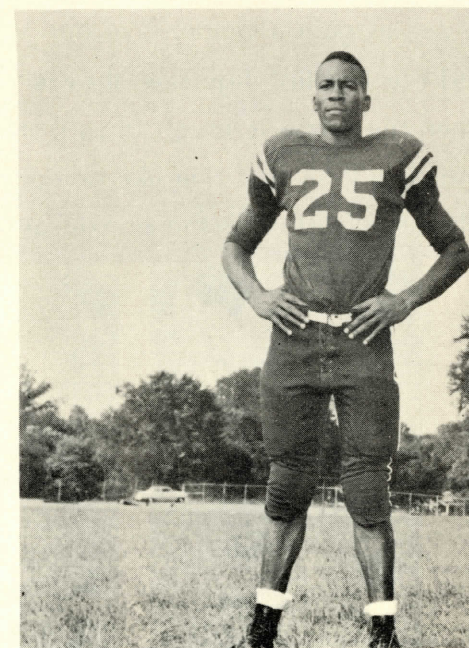
*James Ford, Halfback*



*Paul Williams, End*

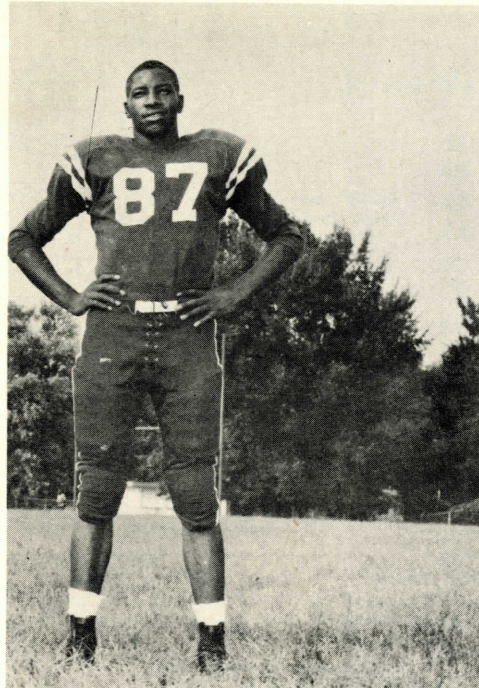


*Theodore Morrison, Tackle*

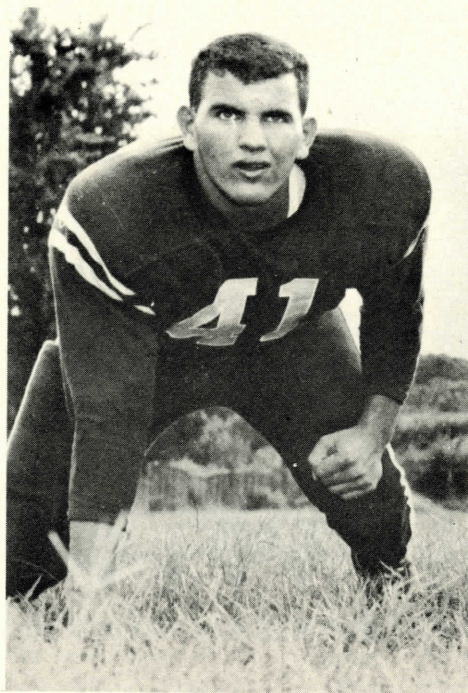


*Ezell Brewer, Quarterback*

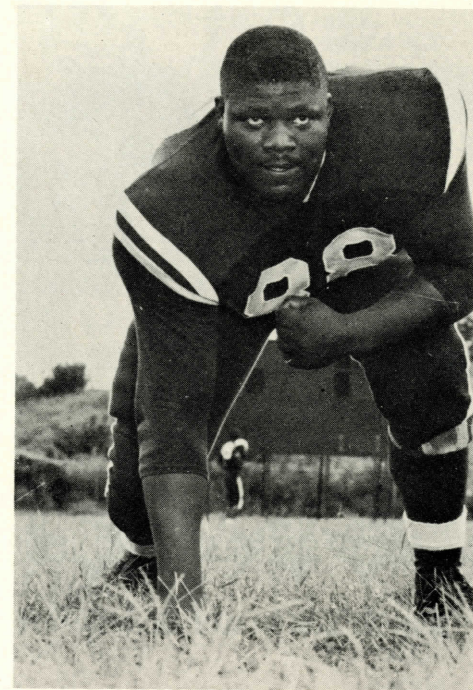




*Oliver Holmes, End*



*Louis Vetter, Guard*



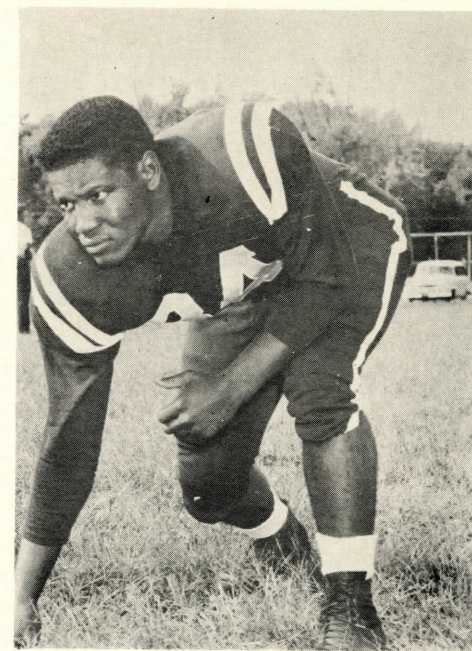
*Arthur Marshall, Tackle*



*Lawrence Schueller, Fullback*



*Herman O'Neil, Guard*



*Eugene Hooks, Guard*





## LINCOLN UNIVERSITY

Jersey No.	Name	Position	Jersey No.	Name	Position
	Adams, Herman	Back	91	Lyles, Walter	End
19	Adams, Kenneth	End	88	Marshall, Arthur	Tackle
	Allison, Wilbur	Back	22	Marshall, Joe	Back
23	Anderson, Nobel	End	49	McKnuckles, Nathaniel	Center
16	Bradley, John	Quarterback		Moore, Louis	Back
25	Brewer, Ezell	Quarterback	92	Morrison, Theodore	Tackle
	Brown, Sherrill	Back	74	Mercer, Ben	Back
17	Brown, James D.	Guard		Murray, Joe	Tackle
76	Brown, George	Tackle	43	O'Neil, Herman	Guard
	Caldwell, Bennie	End	26	Porter, Charles R.	Back
99	Cox, Gregory	Tackle	44	Ricketts, Pete	Guard
75	Crum, Walter	End	24	Rothmaller, Eddie	Back
94	Diltz, Willie	End	40	Schueller, Lawrence	Back
33	Dinwiddie, Robert	Quarterback	41	Vetter, Louis	Tackle
29	Fletcher, John	Back	60	Watters, Robert	End
31	Ford, James	Back	80	Wayne, Albert	Center
72	Frederick, Robert	Guard	62	Williams, Paul	End
46	Hohenstreet, George	Back	27	Woods, Richard	Back
87	Holmes, Oliver	End		Wren, Maurice	Tackle
34	Hooks, Eugene	Center	81	Walker, Maurice	End
63	Langford, Charles	Back		May, Willie	Tackle
28	Lee, Carl	Back		Douglas, Dale	Tackle

Illegal Use of Hands and Arms



Offside



Incomplete Forward Pass,  
Penalty Declined, No Play  
or No Score



Forward Pass or Kick  
Catching Interference



Delay of Game



Time Out





# AUGUSTANA COLLEGE

Jersey No.	Name	Position	Jersey No.	Name	Position
41	Hopewell, Dick	Back	62	Westby, Jim	Guard
42	Howlin, Chuck	Back	63	Archer, Milton	Back
43	McKenzie, Lloyd	Back	64	Ratzloff, Jim	Back
44	Rygh, Roger	Back	65	Broughton, Vern	End
45	Newcomb, Ben	Back	66	Jones, Don	End
47	Falgren, Jon	Back	67	Weber, Bob	Back
48	Frey, Jerry	Back	68	Wells, Bob	Back
49	Athey, Bob	Back	69	Rohwer, Tom	Guard
51	Dietz, Gayle	Back	70	Nelson, Phil	Back
52	Peterson, Richard	Back	71	Fredericks, Dick	Tackle
53	Berdahl, Charles	Tackle	72	Florence, Roger	Tackle
54	Boettcher, Dick	Center	73	Erickson, Jerome	Tackle
55	Newcomb, Bob	Center	74	Heine, Paul	End
56	Feiock, Arlo	Back	75	Guthals, Carl	Tackle
57	Johnson, Leland	End	76	Berven, John	Tackle
58	Merrill, Dick	Tackle	77	Rogness, Steve	Guard
59	Rogness, Paul	Center	78	Richards, Ken	Guard
60	Tallakson, Warren (Lee)	Center	79	Hokenstad, Terry	Tackle
61	Walton, Bob	End	80	Simpson, Bill	Tackle



Start the Clock



Safety



Intentional Grounding



Roughness and Piling On



Touchdown or Field Goal



Illegal Motion or Shift



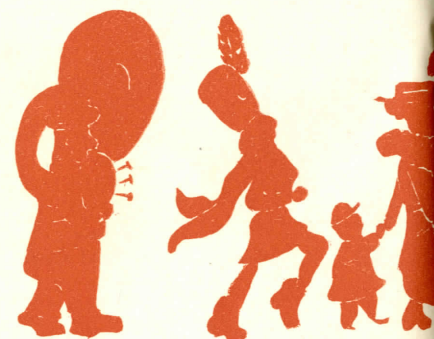




*Miss Augustana College, a true  
"Viking Queen"*



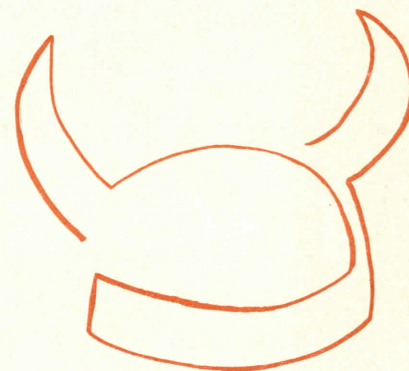
*Augustana's board of strategy: (from left to right) Ken Kessinger, freshman coach; Bob Burns, head coach; Marvin Rist, assistant coach.*





# VIKINGS

And our friends from the Dakotas  
Healthy farmers who meet their quotas  
Will long remember as they gather 'round their stock  
How the Tigers from Lincoln, dealt them such a shock.





# MAJORETTES



*Six strong they stand, an asset in the foreground of anybody's band.*

## PRANCERS







*Dance with me, Henry, all right Baby.*

## AND PEPSTERS



*Hit 'em again, hit 'em again, harder  
harder . . .*



# LINCOLN UNIVERSITY

FOUNDED AS LINCOLN INSTITUTE 1866 BY THE  
62ND AND 68TH UNITED STATES COLORED  
INFANTRIES, AND SUPPORTED BY THE STATE  
OF MISSOURI

JEFFERSON CITY, MISSOURI

October 3, 1956

Dear Alumni, Former Students, and Friends:

Lincoln University has triumphantly survived the challenges and crises of ninety eventful years. These years have witnessed changes in the very warp and woof and pattern of our lives, but the purpose of this Institution, as conceived by those gallant soldiers of long ago, has remained steadfast.

Through the years, this Institution has been dedicated to one broad goal - the betterment of the lives of the youth of Missouri through education. And in order to achieve this goal, in a changing society, it has been most essential that we should avoid any tendency in the pattern of education at Lincoln University to become static.

It has been this ability to adapt itself to the changes and new demands and needs of the youth of this state through succeeding generations that has enabled Lincoln University to become the great institution that it is today.

And so, it is with pride that we welcome you back to these high grounds to join with us in the celebration of another Homecoming.

If what has been created here has helped to interpret life and living to those eager young people who have, in the past nine-tenths of a century, come to us for guidance and training; if those who have come under the influence of this place have gone out to face life equipped with skills, ideals, and a broader understanding of themselves and their fellow man; if the many who have thirsted for knowledge have been gladdened as they drank from this fountain of learning, then those who have labored here will not have labored in vain.

Sincerely yours,

*Earl E. Dawson*

Earl E. Dawson  
President

Now the celebratin's over; and we're awful glad you came

Pack away both "duds" and memories 'til the next Homecomin' game

Then yer apples will be gathered, and the ones a feller keeps

Is poured around the cellar floor in red and yellor heaps;

And the cider-makin's over, and yer women-folks is through

With their mince and apple butter, and their souse and sausage, too!

Come on back to Alma Mater in the year of fifty-seven  
So's to be at our homecomin'; we'll be sittin' up 'til 'leven

For we're eager to greet you on this very special day  
So goodbye until next year; may God speed you on your way.

You have set our hearts a-clickin' like the tickin' of a clock

When the frost is on the punkin and the fodder's in the shock!



Lareader W. Agnew

Augustus Bell, Jr.

C. T. Blue

W. G. Brooks

Alonzo Brown

Fay T. Carter

Oliver C. Cox

Georgia M. Cureton

C. C. Damel

Mary L. Edwards

W. D. Fisher, Jr.

Delores Foster

Mary Louise Franklin

Lorenzo J. Greene

W. A. Hamilton

M. G. Hardiman

C. Hoard

Dova L. Jones

Gene A. King

M. C. Langford

T. A. Logan

A. P. Marshall

T. Charles McKinney

R. Clyde Minor

Sophia J. Monroe

Ruth E. Muse

G. A. Newkirk

Loretta E. Owens

Johnnie B. Palmer

James D. Parks

Thomas Pawley

James H. Seeney

Ouida E. Sprye

W. R. Talbot

Turner Service Station

Mrs. Charlyne Tyus

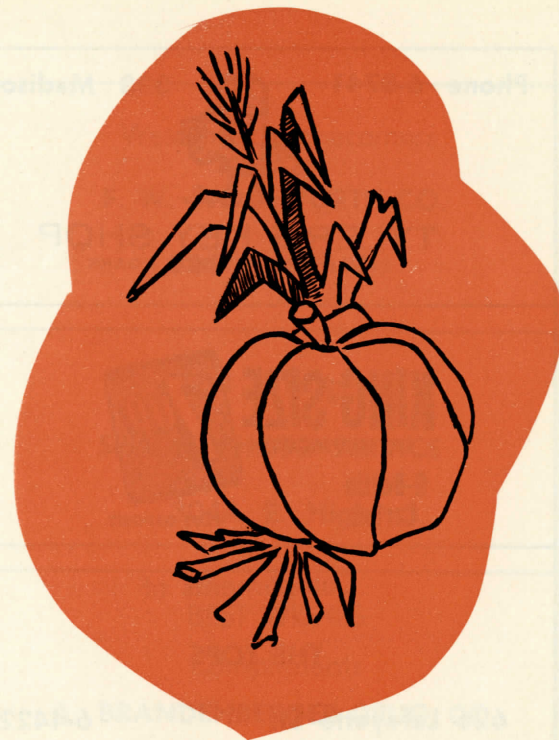
Wesley Foundation

(Methodist Students)



Oveta Welon

Curtis L. Wrenn


Edith M. Young





Phone 6-8741      333 Madison  <b>TYLER'S KEY SHOP</b> PAUL HUNTON -- BOB ROARK	Fight, Tiger, Fight <b>LOGAN SHOE REPAIR</b> 524 Lafayette	Compliments of <b>MILLSAPS DEPT. STORE</b> A Store for All the People 240 E. High St.      6-4195
 (12 OUNCES) 6-Bottle Carton      PLUS DEPOSIT	Compliments of <b>DUNCAN JEWELRY STORE</b> Elgin - Bulova & Hamilton Watches 234 E. High      6-2323	Compliments of <b>TENNYSON'S HOME FURNISHING</b> 520 E. High      5-1151
Compliments of <b>THE TOPS</b> 626 Lafayette St.      6-4422	Compliments of <b>WYANDOTTE FURNITURE CO.</b> 121-123 E. High      6-4551	Compliments of <b>SCRUGGS-GUHLEMAN LUMBER CO.</b> 104 E. McCarty      5-1811
Welcome Homecomers! <b>CITY ICE COLD STORAGE CO.</b> 126 W. Dunklin St.	Compliments of <b>JEFFERSON RUG</b> Cleaning — Laying — Repairing 115 West Dunklin St.      6-8851	<b>CAPITAL CITY TELEPHONE CO.</b> The Heart of A Friendly City 319 Madison
Compliments of <b>NEHI BOTTLING CO.</b> Nehi Flavors — R-C Cola & Upper 10 520 Jefferson St.      6-8211	Welcome, Homecomers <b>LANDWEHR DAIRY</b> 305 Ash      6-4148	Compliments of <b>JEFFERSON CITY LINES, INC.</b> 401 W. Dunklin      5-2451
Compliments of <b>SHERWIN-WILLIAMS CO.</b> 511 Harrison      5-3610	Fight on, Tigers <b>BUSCH'S FLORISTS</b> 630 Madison      6-7113	Compliments of <b>MR. FRESHIE BREAD</b>



<p><b>FASHION LAUNDRY &amp; DRY CLEANER</b></p> <p><b>1001 W. Dunklin St.</b></p>	<p><i>Carlinsky's</i>  <small>One Twenty Six EAST HIGH STREET          JEFFERSON CITY, MISSOURI</small></p> <p>"Smart Wearables"          Men and Women</p>	<p>Welcome, Homecomers</p> <p><b>F. W. WOOLWORTH CO.</b></p> <p><b>224 E. High St.</b></p>
<p><b>CAPITAL CITY WATER COMPANY</b></p> <p><b>315 South Madison St.</b></p>	<p>Best Wishes</p> <p><b>WULFERS &amp; BAHR</b></p> <p><b>505 Harrison</b></p>	<p>Best Wishes</p> <p><b>SPIEDEL PHOTO SERVICE</b></p> <p><b>304A E. High</b></p>
<p>Greetings for Homecoming</p> <p><b>EAST END DRUG</b></p> <p><b>630 East High</b></p>	<p><b>THE TRUST BUILDING CLEANERS</b></p> <p><b>High &amp; Madison St.</b></p>	<p>BEST WISHES</p> <p>Compliments</p> <p><b>A. BRANDENBERGER DRUG CO.</b></p> <p><b>103 E. High St.</b></p>
<p>Welcome, Homecomers!</p> <p><b>J. J. NEWBERRY CO.</b></p> <p><b>214 E. High St.</b></p>	<p><b>FILMCRAFT PHOTO SERVICE</b></p> <p><b>522 E. High St.</b></p> <p>Good Luck, Tiger</p>	
<p>Welcome, Homecomers</p> <p><b>SALISCH PAINT &amp; GLASS CO.</b></p> <p><b>312 Monroe St.</b></p>	<p>Compliments of</p> <p><b>JACK &amp; JILL SHOP</b></p> <p><b>300 E. High St.</b></p>	<p><b>COMPLIMENTS</b></p> <p><b>OF</b></p> <p><b>A FRIEND</b></p>
<p>Go, Tigers</p> <p>QUALITY MERCHANDISE</p> <p><b>BARTLETT'S</b></p> <p><b>121-123 E. High</b></p>	<p>Compliments of</p> <p><b>POPE DRUG STORE</b></p> <p><b>Miller Bldg.</b></p>	<p><b>COMPLIMENTS</b></p> <p><b>OF</b></p> <p><b>A FRIEND</b></p>



COMPLIMENTS OF . . . .

## Mavrakos Candy Store

Madison & High Streets

**Marlboro**  
**filter cigarette**  
**delivers the goods**  
**on flavor**

00¢



COMPLIMENTS  
OF  
A FRIEND

COMPLIMENTS  
OF  
A FRIEND



**Woods and**  
**Fields are**  
**DRY!**  
**HELP PREVENT FIRES!**

Missouri Conservation Commission

WELCOME, ALUMNI

**McKay Buick**

315 High St.

6-6155



**MODERN**  
LITHO-PRINT CO.  
*Offset Printing*

413 MADISON STREET  
JEFFERSON CITY, MO.



233 east high street, jefferson city, mo.

Compliment of  
**DAVIS CLEANER**  
&  
**SHOE REPAIR**



Welcome, Alumni

**MISSOURI POWER & LIGHT**

**COMPANY**

Welcome, Alumni

**COLLONS**

**The Store for Men**

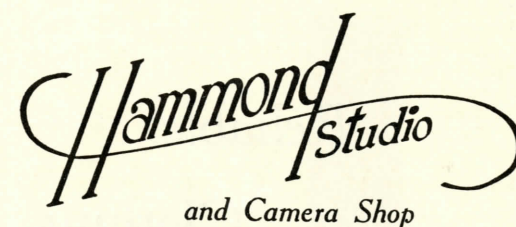
Hart Schaffer & Marx

Varsity Town Suits

McGregor Sportswear

**218 E. High**

**6-2061**



**109 East High Street**

Fight, Tiger, Fight!

**SUTTON DRUG SHOP**

Hospital & Sick Room Supplies

**521 E. High**

**5-3717**

Welcome, Alumni

**STRONG BROS. LUMBER CO.**

**Highway 50 West**

Welcome, Alumni

**SCHNIDER'S**

**Men's Wear**

**200 E. High**

**6-7213**



Reliable

Clothing Store

227 E. High St.

6-9212



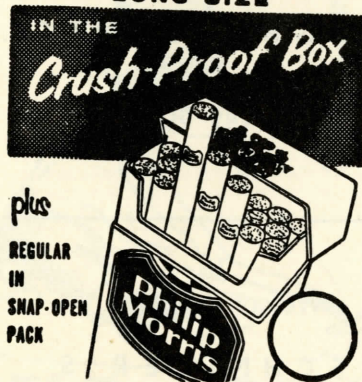
**Capitol DRESS SHOP**

229 East High Street

JEFFERSON CITY, MISSOURI

Phone 6-3912

ALL NEW  
**Philip  
Morris**  
LONG SIZE



Welcome Homecomers

CAMPUS BOOK STORE

901 E. Atchison St.

HERMAN'S

232 E. High St.

MASON'S

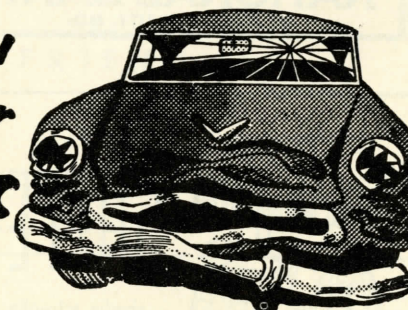
ATHLETIC GOODS

222 E. High 5-2424

Morrow Mason, owner

It may be **TOO LATE**

...if you  
let your  
**BRAKES**  
**WAIT!**



Lives depend on the safety of your brakes. Let us test them and check the fluid. If needed, we add Sinclair Hydraulic Brake Fluid for smooth, dependable braking action in your car. Drive in today. We'll make sure your brakes are safe!





## LINCOLN, O LINCOLN!

Lincoln, O Lincoln!

We thy proud children are;

Thou art our guiding star—

Lincoln believe.

Ours are hearts that yearn for thee

No matter where we be;

Morning, noon, and always, we

Are Lincolnites.

Thy name, O Lincoln!

Shall e'er to us be dear:

Thy mem'ries sacred, near

Hold us to thee.

Thy honors ours shall be,

Thy cause when just shall we

With loyalty defend—

For thee we'd die.

Lincoln, O Lincoln!

We thy proud children are;

Our hearts, both near and far

Love thee with delight.

No matter where are,

Whether present, absent far;

Morning, noon, we always are

True Lincolnites.



# "MY BANK"

TO OVER 20,000 MISSOURIANS



**CENTRAL**  
**MISSOURI**  
**TRUST**  
COMPANY



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

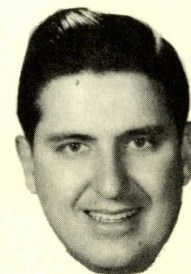
COMPLIMENTS

YOUR FRIEND

BILL WALLENDORF

OF "HOME-OWNED"

## THRIFTY FINANCE



209 EAST  
HIGH ST.  
JEFFERSON CITY  
MISSOURI

DIAL 6-7177