



1-1-1948

January 1, 1948 Football Program, UOP vs. Wichita University, Raisin Bowl

Fresno Junior Chamber of Commerce

Follow this and additional works at: <https://scholarlycommons.pacific.edu/ua-football>

Recommended Citation

Fresno Junior Chamber of Commerce, "January 1, 1948 Football Program, UOP vs. Wichita University, Raisin Bowl" (1948). *Football*. 81.

<https://scholarlycommons.pacific.edu/ua-football/81>

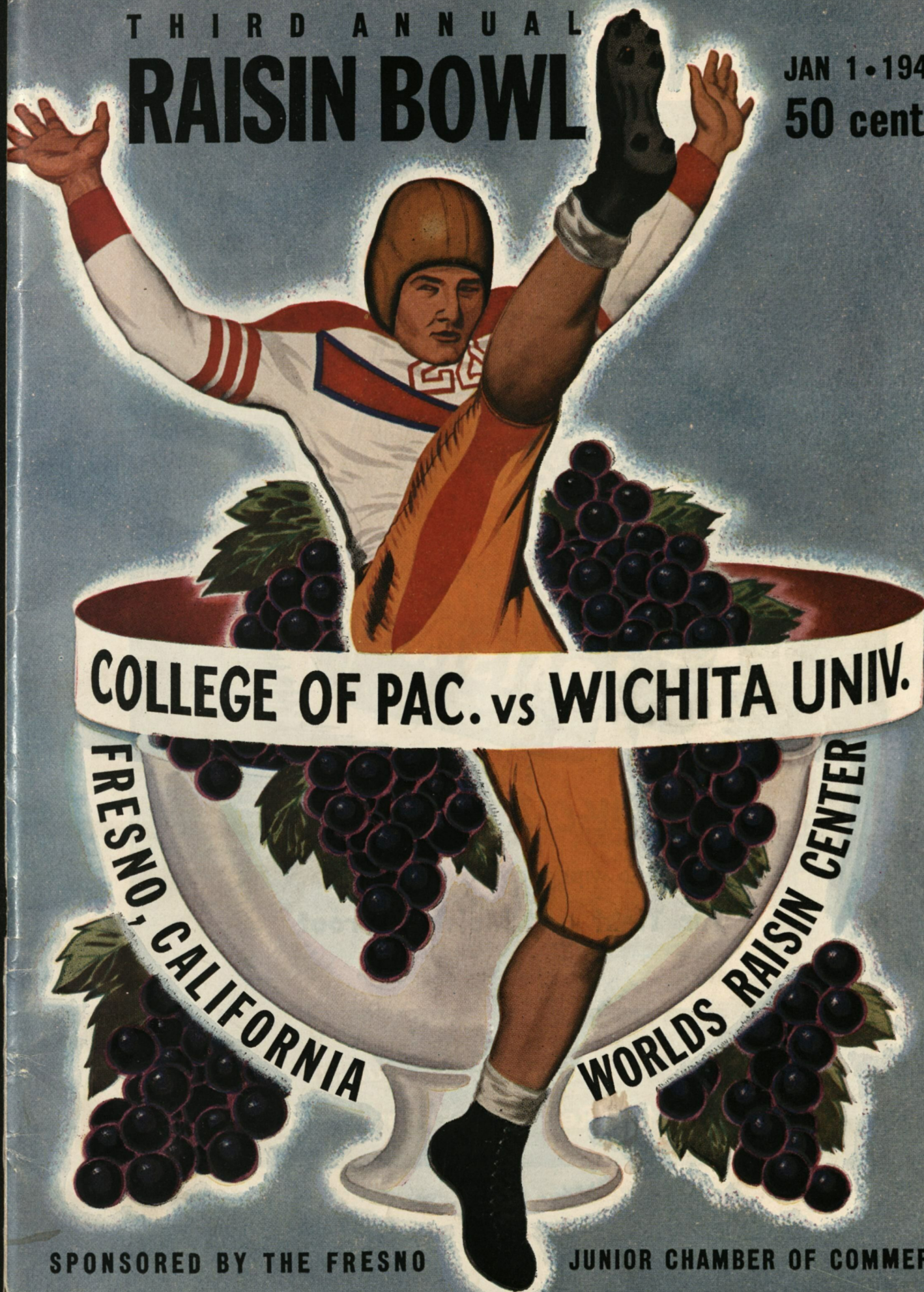
This Book is brought to you for free and open access by the Athletics at Scholarly Commons. It has been accepted for inclusion in Football by an authorized administrator of Scholarly Commons. For more information, please contact mgibney@pacific.edu.

THIRD ANNUAL

RAISIN BOWL

JAN 1 • 1948

50 cents



SPONSORED BY THE FRESNO

JUNIOR CHAMBER OF COMMERCE

CRAWFORD



IN
"FLAV-O-TAINER" BAGS

LINED WITH GOODYEAR PLIOFILM

Air Tight and Moisture-Proof

The World's Finest Raisins
Look for the Red and Yellow Package

THIRD ANNUAL RAISIN BOWL

Sponsored by
FRESNO JUNIOR CHAMBER OF COMMERCE



General Chairman
C. G. "Dutch" CHANDLER

Tickets
C. W. "Dick" ATKINS

Program
JIM BARTEL

Finance
HERB LEVY, JR.

Publicity Manager, **KERME ANDERSON**

Team Game Arrangements
FRANK McCLURG

Ushering
BILL KENDRICK

Half-Time Program
CHAN HENDERSON

Advertising, **J. C. "Jack" SCHMIDT and FRED FRANTZ**

Program Sales
KENNETH ANDERSON

Raisin Distribution
BOB HERON

Entertainment
NEV REULAND

Queen Contest
WM. PASQUE

Press Box
ED PISTON

Concessions
BILL EVANS

Advisory, **AL RADKA and JOHN SAID**

Cover by **LANSON HOWARD CRAWFORD**

THIRD ANNUAL RAISIN BOWL

There was the Rose Bowl in Southern California
And the East-West game in Northern California

It was only natural that a small group of Fresno Junior Chamber of Commerce members should deem it a worth while project to promote a Bowl game in Central California. The idea came into the open on November 25th, 1945, the brainchild of Taylor C. Nuttall and in five weeks the First Annual Raisin Bowl was witnessed by 11,000 people. Competitors in the 1947 spectacle were Fresno State and Drake University, with Drake winning, 13-12. Committee members included: Nuttall, John Schiebelhut, William Caplan, Wilbert Parker, Charles Markarian, Charles Kreamer, James Mayer, Gene Bathurst and William Manheim.

The Second Annual Raisin Bowl, under the general chairmanship of Al Radka, found the Jaycee group signing up the winner of the California Collegiate Athletic Association, San Jose State. It is hoped to have the CCAA champ as the home team in every Raisin Bowl. Against the Spartans, the Junior Chamber pitted the Rocky Mountain co-champions, Utah State. The final gun found the score: San Jose, 20; Utah State, 0. Working with Radka on this game were: Morris Andersen, Charles Chandler, Nev Reuland, Jack Schmidt, Jim Bartel, Tupper Lockhart, John Blackburn, Kerme Anderson, Ed Piston, Gene Burkhardt, Chan Henderson, and Nuttall, Schiebelhut and Caplan.

Today you are about to witness the Third Annual Raisin Bowl with a ferocious California Tiger attempting to subdue a rough Kansas Shocker. Fresno Junior Chamber of Commerce sincerely hopes you enjoy the game and the spectacular half-time show.

The Jaycee also hopes that in the years to come there will always be

Rose Bowl in Southern California
East-West in Northern California

. . . . and the RAISIN BOWL IN CENTRAL CALIFORNIA.

TABLE OF CONTENTS

	Page		Page
Committee Chairmen - - -	1	Golden Sunshine	
Message From President,		(Story of the Raisin) - - -	18
Junior Chamber of Commerce -	3	Mayor's Message - - -	19
Queen and Attendants - - -	4	COP Roster - - -	27
History of College of Pacific - -	5	Starting Line-up - - -	28-29
COP Coaching Staff - - -	7	Wichita U. Roster - - -	30
COP Football Players - - -	8-11	Comparison of Teams - - -	52
History of Wichita University - -	13	Raisin Bowl Committee - - -	52
Wichita U. Coaching Staff - - -	14	Raisin Bowl Chairman's Message -	53
Wichita U. Football Players -	15-17	Half-time Ceremony - - -	54



FRESNO JUNIOR CHAMBER OF COMMERCE

TELEPHONE 3-2141

MEMORIAL AUDITORIUM

FRESNO, CALIFORNIA

January 1, 1948

Football Fans and Guests:

Greetings on this New Year's Day.

On behalf of the Fresno Junior Chamber of Commerce, I wish to welcome you to this annual sporting event.

We are happy to present the Third Annual Raisin Bowl football game. We are fortunate in having another set of outstanding teams. This year the West is represented by College of Pacific while the East is being represented by Wichita University.

The things that help build and make a community great are events of a constructive and wholesome nature. They direct man's resources into worthwhile channels. This, we believe, is one of those events. We are happy to be the sponsors of it.

We trust that you, as fans, will not only enjoy the football game, but share with us the thrill that comes in sponsoring this sporting spectacle for our community.

The Fresno Junior Chamber of Commerce wishes you a very Happy New Year.

Sincerely Yours,

John Said

John Said, President

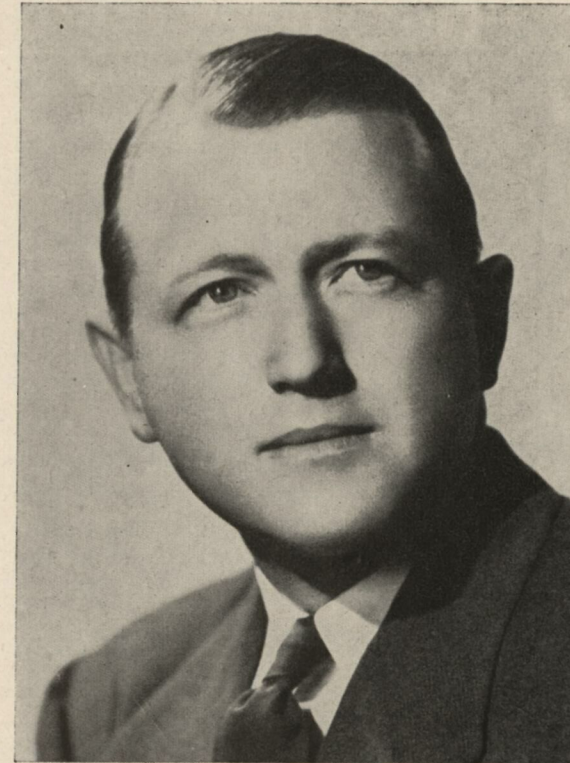
Fresno Junior Chamber of Commerce

RAISIN BOWL QUEEN AND ATTENDANTS

QUEEN: Loretta Macom, Miss Fresno County

ATTENDANTS: Elaine Dolores Kimes, Miss Tulare County; Hope Bletcher, Miss Merced County; Dorothy Browning, Miss Kings County; Marilyn Manly, Miss Madera County; Jean Hill, Miss Kern County.

College of Pacific



ROBERT E. BURNS
President, College Of Pacific

The first college chartered by the State of California (1851), Pacific is a privately endowed, church-related (Methodist), co-educational liberal arts institution. Located at Stockton, it is the only college of its type in the interior Valley empire.

Physically, Pacific exhibits 24 major buildings of uniform collegiate-gothic architecture, set in 72 acres of sweeping lawn, spreading shade trees and flowering shrubs, one of the most beautifully landscaped areas in Central California.

Sports facilities include night-lighted Baxter Stadium, a sunken bowl seating 10,000, the Pacific basketball pavilion, recently increased to 1,000 capacity, eight tennis courts, an open air, heated swimming pool, several practice fields, and a newly constructed baseball diamond which will be ready for the '48 season. The latter is the first development on Knoles

Field, a 20 acre all-recreation area, purchase of which was aided by a gift from former Pacific coach, Amos Alonzo Stagg.

Academically, Pacific presents major courses in 22 departments of study leading to the bachelors and masters degrees and to recommendations for all types of California credentials, elementary, secondary, and administrative. Recognition by the American Association of Universities gives Pacific the highest academic accreditation.

Pacific's new president is Robert E. Burns, inaugurated on June 16, 1947, in a combined Commencement - Inauguration ceremony attended by Governor Earl Warren and over 200 dignitaries from colleges and universities throughout the nation. At the same time, Dr. Tully C. Knoles was installed as Chancellor of the college.

Pacific's football fortunes are guided by head coach Larry Siemering, the third full-time coach in the school's history.

Erwin "Swede" Richter, Stanford basketball and rugby star, came along with the college in 1924 when C. O. P. moved from San Jose to Stockton. Football's grand old man, Amos Alonzo Stagg, took over in 1933 and made the college nationally known in football circles. When Mr. Stagg resigned at the close of the 1946 season Siemering, his line coach, was named to succeed him.

Siemering graduated from the University of San Francisco in 1935 and earned his masters degree from the University of Southern California. While at USF he was All Coast center in 1933 and '34 and received All America mention in 1934. After graduation he played two seasons with the Washington Redskins. He entered the coaching game in 1937 at Manteca High School. In four years he bagged three league titles and closed out his career there with 20 consecutive wins. In 1941 he was appointed head coach at Stockton Junior College and in 1942 Mr. Stagg named him his first assistant.

In his first year as head man at C. O. P. Siemering has guided the Tigers through a season of nine wins against one defeat.

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

PHOTOS BY:
EDWIN SCHOBEL
BEE STAFF PHOTOGRAPHER

In guiding the Tigers to their first CCAA championship and the second best Pacific season in history (second only to that of 1934), coach Siemering switched from the Stagg flanker system to the T formation, believing that only Stagg himself could adequately teach his system.

Logically enough, C. O. P. dominated the official All-CCAA team named by the coaches of the six conference schools. LeBaron, Orvis, Rhode, guard Pete Franceschini and tackle Don Campora were named on the first team. End Jean Ridley, halfback Brown and fullback Poulos were named on the second team.

Franceschini was named on the Little All-Coast team, another of the all-star aggregations which LeBaron also made.

The statistics further show the high calibre of the Tiger football machine. During their regular season the Tigers scored 312 points

against their combined opponents 76. The 35 Grape Bowl points brought the Pacific total to 347 . . . within a whisper of Michigan's 355, high total for the entire country.

In their regular season the Bengals drove for 3,454 yards on the ground and 970 in the air to give them one of the highest offensive totals in the nation. They registered 128 first downs to their opponents' 80 and had a team pass completion average of .402 percent.

Siemering has an able staff of assistants, headed by Ernie Jorge, former St. Mary's star from Modesto. Jorge coaches the line, while Hugh McWilliams, a C. O. P. alumnus, coaches the ends and backs.

College of the Pacific is reckoned as a small school as such reckonings are made, but its football team can lay claim to major league stature, as today's Raisin Bowl spectators are destined to see.



JEAN RIDLEY
CARROL STOWELL
JIM BOYD

JOE VALENCIA
BRUCE ORVIS
STAN GOLDMAN

BOB FRANCESCHINI
DAVE HAYDEN
WILFORD CARTER

WAYNE HARDEN
GEORGE BRUMM
LOU COWARD

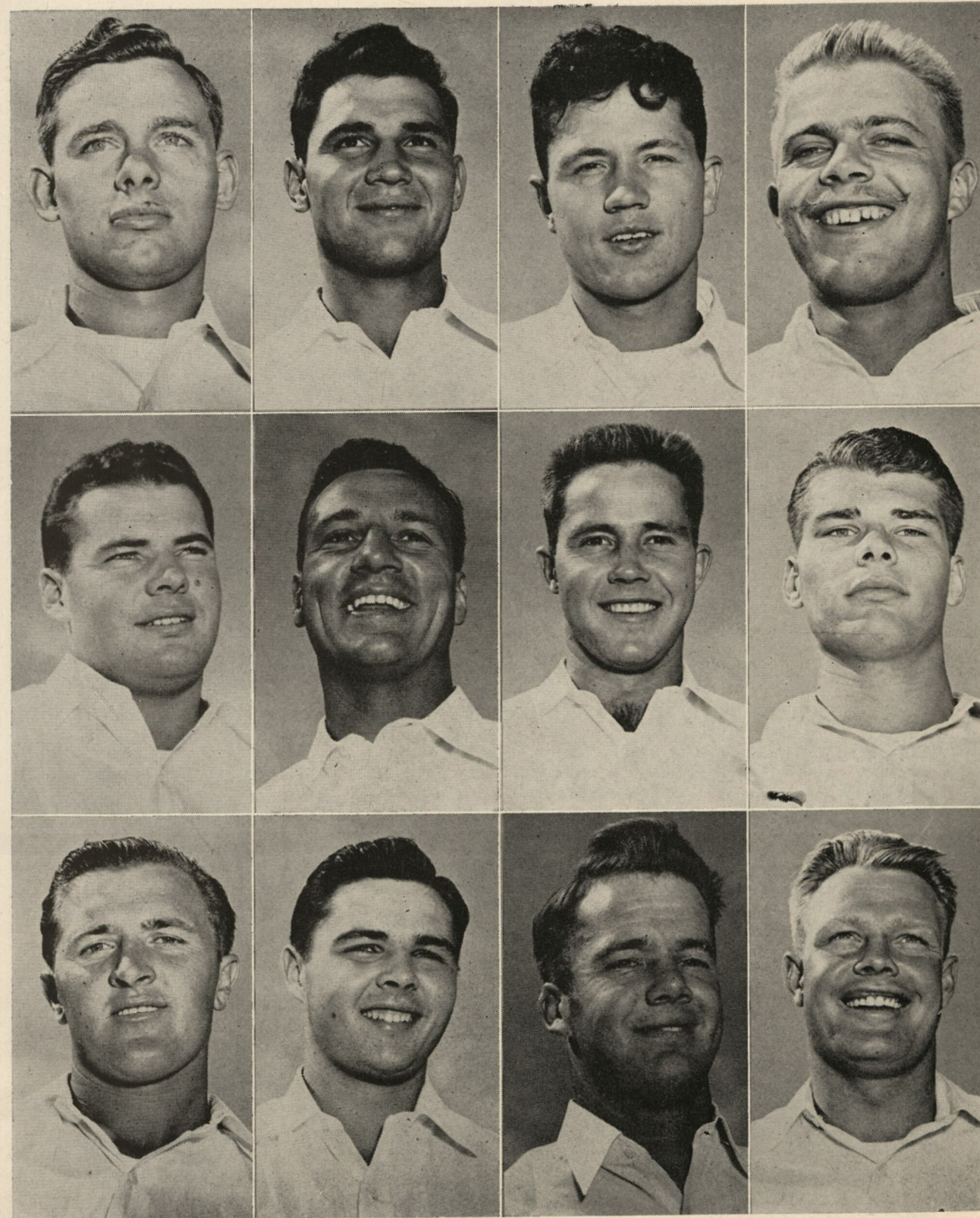


ED LeBARON
HARRY KANE
JOE GAMBETTA

BOB HECK
PAUL WILLIAMS
FRANK ZBORAM

DON McCORMICK
DON BROWN
ED CATHCART

PHIL ORTEZ
RAY HUNTER
TOM ATKINS

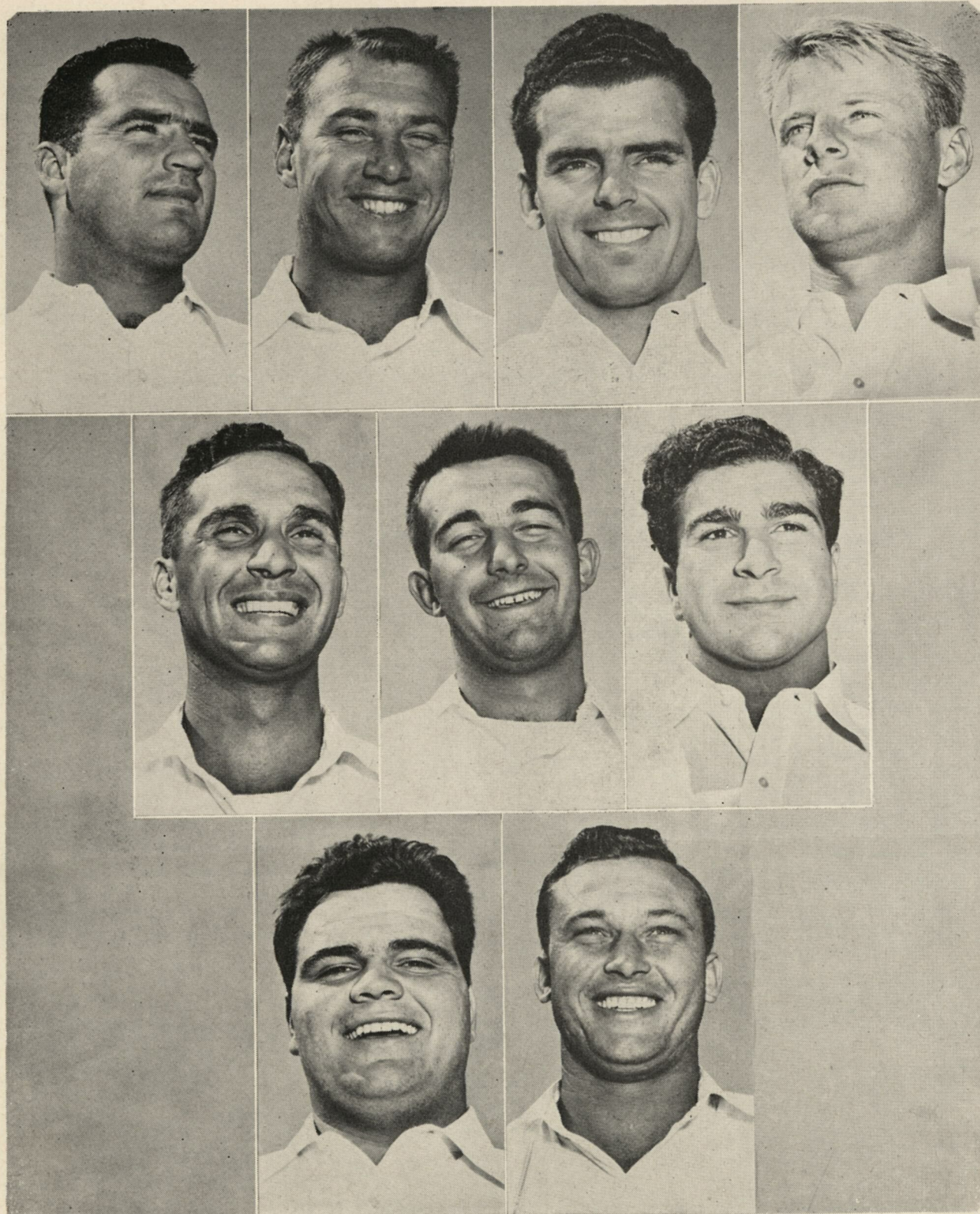


ROY KIRSTEN
JOE RHIN
PETE GAMBETTA

ART BROWN
DON HALL
DICK BREIEN

KEN JOHNSON
ART WALDORF
JIM PRICE

DICK HILLYER
JIM WATTERS
JOHN ROHDE

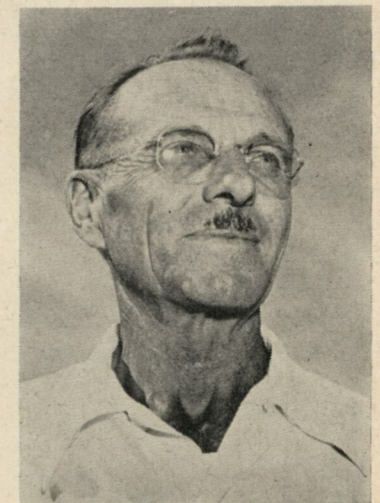


JOHN POULOS HERB BAXTER DON GREER TOM MILLIGAN
 LOU BRONZAN LYDON MOTHORN ERNIE BOBSON
 DON CAMPORA COLLIE KIDWELL



Left: Larry Siemering, Head Coach—Top Right: Ernie Jorge, Assistant Coach
 Center: The Staff—Lower Right: Hugh McWilliams

Coaching Staff and Director of Athletics College of Pacific



EARL JACKSON
 Director of Athletics

Wichita University



DR. W. M. JARDINE
President, Wichita University

Aggressiveness of the University of Wichita football squad which Raisin Bowl fans will see in action today reflects in a great measure the progressive school the squad represents.

The school was founded as Fairmount College in 1895 by the Congregational Church. The growth of the city since that time has been a transition from cowtown to a Midwest metropolis. The people of Wichita voted in 1926 to take over the college, support it by taxes and rename it the University of Wichita. It has operated as a municipal school for the past 21 years, and its administration has been a pattern in establishing other municipal colleges and universities throughout the country. Its governing body is a board of regents, four appointed for four-year terms by the board of education and four by the city commission. The mayor is the ninth member.

The school's growth has paralleled that of the city's, which has a rich background in ag-

riculture, principally wheat, livestock, oil and industry. Airplane manufacturing has dominated the industrial picture within the past few years.

The University's 3,032 students . . . half of them veterans . . . are enrolled in the four colleges of Liberal Arts and Sciences, Fine Arts, Education, and Business Administration and Industry.

The University's colorful and dynamic president is Dr. W. M. Jardine, a westerner. Born in Idaho, educated in Utah and a graduate of Utah State College, he has led a distinguished career in science, education and the diplomatic service. He was president of Kansas State College prior to his appointment as Secretary of Agriculture in Calvin Coolidge's cabinet in 1925. He served as Minister to Egypt from 1930 to 1933 and has been president of Wichita University since March 1, 1934.

The University's seven major buildings, including the air conditioned library, are located on the hilltop campus of 117 acres in the northeast section of the city of 190,000. In addition there are electrical, mechanical and aeronautical engineering facilities, including a new, ultra-modern wind tunnel for commercial and university use.

Veterans Field is the home of the Shocker football team. Partially completed, the field now has 8,000 permanent seats and 2,000 bleachers. Plans are to expand the field to accommodate nearly 20,000. It has been built almost entirely by private donations as a "living, useful memorial" to the war veterans of Sedgwick County. Its press box can accommodate six radio stations and 44 newsmen and scouts.

The university is a member of the Missouri Valley Conference, including St. Louis University, Creighton University (Omaha, Nebr.), University of Tulsa, Drake University (Des Moines, Ia.), and Oklahoma A. and M. College (Stillwater, Okla.).

Dr. Earle Davis, head of the English department, is chairman of the University of Wichita athletic policy committee and is executive vice president of the Missouri Valley Conference.

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

The Shockers this year finished second in the strong Missouri Valley Conference and had a season record of seven wins against three defeats. They scored 257 points to their opponents' 89, and rolled up 3,506 yards in total offense to become one of the leading offensive teams in the Midwest.

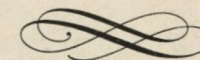
Statistics on the 10 games show that the Wichita team is primarily a running outfit. Of their 3,506 yards total offense, 2,932 were gained on the ground and 574 through the air. A number of individual ball carrying stars paced the Shocker offensive.

Outstanding among the Wichita backs is Negro Linwood Sexton, three-time all Missouri Valley selection at halfback. Sexton has won nation-wide recognition for his running and passing. This year he gained 1,014 yards in to-

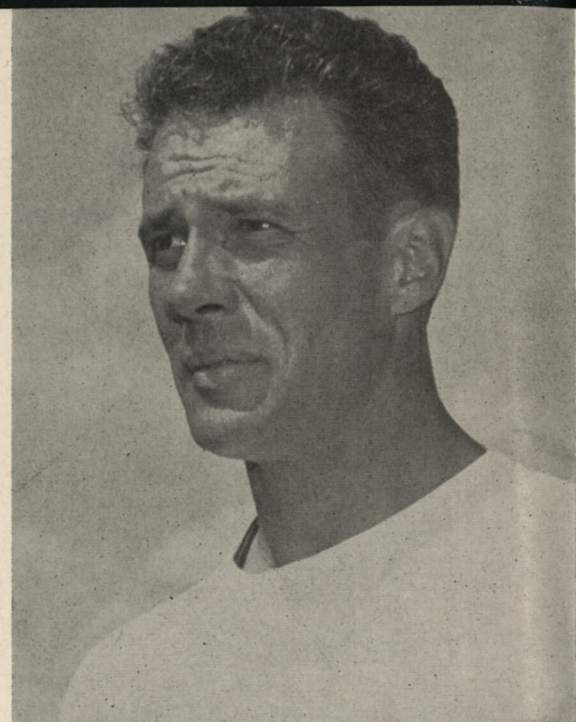
tal offense to rank ninth in the nation among all college players.

Sexton, Hodges, and tackle Paul Houser were named on the all Missouri Valley Conference team selected by the Associated Press, while Nutter and Sexton were picked by the United Press. Other Shockers who got all-star mention were end Mike Knopick and halfback Hap Houlik, picked on the second string A. P. all-conference team, and guard Bill "Bulldog" Schreiner, given honorable mention.

All in all, the Shockers are a team with speed, spirit, and drive, and they know how to move that ball down the field. The Raisin Bowl Committee has selected a worthy contestant in this high scoring, ground gaining Wichita University eleven.



Coaching Staff and Director of Athletics Wichita University

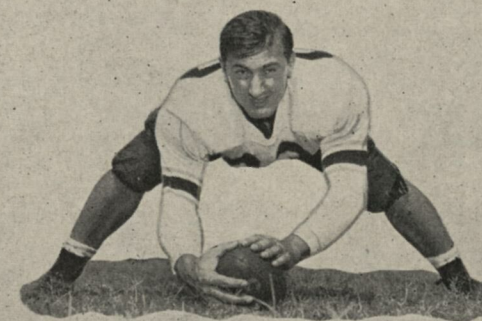


RALPH GRAHAM
Head Football Coach and Athletic Director

Left To Right—Kneeling: Ralph Graham, Head Coach; Jim Trimble, Line Coach
Standing: Ted Warren, Freshman Coach; Mel Binford, Head Scout;
Paul Walker, End Coach



Carl Crelly



Bob Schreiner



Paul Houser

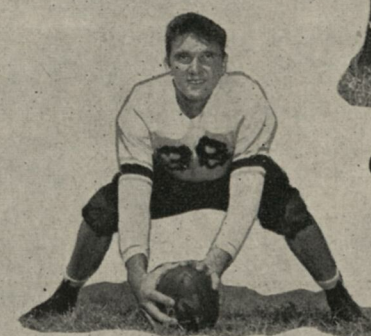
SHOCKERS



Dee Egbert



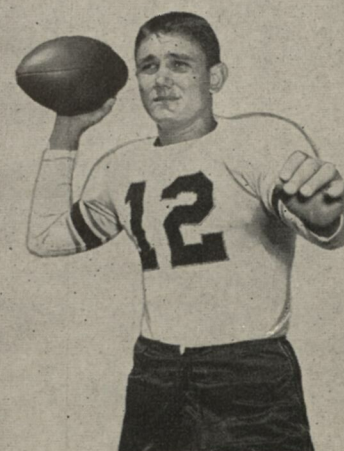
Pat Isarimer



Bud Clayton



Carl De Paolis



Ed Kriwiel



Linwood Sexton



Harold Reynolds



Ray Morrison



Dick Sharp



George Walker



Walt Knoeke



Harold Tjaden



Marvin Campbell



Johnny Swinehart



John Agee

Wichita Univ.



Charles Mc Clullough



Mike Knopick



John Stucky



Don Sharpsteen



Harrie Clawson



Simmy Nutter



Vic Frangione

SHOCKERS



Jack Swager



Herb Harrison



Art Hodges



Bob Harclerode



Earl Hamilton



Tom Allen



Vincent Gott

GOLDEN SUNSHINE

The development of the raisin industry and the process by which the sugar-filled grapes are transformed into raisins makes an interesting story. For, though Fresno County's grape production accounts for one-third of the state's total, unlike other grape-producing areas throughout California, Fresno County's vines contribute only a small percentage of the fruit for wine and table use; most of the local vineyard yield is used for the production of raisins.

In Fresno County, approximately 140,000 acres are planted to the Thompson Seedless and Muscat varieties of grapes from which California's world-famous raisins are made. The present vast acreage of these outstanding varieties are the result of small slips of transplanted vines brought here by settlers from Europe in the early days of California colonization. The Muscat was introduced to America late in the fifteenth century by Spanish missionaries who traveled the length and breadth of California and started many of the great vineyards still flourishing up and down the state. In 1872, more than a century later, William Thompson brought three cuttings of the Lady de Coverly grape from England and grafted them to some old muscat vines on his ranch near the Sacramento River. The following year the river overflowed and washed away two of the vines; the one remaining became the parent vine of all the Thompson Seedless grapes in California. These delicious grapes are now by far the most common table grape, popularly recognized by their pale-green color and juicy, sugar-rich taste. The method by which these succulent globules of sun-ripened fruit are made into raisins is a source of mystery to many unfamiliar with the grape and raisin industry.

To the average consumer, far-removed from the scenes of production, the rich, sweetness of raisins implies an expensive sugaring process, to say nothing of the maintenance and operation of great drying houses to transform the juicy, rounded grape into the sweet, tasty raisin. Generally overlooked is the fact that the sugar contained in the raisin is the natural grape sugar that develops during the growth of the grape on the vine, and not the addition of cane sugar. When ripe, the raisin grape contains about 22% sugar; through the drying process, this natural sugar content increases tremendously to more than 70%.

Surprising to many visitors to the vineyards around Fresno during the drying season, is the sight of raisins being cured in the field on thousands and thousands of trays laid between the rows of vines. The warm climate of the Fresno area, coupled with the small annual rainfall and the gentle autumn breezes peculiar to the San Joaquin Valley are natural advantages that make this part of the country ideal for raisin processing. In early September, after having fully ripened in the hot valley sun, the clusters of raisin grapes are hand-picked and deposited on trays between the vines. Here they are exposed to the sun and the dry, dewless nights for about twenty days, being turned tray after tray, once or twice during the drying process. At the end of this period, the raisin-filled trays are stacked for a few days, away from the direct rays of the sun, to complete the operation. The next step in the development of the raisin is to place the fruit in "sweat boxes" in some shady spot to equalize the moisture content. Here they become soft and tender and ready for packing.

The bulk of California's raisins are packed in the city of Fresno, where thousands of people are employed in the world's largest raisin packing plant and smaller independent companies. Muscat raisins have been packed in California since early in the nineteenth century; later, the Thompson Seedless variety entered the industry and raisin packing on a large scale began. Originally most of the fruit was marketed "on the stem" and packed in cluster form for Thanksgiving and Christmas table decorations. The subsequent demand for cooking raisins resulted in the development of processing machinery used in removing stems from the fruit during the packing process. In 1870, California produced a crop of 500 tons of raisins; for the past several years, raisin production in California has averaged more than 200,000 tons annually, of which Fresno County contributed about 65%.

With increasing demand for table grapes, raisins, and American wines, future grape production promises added wealth and progress to Fresno County communities. The God-given heritage of sunshine, water, rich earth, and man's ingenuity has blessed this rich valley of the San Joaquin; its munificent contribution to the world's food basket has rightfully earned the sobriquet, "Garden of the Sun."

G. A. HARTY.

City of Fresno

MAYOR'S OFFICE
DEPARTMENT OF PUBLIC SAFETY AND WELFARE
CITY HALL
FRESNO, CALIFORNIA

December 3, 1947

To the Football Teams and Football Fans:

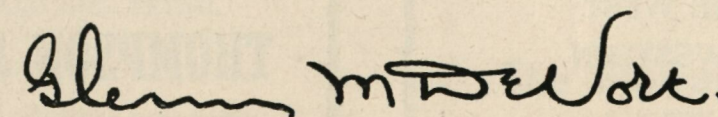
On the occasion of the third annual Raisin Bowl Football classic, I desire to express the pleasure of the citizens of the City of Fresno and its city government on being the host city to this outstanding game.

To the representatives of Wichita University, let me say that we Fresnoans take great satisfaction in knowing that the great State of Kansas and the City of Wichita has produced an outstanding aggregation of football players which will carry the banner of the Middle West, and we hope that your visit here will be of as great interest and satisfaction to you as it is to us and that you will return to your homes with very pleasant memories of your stay among us.

To the delegation of the College of the Pacific from our neighboring city of Stockton, let me say that many years of friendly and sportsman-like rivalry have endeared you to us and we greet you with genuine mid-California neighborliness.

As the host city we are neutral and may the teams be treated in the results as they shall deserve.

Sincerely,



GLENN M. DeVORE, Mayor

*Happy New Year
To All
and
Congratulations*

Wichita U. C. O. P.

ALDRICH PONTIAC CO.

850 "L" STREET
FRESNO

Pontiac Six

Pontiac Eight

*New Year Greetings
from*

**WESTERN
TRUCK LINES**
LTD.

★

IN THE WEST
SHIP WESTERN

RALPH M. HEFLIN, Agent

Phone 4-1923

2470 TAYLOR AVE.

FRESNO

ALSTROM & WIEBE'S
COLLEGE PHARMACY

1414 North Van Ness

Phone 3-2127

Happy New Year

THOMPSON & DUCEY

SEIBERLING TIRES - HARDWARE
SPORTING GOODS

1955 Broadway

Phone 2-7131

Compliments
of
**Stewart & Nuss
Inc.**

*Best Wishes for the
New Year*

Enterprise Laundry

620 N. Fresno St.

Phone 2-7189



"Johnson, you look like Sugar Bowl material!"

GREETINGS
FROM
HOLLENBECK - BUSH
Planing Mill Company

SASH - DOORS
AND
GENERAL MILL WORK
WHOLESALE AND RETAIL

• • •

2206 South Van Ness Avenue
Fresno

Compliments

The Flower Basket

Tower Theatre Bldg.

Arthur Bongiovanni Malcolm Daniels

San Joaquin Baking Co.

BAKERS OF

**Dutch Toast,
Roman Meal and
Betsy Ross Breads**

*Wish You a Happy
and
Prosperous New Year*

You Can't Do That!

That is what nearly everybody says on hearing about our wonderful and exclusive President's Protective Investment Plan. They don't see how it is possible to pay the full face amount of the contract plus return of all premium deposits in event of death during the depositing period.

If you are interested in the most modern and attractive contract on the market today, we will be very happy to give you a full explanation. No obligation.

HARVEY M. BRANCH
1933 Merced Street
Phone 3-1131

THE FRANKLIN LIFE INSURANCE CO

*One of the fifteen oldest stock legal
reserve life insurance companies
in America*

"The Frontier"

1350 Blackstone

Herb Sanders Byron Curlee

Wishes You a Happy New Year

*After The Game Meet Your Friends
In The New Fireplace Room*



FINE FOOD & COCKTAILS
DELICIOUS STEAKS
SEA FOOD SPECIALTIES
HAM & CHICKEN DINNERS

*Greetings for the New
Year and Best Wishes
for the Success of the
Raisin Bowl Game*



BONNER PACKING CO.

Packers of
California Raisins and Dried Fruits
Fresno, California

SALUTE TO THE RAISIN BOWL

THE FRESNO FALCONS

FRESNO'S
PACIFIC
ICE



ENTRY IN
COAST
HOCKEY

THE ICE FOLLIES AND

THE ICE CAPADES

PRESENT
ICE CYCLES OF 1948
ONE OF AMERICA'S REALLY GREAT ICE SHOWS
MAY 12th THRU 18th
THE ICE ARENA

*Compliments
Of*

FRUEHAUF TRAILER CO.

CHERRY AND CHURCH
FRESNO

Good Luck!

C. O. P.
and
WICHITA U.

**Fresno
Golf Practice Range**

Shields & Moroa

Phone 4-3749



B. Brown

"Are you sure there's only eleven guys on a side!"

Season's Greetings

SELMA DRESSED BEEF CO.

Smith's "HOME-MAID" Brand
— MEAT PRODUCTS —

PLANT AT SELMA, CALIFORNIA

NEW YEAR GREETINGS

To All of the
RAISIN BOWL
Football Fans

Bruckner's
FULTON STREET at TUOLUMNE

3-7388

Your Raisin Bowl Ticket
Manager for Today and
1949 Is

C. W. Richard Atkins
Fresno Division Agent
**CALIFORNIA MOTOR
EXPRESS, Ltd.**

1603 "A" Street

Phone 2-1114

*Happy New Year
and Best Wishes*

**BAIRD
SHEET METAL WORKS**

1388 H STREET

E. A. "Ned" BAIRD RICHARD "Dick" BAIRD

SPENCER TRUCKING CO.

Member Fresno Junior Chamber of Commerce

Our compliments to
the Junior Chamber
of Commerce Raisin
Bowl—and to YOU:

A HAPPY
NEW YEAR

Box 1295, FRESNO
TELEPHONE 2-4515



"Armand is a grandstand quarterback!"

MAZZEI HILL AERONAUTICS, INC.

CAA APPROVED FLIGHT SCHOOL
FOR PRIMARY - COMMERCIAL - FLIGHT INSTRUCTOR
AND INSTRUMENTS

APPROVED FOR G. I. FLIGHT TRAINING
CHARTER SERVICE

PIPER AIRCRAFT SALES

DOWNTOWN OFFICE: PHONE 4-3087

CHANDLER FIELD: PHONE 4-1769—If No Answer Call 2-5849

Greetings for the New Year

Everything For Sportsmen

FAMOUS NAMES IN SPORTING GOODS

A. G. SPAULDING
Athletic Equipment

WHITE STAG
Ski Clothing

NORTHLAND
Skis

CHIPPEWA
Ski Boots

H. L. WHITING
Award Sweaters
(Raisin Bowl Jackets)

SCOTT ATTWATER
Outboard Motors

POWERS MFG. CO.
Athletic Uniforms

SERANO-NO-AWL
Pressure Tennis Stringing



MacGREGOR GOLDSMITH
Athletic Equipment

HAND KNIT HOSIERY
Wigwam Sports Hosiery

GROSWOLD
Skis

BALLY-SWISS
Ski Boots

SANDLER OF BOSTON
Ski Boots

LAUSON 4 CYCLE
Outboard Motors

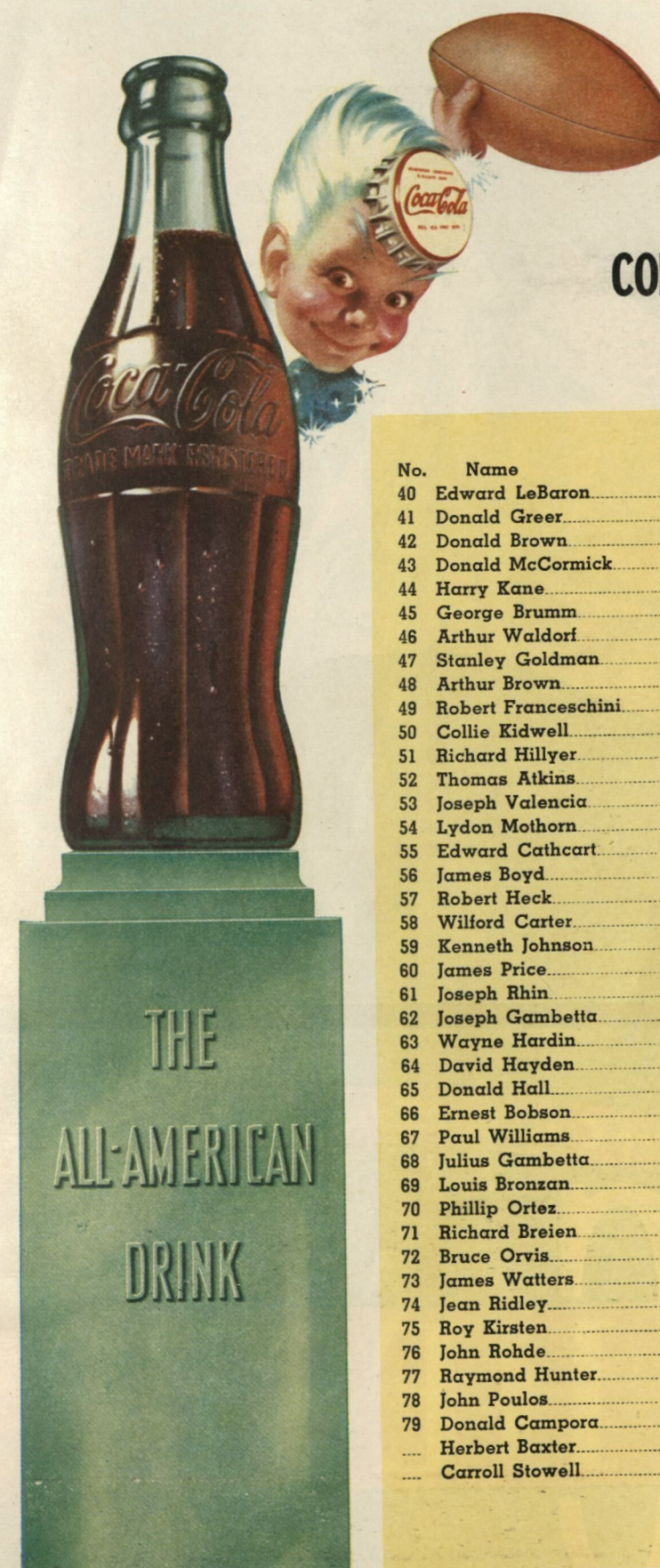
PEBBLE BEACH
Sportswear

TOM BRODERICK
Girls Gym Suits

ALFRED JOHNSON
Ice Skates

MID VALLEY
SPORTS CENTER
1302 Van Ness Phone 3-7660

Exclusive Distributors
MacGREGOR GOLDSMITH
CORNER OF MERCED AND VAN NESS
FRESNO, CALIFORNIA



COLLEGE OF PACIFIC

ROSTER

No.	Name	Pos.	Age	Wt.	Ht.	Exp.	Home Town
40	Edward LeBaron	Q	17	168	5'7"	Pacific	Oakdale
41	Donald Greer	H	23	167	5'8"	S. J. C.	Redding
42	Donald Brown	H	20	160	5'9"	S. J. C.	Lodi
43	Donald McCormick	Q	20	170	5'10"	S. J. C.	Galt
44	Harry Kane	F	19	197	5'10"	Pacific	Berkeley
45	George Brumm	G	26	197	6'1"	Pacific	Lodi
46	Arthur Waldorf	G	20	186	6'	S. J. C.	Los Angeles
47	Stanley Goldman	G	24	190	5'11"	Pacific	Hollywood
48	Arthur Brown	G-T	20	185	6'	Pacific	Oakdale
49	Robert Franceschini	G	20	202	5'11"	Pacific	San Francisco
50	Collie Kidwell	C	23	202	6'	Pacific	Hemet
51	Richard Hillyer	T	22	214	6'	Pacific	North Hollywood
52	Thomas Atkins	T	23	220	5'10"	Pacific	Woodbridge
53	Joseph Valencia	H-F	23	178	5'7"	Pacific	Vallejo
54	Lydon Mothorn	C	21	203	6'	Pacific	Healdsburg
55	Edward Cathcart	T	24	188	6'2"	Pacific	Honolulu
56	James Boyd	E	23	180	6'	Pacific	Honolulu
57	Robert Heck	H	21	170	5'11"	Pacific	Clovis
58	Wilford Carter	G	21	181	5'10"	S. J. C.	Los Angeles
59	Kenneth Johnson	E	21	182	6'3"	Lincoln Hi	San Jose
60	James Price	H	20	160	5'8"	Sacramento J. C.	Galt
61	Joseph Rhin	G	22	197	5'11"	S. J. C.	Oakland
62	Joseph Gambetta	G	26	183	5'9"	Pacific	Vallejo
63	Wayne Hardin	H	20	179	5'11"	Pacific	Stockton
64	David Hayden	E	22	186	6'1"	Stockton Hi	Stockton
65	Donald Hall	C	22	202	6'1"	Pacific	Stockton
66	Ernest Bobson	H-F	20	178	5'7"	Pacific	Manteca
67	Paul Williams	H	22	159	6'	Hi Elizabethan, Tenn.	
68	Julius Gambetta	T	23	197	6'2"	Pacific	Vallejo
69	Louis Bronzan	Q	24	181	6'	Pacific	Manteca
70	Phillip Ortez	E	22	190	6'3"	Sacramento J. C.	Lodi
71	Richard Breien	C	20	207	5'11"	Pacific	Fresno
72	Bruce Orvis	H	20	172	5'8"	Pacific	Farmington
73	James Watters	T	20	211	6'3"	Pacific	Oakland
74	Jean Ridley	E	22	197	6'2"	Pacific	Stockton
75	Roy Kirsten	E	21	175	6'	S. J. C.	Stockton
76	John Rohde	E	20	207	6'3"	Pacific	San Jose
77	Raymond Hunter	H	20	211	6'5"	Pacific	Oakdale
78	John Poulos	H	22	230	6'3"	Manteca Hi	Manteca
79	Donald Campora	T	20	245	6'3"	Pacific	Stockton
....	Herbert Baxter	G	21	183	5'10"	S. J. C.	Monterey
....	Carroll Stowell	H	22	165	5'10"	Chaffey J. C.	Stockton



AB C
VOTED TOPS in the COLLEGES from COAST to COAST
Always Buy CHESTERFIELD

Copyright 1947, Liggett & Myers Tobacco Co.

COLLEGE OF PACIFIC						
LH Brown 42	FB Poulos 78		RH Orvis 72		QB LeBaron 40	
LE Rohde 76	LT Campora 79	LG Franceschini 49	C Kidwell 50	RG Brumm 45	RT Atkins 52	RE Ortiz 70
40 LeBaron, qb	54 Mothorn, c	68 Gambetta, rt				
41 Greer, lh	55 Cathcart, rt	69 Bronzan, qb				
42 Brown, lh	56 Boyd, le	70 Ortiz, re				
43 McCormick, qb	57 Heck, lh	71 Breien, c-mt				
44 Kane, fb	58 Carter, lg	72 Orvis, rh				
45 Brumm, rg	59 Johnson, le	73 Watters, lt				
46 Waldorf, rg	60 Price, lh	74 Ridley, re				
47 Goldman, rg	61 Rhin, rg	75 Kirsten, le				
48 Brown, lg	62 Gambetta, rg	76 Rohde, le				
49 Franceschini, lg	63 Hardin, rh	77 Hunter, rh				
50 Kidwell, c	64 Hayden, re	78 Poulos, fb				
51 Hillyer, lt	65 Hall, c	79 Campora, lt				
52 Atkins, rt	66 Bobson, lh-fb Stowell, lh				
53 Valencia, hb	67 Williams, lh Baxter, rg				

SCORE	1	2	3	4	TOTAL

UNIVERSITY OF WICHITA						
LH Sexton 66	FB Hodges 85		RH Houlik 67		QB Hamilton 63	
LE Knopick 99	LT Crelly 25	LG Schreiner 33	C Swager 62	RG Larimer 32	RT Houser 87	RE Knocke 86
10 Morrison, b	39 Swinehart, b	71 Sharpsteen, t				
12 Kriwiel, b	43 Gott, c	73 Clawson, t				
17 Nutter, b	44 James, e	80 Kolbohm, g				
21 Harrison, b	49 Frangione, b	81 Harclerode, t				
23 Campbell, e	60 Reynolds, b	83 Egbert, e				
25 Crelly, t	61 Walker, g	85 Hodges, b				
27 Sharp, g	62 Swager, c	86 Knocke, e				
31 Tjaden, b	63 Hamilton, b	87 Houser, t				
32 Larimer, e	66 Sexton, b	88 Agee, t				
33 Schreiner, g	67 Houlik, b	98 McCullough, g				
35 Allen, e	69 DePaolis, c	99 Knopick, e				
38 Clayton, c	70 Stucky, g					

OFFICIALS	
REFEREE.....	H. P. "Pete" LENZ, Cal. Poly.
HEAD LINESMAN.....	HAL SAUNDERS, U. S. Army, West Point
UMPIRE.....	M. C. OBERHELMAN, Kansas State
FIELD JUDGE.....	BATT SHUNATONA, Oklahoma U.

A ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING

The sum-total of smoking pleasure



THE
ALL-AMERICAN
DRINK

UNIVERSITY OF WICHITA ROSTER

No.	Name	Pos.	Age	Wt.	Ht.	Home	Year
10	Morrison, Ray	B	22	155	5'8"	Milton, Kans.	2
12	Kriwiel, Ed	B	20	157	5'7"	Chicago	1
17	Nutter, Jimmy	B	20	159	5'9"	McPherson, Kans.	1
21	Harrison, Herb	B	21	175	5'9"	Mulvane, Kans.	2
23	Campbell, Marvin	E	23	197	6'2"	Kingman, Kans.	4
25	Crelly, Carl	T	20	193	5'10"	Pittsburg, Kans.	2
27	Sharp, Dick	G	17	174	5'10"	Wichita	1
31	Tjaden, Harold	Q	22	188	6'	Clearwater, Kans.	2
32	Larimer, Pat	E	20	184	6'1"	Wichita	2
33	Schreiner, Bob	G	22	188	5'11"	Chicago	2
35	Allen, Tom	E	22	188	6'3"	Montgomery, Ala.	2
38	Clayton, Bud	C	20	175	6'	Rochester, Pa.	1
39	Swinehart, Johnny	B	21	176	5'10"	Norwich, Kans.	2
43	Gott, Vincent	C	20	176	6'2"	Wichita	2
44	James, Bill	E	23	195	6'1"	Wichita	2
49	Frangione, Vic	Q	23	198	5'11"	Ambridge, Pa.	1
60	Reynolds, Harold	B	21	161	5'9"	Wichita	1
61	Walker, George	G	19	187	6'	Wichita	2
62	Swager, Jack	C	19	163	5'10"	Rochester, Pa.	1
63	Hamilton, Earl	Q	24	193	5'11"	Chicago	3
66	Sexton, Linwood	B	21	180	6'	Wichita	4
67	Houlik, Anton	B	25	167	6'	Little Ferry, N. J.	2
69	DePaolis, Carl	C	19	203	5'11"	Rochester, Pa.	1
70	Stucky, John	G	22	180	5'8"	Pretty Prairie, Kans.	4
71	Sharpsteen, Don	T	20	213	6'	Wellington, Kans.	1
73	Clawson, Harrie	T	25	203	5'11"	Ransom, Kans.	4
80	Kolbohm, Ted	G	24	175	6'	Wichita	2
81	Harclerode, Bob	T	18	191	6'2"	Duquesne, Pa.	1
83	Egbert, Dee	E	17	186	6'2"	Cimarron, Kans.	1
85	Hodges, Art	B	23	193	5'9"	McComb, Miss	3
86	Knocke, Walt	E	21	184	6'3"	Great Bend, Kans.	2
87	Houser, Paul	T	23	217	6'2"	Eureka, Kans.	3
88	Agee, John	T	23	198	6'	Wellington, Kans.	3
98	McCullough, Charles	G	18	192	6'	Meade, Kans.	1
99	Knopick, Mike	E	19	194	6'	Ambridge, Pa.	1

January 1, 1948

31

Compliments of

Frank J. Sanders Co.

"Your Dependable Used Car Dealer"
3000 East Tulare Street

It is with pleasure that we present the "Out-
standing Backfield Player" Award this afternoon

May the best man win!

Official timing watch for the

COLLEGE OF PACIFIC -- WICHITA UNIV. RAISIN BOWL FOOTBALL GAME

Longines

The World's Most Honored Watch
winner of 10 world's fair grand prizes,
28 gold medals, and more honors for
accuracy than any other timepiece

Product of Longines-Wittnauer Watch Co.

*Happy New Year
and
May the Better Team Win*

J

SAM DAVIDSON

Used Cars
BROADWAY AND VENTURA
FRESNO

FRESNO AUTO PARTS

560 BROADWAY
FRESNO

FRESNO'S UNIQUE PHOTO SUPPLY
& PHONOGRAPH RECORD SHOP

**THE
PHOTO RECORD ROOM**

- PHOTO SUPPLIES
- COMMERCIAL PHOTOGRAPHY
- WEDDINGS
- INSURANCE
- PARTIES
- PHOTO FINISHING
& DEVELOPING

★

- LATEST RECORDINGS
- POPULAR
- CHILDRENS
- SEMI-CLASSICAL
- RECORD ACCESSORIES

STAN BORASI RONNIE SMITH
144 OLIVE PHONE 2-0891

Open 10 A. M. to 10 P. M.
Saturday: 10 A. M. to 6 P. M.

Season's Greetings

FROM

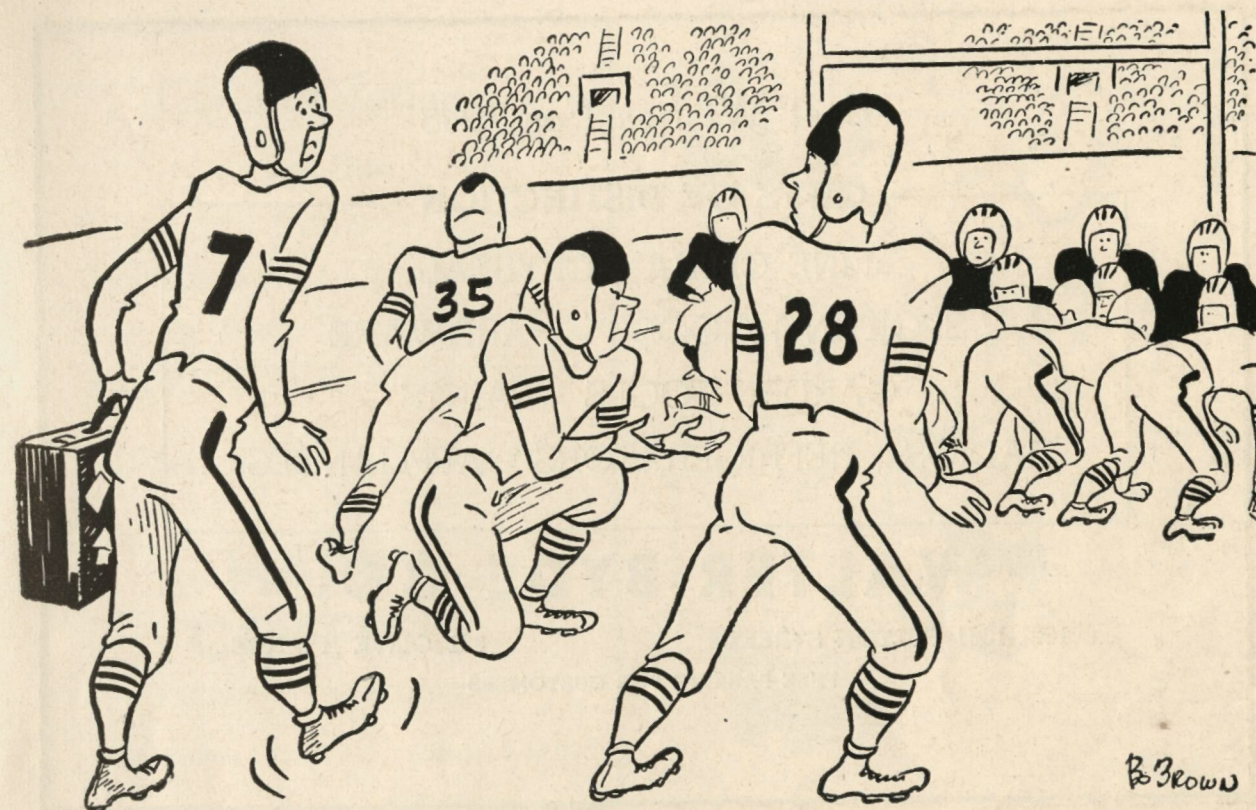
**LeMOSS-SMITH
TIRE CO.**

★

DISTRIBUTORS

**GENERAL TIRES
KRAFT RECAPPING**

1625 BROADWAY FRESNO, CALIF.



"If I miss this, I'm leaving town!"

PEACE
HEALTH and GOODWILL
TO YOU
THROUGH THE NEW YEAR ---
AND MAY THE BEST TEAM WIN!!



Miracle performance

ALLIS-CHALMERS
2-CYCLE DIESEL SALES and SERVICE

PEERLESS PUMP DIVISION

Peerless Pumps

FOOD MACHINERY CORPORATION
FRESNO

Best Wishes For 1948

GIFTS OF DISTINCTION

FINE CHINA - CRYSTAL
SPORTING GOODS - HARDWARE
GARDEN TOOLS - PAINTS
RADIOS - REFRIGERATORS - APPLIANCES

WALTER BYDE CO.

1321-1331 FULTON STREET

861 OLIVE AVENUE

FREE PARKING FOR CUSTOMERS

Greetings and Thanks

Through this medium
we thank you for your

**GOOD WILL and
PATRONAGE**

RODDER'S

MADemoiselle

Fashion Center of Central California
1045 FULTON, FRESNO

*Display
Advertising*

326 C STREET

PHONE 3-8989

POSTERS - DISPLAYS - DECALS
SIGNS - CAR CARDS

DEVLIN & DREW

WHOLESALE DEALER FOR
PHILCO RADIOS
PHILCO REFRIGERATORS

See Your Local Philco Dealer

Congratulations

To The
Junior
Chamber of Commerce
for their Successful
RAISIN BOWL PROGRAM

"May the Best Team Win"

**HARRY
COFFEE'S**

FRESNO - BAKERSFIELD

1025 Fulton

Phone 3-1116



"I know your girl is sitting right behind you, but we
can't start practice without those two footballs!"

Compliments of

HOTEL FRESNO

★ AIR CONDITIONED ★



BROADWAY AT MERCED

PHONE 3-5111

SEASON'S GREETINGS
from

WERNER'S MARKET
QUALITY FOODS

Seventh and Ventura
Phone 2-2511

Good Luck To Fresno Junior
Chamber Of Commerce Third
Annual Raisin Bowl Game

Service Transfer Co.

Local Drayage & Distribution
302 Thorne Ave. P. O. Box 1491
FRESNO, CALIFORNIA
H. W. Johnson Geo. W. Stirland



Better fit, more
comfort, smarter
looks...extra
value All Ways.

**EXTRA
VALUE**
Always!



City Club

DISTINCTIVE SHOES FOR MEN

Happy New Year
WASEMILLER DRY GOODS

RIVERDALE - ALLEN BLDG.
CHOWCHILLA - ROBINSON BLVD. PHONE 88
FRESNO - 316 C STREET - PHONE 2-5825

Happy New Year

**California-Fresno
Supply Co.**

FRESNO

Wayne Smith Garage

HEAVY DUTY TRUCK REPAIR

HENARD TRAILERS

SALES AND SERVICE

Phone 4-5993

1727 "G" STREET

FRESNO

H. S. Crocker Co., Inc.

Stationers

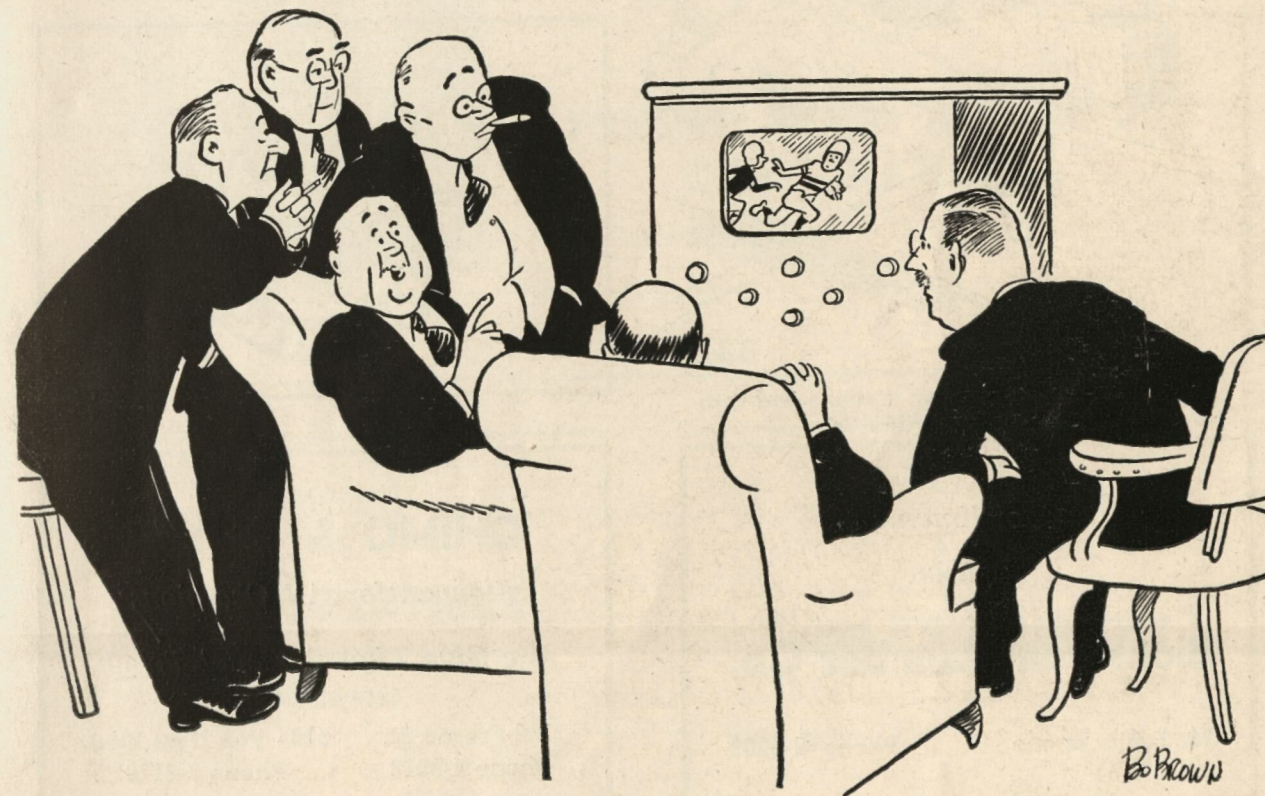
1141 FULTON ST. FRESNO
Phone 4-2837

AL CIANCETTI

Wishes You
A Happy New Year

S. P. Furniture Co.

1823 TULARE STREET FRESNO
COMPLETE HOME FURNISHERS



"What say, Carthwaite? Shall we have a short rah for the team?"

Compliments Of

Bargain Food Center

TWO STORES TO SERVE YOU

Store No. 1—Elm and North

Store No. 2—450 W. McKinley

PETROPULOS BROS.

JIM INGLE CO.

TRACTORS - IMPLEMENTS

HARDWARE

South 99 Highway at Jensen Ave.

PHONE 4-5642

FRESNO

Stores Also In Tulare & Hanford



"I understand his old man is connected with government surplus!"

Compliments
of the

Blackstone Lumber Co.

1338 Blackstone

Phone 3-8002

"THE BULLDOG"

Wishes You
A Very Happy New Year



DRIVE-IN AND DOUGHNUT SHOP

1837 Blackstone

Phone 2-1554

SHELBURNE'S STATIONERY

HOME OWNED

BRIEF CASES - FOUNTAIN PENS
EATON'S and CRANE'S STATIONERY
OFFICE EQUIPMENT

1931 MARIPOSA STREET

Phone 4-5007



CHIMO & OLIVER

Flowers for All Occasions

We Give That Personal Touch

2123 Fresno St.
Phone 4-3013

3204 Van Ness Blvd.
Phone 2-8120

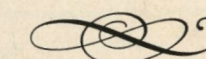
Leonardo Market

4546 BELMONT AVENUE

A Complete One-Stop Food Market
Where Everything Is Guaranteed

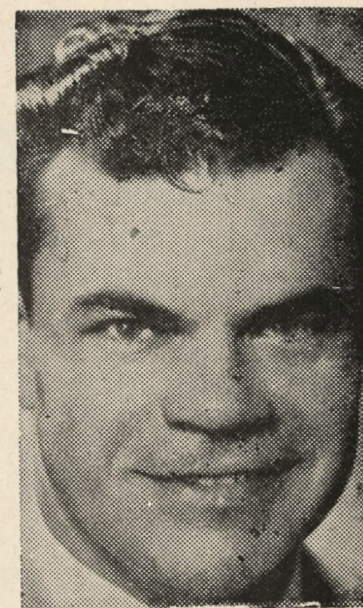
Wishes You a Happy New Year

Happy New Year
and
Best Wishes
for Forty-Eight



**FRESNO LOAN & THRIFT
CORPORATION**

"Local Money for Local People"



PAUL CHEZ, Manager

1923 Fresno Street

Phone 3-7188

Compliments
of

VOLPA BROTHERS

GARDEN SOIL - FILL DIRT
DUMP TRUCKS

549 S. Fruit

Phone 3-1316

Season's Greetings
from

GOBLE'S POULTRY

2021 Belmont

Phone 2-4412

Happy New Year

D. A. Parrish & Sons

CESSPOOLS - SEPTIC TANKS
PUMPED - DRILLED - INSTALLED

740 N. Maple

Phone 5-3041

Best Wishes for the New Year
from the

Inland Showcase Co.

1473 Thesta

Phone 3-5313

Compliments of the
Monarch Wine Company

OF CALIFORNIA



FOWLER, CALIFORNIA

Happy New Year

**Jourdan
Concrete Pipe Co.**

Happy New Year
to all

BILLINGS & FINE
COMMUNITY DEVELOPERS



1609 Belmont

Phone 2-2194

Best Wishes For The
New Year

CHRISMAN'S

1035 OLIVE
FEATURING

"Chicken In The Rough"
Orders To Take Out

Compliments

**Columbia
Furniture Co.**

For Tomorrows Furniture Today

MALCOLM DANIELS



VENTURA AND H STREETS
FRESNO, CALIFORNIA



"The Largest Distributor of Nationally
Advertised Grocery Products
in the San Joaquin Valley"

Season's Greetings
from the

**Valley
Lumber Company**

"H" & Mono Streets Phone 2-7141

Happy New Year!

**HOCKETT-COWAN
MUSIC CO.**

1254 FULTON ST. - FRESNO, CALIF.
TELEPHONE 3-3261

Compliments of

Winters Glass Co.

1724 Broadway

Phone 2-2222

HUGHES HOTEL

BROADWAY & TULARE

Phone 3-2151



"That play was carried out by Smith who was
carried out by Brown and Jones."

Bookkeeping
Accounting
Income Tax Service

JACK KAZANJIAN

Phone 4-9178 1838 Los Angeles
FRESNO



"Hmml The coach says some very nice things about you, Johnson!"

Compliments of
**GETCHELL
TRUCK SALES**

Telephone 3-2189

2401 Stanislaus

FRESNO

A VERY HAPPY NEW YEAR

from the

VARSIITY SHOP

MEN'S STORE

Nationally Advertised Merchandise

1247 Fulton Street

Phone 3-0512

Phone 3-3761

A Very Happy
New Year!



228 OLIVE AVENUE

At Palm

Fresno, California

Season's Greetings

Fink Furniture Co.

Established 1920

Sam Fink Joseph Skopp

1134 BROADWAY

Compliments
of

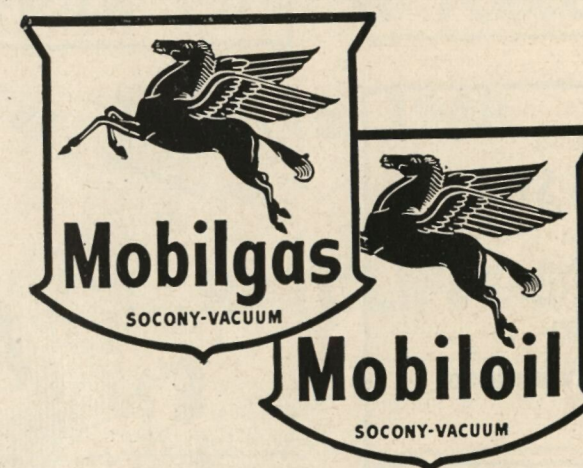
West Fresno Lumber Co.

W. Fresno & California Sts.

Phone 4-2917

CHAMPIONS

*In The Raisin Bowl!
and On The Highway*



Today's game between Pacific and Wichita offers you a chance to see football of championship calibre. After the game, stop your car wherever you see the Sign of the Flying Red Horse, and get acquainted with another team of champions. Mobilgas Dealers offer you safer, smoother, more enjoyable motoring. Here's their line-up of products and services:

THE MOBILGAS DEALERS' ALL-STAR LINE-UP FOR MOTORISTS

Mobilgas	Mobilgas Special	Mobil Tires	Mobilubrication	Mobil Batteries	Mobil- grease	Mobiloil
			Friendliness			
	The Answer Man			Clean Rest Rooms		
			Expert Service			

GENERAL PETROLEUM CORPORATION

(A Socony-Vacuum Company)

K. B. PAUL*Complete Insurance Service*308 HELM BLDG. PHONE 3-0122
FRESNO, CALIFORNIA*New Year Greetings***Walters Surgical Co.**PHYSICIANS' AND SURGEONS'
EQUIPMENT AND SUPPLIES

1711 FULTON STREET PHONE 4-5997

*Compliments of***MARTIN'S DRUG STORE***Prescriptions*

LIQUORS - SUNDRIES

Phone 4-3003

Van Ness and Divisadero
Fresno*Best Wishes From*

ART HAIRE and RALPH MURRAY

Haire - Murray Co.Service Station - Garage - Oil Co.
and Spray Painting Equipment

3061 East Tulare Street Fresno, Calif.

*"I thought the opening game was a week
from today!"*

B. Brown

Greetings for the New Year
and
Best Wishes for the Success
of the
Raisin Bowl Game**WALTER SMITH**

Tulare and Broadway

**Pancho's Spanish
Kitchen**

1715 Blackstone

Fresno

The Place to Go After the Game

REMEMBER...*West Coast Relays***MAY 15, 1948****...RATCLIFFE STADIUM**You can enjoy yourself after
the game at the Californian
Hotel. For dancing, for dining,
for cocktail timing . . . you're
a guest at your own party
when you call on the
Californian.THE HOTEL
Californian

THE PLACE TO GO IN FRESNO



Bob Brown

"I'd love to get in the game, Coach, but I'm caught on a splinter!"

Compliments of
P. SCHWABENLAND
FORD TRACTOR
FERGUSON SYSTEM

1940 H STREET

FRESNO

HUGHES HOTEL BLDG. PHONE 4-4540

MARTIN'S
Fresno's Finest Armenian Foods
SINCE 1920
FEATURING SHISH-KEBAB
EARL MARTIN FRESNO, CALIF.

Best Wishes For The
New Year



COBBS FOOD STORES

Corner Palm & Shields Phone 4-2368

Season's Greetings

DUNN'S SERVICE

DISTRIBUTORS OF

GENERAL PETROLEUM PRODUCTS
BUTANE - TIRES & TUBES - BAIT

BIOLA, CALIFORNIA

Happy New Year

VISTA HARDWARE

SPORTING GOODS

4305 East Tulare Street Phone 5-2786

Fresno, California

(Opposite Roosevelt High School)

LEONARD D. BOWEN, Owner

Leaders in Shoe Repairing
for Over 35 Years

Complete Line of
Luggage and Leather Goods

SAM'S RENU-ALL
REPAIRING

Happy New Year

District Attorney's Office

JAMES M. THUESEN & STAFF

ACE SERVICE, INC.

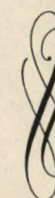
Fresno's Largest Service
Station and Commercial
Tire Center and Recap-
ping.

Distributors of Gillette Tires

215 Broadway Fresno, Calif.
Phone 4-3087

KYLE & CO. STEEL

CHAS. G. CONNORS, President



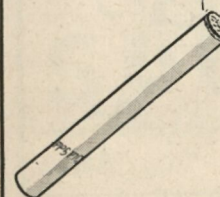
346 G Street

FRESNO

Know the score in flavor!

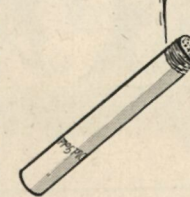
**FIRST
QUARTER:**

Simply
delicious!



**SECOND
QUARTER:**

Mild and
fragrant!



**THIRD
QUARTER:**

Cool
as can be!



**FINAL
SCORE:**

A touchdown
in taste!

Old Gold





COMPLIMENTS OF
Federal Mogul Corp.



Manufacturing Division
1830 H Street Phone 4-5061

Retail Sales Store
1229 Broadway Phone 2-5379



"I hope you boys don't mind! I'm just dying
of curiosity!"



**THE HOUSE
OF
CRIBARI**

*"Quality Wines for
Three Generations"*

...

Table Wines - Dessert Wines
Brandy - Vermouth
and Sparkling Wines

NEW HORIZONS

A bright future for agriculture is a bright future for everybody here in the San Joaquin Valley. We at Sunland look forward with you to the continued leadership of California farming—and new horizons for 1948.

SUNLAND
Industries
INC.

*Happy
New Year*

**NORMART
FURS**

IN FRESNO FOR 52 YEARS

VICTOR

Welding is the answer to farm equipment maintenance...and the best short cut to economical and prompt construction. The best place to buy your gas or electric welding equipment is...

251 NORTH H STREET, FRESNO 3, CALIF.
Telephone: 4-5542



"They just can't get used to night football!"

Happy New Year
FROM
California Raisin Co.
FOWLER

Best Wishes



Van Ness & Belmont - Olive & Moroa

*Compliments
Of*

GOTTSCHALK'S

Fresno's Leading Department Store

Western Boot & Shoe Co.

FRESNO & BROADWAY

Headquarters For Fine
Dress Shoes

*Wishes You A Very Happy
New Year*



Happy New Year

LLOYD MOLLER LIQUOR STORE

Your Patronage Appreciated

2240 Blackstone, Corner Vassar
Fresno Phone 2-5600

Happy New Year
JACK GIBSON
USED CARS

747 Blackstone

Phone 3-7592

Compliments of

**BENGSTON HOLT
LUMBER CO.**

P. O. Box 1008

355 Fulton Street

Fresno, Calif.

COMPARISON OF TEAM RECORDS

1947 FOOTBALL RECORD						1947 FOOTBALL RECORD							
COLLEGE OF PACIFIC						UNIVERSITY OF WICHITA							
COP			Opp.			U. of W.			Opp.				
56	-	-	Willamette University	-	-	0	33	-	-	Warrensburg Teachers	-	-	0
25	-	-	Loyola University	-	-	7	6	-	-	Utah State	-	-	21
13	-	-	- San Diego State	-	-	0	28	-	-	Bradley University	-	-	7
20	-	-	- Santa Clara	-	-	21	21	-	-	- Drake University	-	-	13
41	-	-	- California Poly	-	-	7	7	-	-	Abilene Christian College	-	-	0
14	-	-	- San Jose State	-	-	0	55	-	-	Arizona State (Flagstaff)	-	-	7
44	-	-	U. C. at Santa Barbara	-	-	19	0	-	-	University of Tulsa	-	-	7
52	-	-	University of South Dakota	-	-	0	38	-	-	St. Louis University	-	-	6
47	-	-	Fresno State College	-	-	22	6	-	-	Miami University (Ohio)	-	-	22
35	-	-	Utah State (Grape Bowl)	-	-	21	62	-	-	Colorado College	-	-	6

CALIFORNIA GROWERS WINERIES

WISH YOU
A HAPPY NEW YEAR

PRODUCERS & BOTTLERS
OF
GROWERS OLD RESERVE WINE
CUTLER, CALIFORNIA

Compliments of ARIOTO'S FOR SEA FOODS

"Always The Best"
1147 VAN NESS PHONE 4-4603
FRESNO

RAISIN BOWL AFTER GAME DANCE

HOTEL CALIFORNIAN BALLROOM

8:30 P. M. - JANUARY 1, 1948

New Years Day, 1948

RAISIN BOWL COMMITTEE MEMBERS,
Ratcliffe Stadium,
Fresno, California.

I would like to take this opportunity to extend my deepest appreciation to every one of you members of the 1948 Raisin Bowl Committee for the wonderful job each and everyone has done to promote this New Years Day Game.

Money couldn't buy the amount of time and work you fellows have spent promoting it but it is compensated for by the fact that we will all be able to look back with a feeling of satisfaction in knowing our efforts were not in vain. We can say, "Remember when we used to have to sweat it out?—But we dood it!"

The Raisin Bowl New Years' Game is one of our Valley's biggest promotions,, and as a result of your fine work, the name of **FRESNO** will be in every newspaper in the United States.

So, once more, a million thanks for the good work, and a Happy New Year to all!

Gratefully Yours,

C. G. "Dutch" CHANDLER,, Chairman
1948 Raisin Bowl Committee

1948 RAISIN BOWL COMMITTEE MEMBERS

Al Radka	Jack Schmidt	John Said
Nev Reuland	Jim Bartel	"Dutch" Chandler
Taylor Nuttal	C. W. "Dick" Atkins	Kerme Anderson
Fred Frantz	John Schiebelhut	Kenneth Anderson
Martin Nelsen	Ed Piston	Bob Blackburn
Rudolph R. Presciado	W. K. Kendrick, Jr.	Frank McClurg
L. K. Avernheimer	Ferris Royer	Carl Holt, Jr.
Bill Hall	Wm. B. Evans	Howard Martin
Ed Van Diver	Paul B. Rush	August Constantino
John Pashayan	Armen Minasian	H. W. Johnson
Bob Styrt	Ed Andress	Bill Paske
C. Dean Kendall	Jim Evans	Robert F. Arvis

HALF TIME CEREMONY - 1000 MUSICIANS

Bands from 13 San Joaquin Valley high schools, totalling more than 1,000 musicians, will stage what Junior Chamber of Commerce officials believe will be the most impressive half-time show ever staged at Ratcliffe Stadium in today's third annual Raisin Bowl program.

The Bakersfield High School Band will represent Wichita University today and Roosevelt High School's band will represent College of the Pacific.

For the pre-game entrance, the Bakersfield band will lead, followed by the Raisin Bowl Queen and her escorts. The bands will march around the track, halt, then move to the center. They will make a passageway for the colors, which will be brought forward to the roll of

drums. The massed bands will then play the Star Spangled Banner, led by Malcolm Davison of the Fresno city schools.

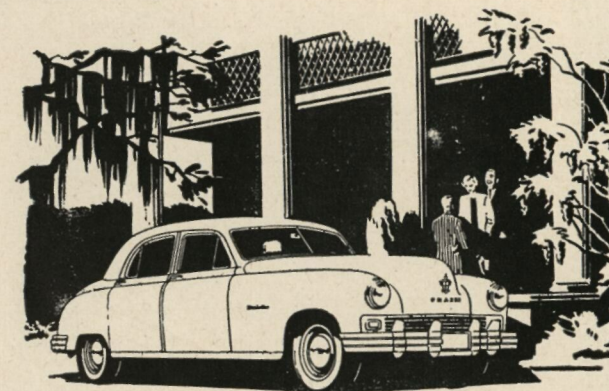
At half time the bands will maneuver to spell Wichita U on the West side of the field and play the Wichita school song, then march to the east side to spell COP and play the Pacific school song. The bands will then form a huge wheel on the gridiron which will move counter clockwise and then clockwise.

A huge American flag, twenty feet by forty feet, secured from Castle Field, will then be unrolled by members of the Army, Navy, Marine Corps and Coast Guard. After it has been unrolled the bands will play America The Beautiful.

BANDS PARTICIPATING AND THEIR DIRECTORS ARE:

Band	Director
ROOSEVELT HIGH SCHOOL (Fresno).....	ROBERT ARNOLD
LINDSAY HIGH SCHOOL.....	WAYNE KEMPER
EDISON TECH. HIGH SCHOOL (Fresno).....	ELMER BURLEIGH
LEMOORE HIGH SCHOOL.....	GUY WHITE
BAKERSFIELD HIGH SCHOOL.....	WESLEY MOORE
CENTRAL UNION HIGH SCHOOL.....	FRANK JOHNSON
CHOWCHILLA HIGH SCHOOL.....	RALPH BREDENBERG
KINGSBURG HIGH SCHOOL.....	HERBERT STEPHENS
REEDLEY HIGH SCHOOL & J. C.....	NORMAN ZECH
SELMA HIGH SCHOOL.....	ARTHUR C. NORD
TULARE HIGH SCHOOL.....	LYLE Le RETTE
VISALIA HIGH SCHOOL.....	FRANK TWEED
WASHINGTON UNION HIGH SCHOOL.....	GEORGE NIXON

The half-time activities of the bands are under the direction of Chan Henderson of the Reedley City Schools.



THIS IS THE FRAZER MANHATTAN
—AMERICA'S NEWEST FINE CAR

AN INVITATION AND A *Challenge*

The designers, given a free hand—unhampered by old dies or tools—have created a masterpiece of functional beauty.

This car was designed from the **inside out!** Its lines reflect its purpose—to carry you swiftly, in luxury, comfort and safety.

THIS IS THE SEDAN ON THE TRACK TODAY!
IT CAN BE YOURS TOMORROW

Happy New Year to All
LESTER PARKS MOTORS

700-708 VAN NESS AVE.

FRESNO



"... the nicest thing
that ever happened
to a grape"

There could be no other name for Bravo Wines... for here, as in the most distant corner of the world, *Bravo* is the word that says: "Well done."

Bravo is rich in the meanings of friendship, enjoyment, and approval. *Bravo* comes to mind in the intensity of great expectation... and in the thrill of great accomplishment... for *Bravo* is enthusiasm, it is the wish of good fortune, the mark of praise, the salute of fine performance and the welcome toast of good cheer... known and understood across the barriers of language, and through centuries of time.

In Bravo Wine, we pledge that the product will measure up to the name we've given it... that the skill of years and the resources of the most modern winery will combine with the finest grapes of our rich valley to make Bravo Wine merit in quality, integrity and value, the label and the name it bears.

J. B. Bella

BRAVO WINES, PRODUCT OF CELLA VINEYARDS, REEDLEY, CALIFORNIA

Johnny Calls the Signals



Call the signal on
perfect smoking pleasure
CALL FOR **PHILIP MORRIS**

... because PHILIP MORRIS is the only leading cigarette scientifically proved for less irritating to the nose and throat. Remember LESS IRRITATION MEANS MORE ENJOYMENT. That's why the PHILIP MORRIS smoker really gets what other smokers only hope to get... better taste, finer flavor, perfect smoking pleasure.

TRY A PACK OF PHILIP MORRIS TODAY!

FRESNO'S WORLD-FAMOUS SUN-MAID



WELCOMES YOU

To The

RAISIN BOWL

"HAD YOUR IRON TODAY?"

SUN-MAID RAISIN GROWERS OF CALIFORNIA