

# Let's hear it for the cheerleaders!

By ELLIE GRAHAM

The name of Johnny Campbell may not be recorded in any football hall of fame, although his contribution to the color of the game has been a lasting one.

The young University of Minnesota student was not even a member of the football team. But he must have been its most vociferous and loyal fan.

History was made in 1898 when Johnny received the official designation of "yell marshal" for the university. They say his favorite yell was "Rah, rah, rah, Ski-U-Mah, Minnesota!" And for 40 years after graduation, Dr. John Campbell attended all his old school's home games. Cow bell in hand, his enthusiasm for THE GAME was unflagging.

As the nation's first "yell marshal" of record, Campbell justly deserves the title of father of today's cheerleading squads.

**THOSE EXUBERANT** and voluble young people have the stamina of the athletes on the gridiron. They, too, train long hours and attend summer camps in preparation for the season ahead. Their's is a physical sport.

They're out there for the duration, through the balmy weather of the opening game in September to the icy blasts of the last game in November.

They are responsible for pep rallies—keeping the student body enthusiastic about the team. They create the mood and attitude of the spectators and foster good sportsmanship.

Loyal rooters have helped many a sec-

ond rate team perform beyond its ability. The cheerleaders, with the cooperation of their home fans, encourage this support and add momentum to the drive.

Winning or losing, fair weather or foul, the cheerleaders' enthusiasm never lags.

There's no data on the first female to join the ranks. They have been cheering high school teams to victory for many years.

At the college level, it was a different story. The University of Michigan cheerleaders, until recently, were all male gymnasts.

**BACK IN 1860**, football received a serious setback in the United States.

Officials at both Harvard and Yale banned "the so-called sport of football played with an inflated bladder or sawdust-filled leather" because it so often ended in riot.

It was revived 12 years later when a game was played on the Boston Commons.

Historians credit football's survival and growing popularity to an entirely new behavior pattern. It started about 100 years ago and slowly caught on. A sportsman-like manner became the in thing for athletes. With cock-fighting and bear-baiting the main sports in the new republic, no one knew much about being a good loser or a good winner.

Those cheerleaders down on the sidelines aren't just a bunch of exhibitionists. Their purpose, win or lose, is inspiring sportsmanship in their team and the spectators.

Those yell marshals do add color to the game.



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