

## EXTRA THE THRESHER EXTRA

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## J. W. HEISMAN NEW COACH

NEW OWL COACH  
ONE OF AMERICA'S  
LEADING EXPERTS

Twenty-nine years as boss on the gridiron!

That is one of the many things that J. W. Heisman will bring with him to Rice.

Heisman has played football, studied football and made football teams. Many elevens have met with phenomenal success under the coaching of the veteran expert who brings to Rice a coaching prestige not enjoyed by many southern institutions.

In his years of experience the new Owl coach has learned men—southern men and northern men. He knows his crowd and is especially fond of southern university life. His desire to return to the South was one of the things that enabled William Ward Watkin to secure his services in the face of the bidding of a dozen other schools.

Heisman is a graduate of the University of Pennsylvania, where he took a degree in law in 1892.

For five years Heisman was grid coach at Auburn College (sometimes known as Alabama Polytechnic).

Clemson College claimed his services for four years. He made a brilliant record at the South Carolina school.

The greatest part of his coaching career was spent in Georgia Tech, where he held the position of football coach for sixteen years. It was at Georgia Tech that he turned out some of the best grid machines the South has ever known. It is claimed that he made football what it is at the Georgia school, and Tech is high in the scale of athletics today.

After leaving Tech, Heisman returned to the school that he had represented on the gridiron as a player in his younger days. For three years he coached the great grid game at the University of Pennsylvania and was largely responsible for a good bit of the success of that institution in the football world.

Heisman left Penn after three years and returned to the South, going to Washington and Jefferson, where he coached last season.

And then along came William Ward Watkin in search of a real coach for Rice, and by scheming and real fact he was successful in getting for the Institute one of the best football experts in America today.

*Famous Grid Mentor  
To Succeed Arbuckle  
As Rice Athletic Head*

John W. Heisman, veteran athletic director and internationally-known football coach, has been selected by the Committee on Outdoor Sports to succeed Philip H. Arbuckle as director of athletics and head coach of football at Rice.

Although arrangements have been completed for some time, the official announcement had been delayed pending word from Heisman that he had secured his release from Washington and Jefferson, where he was employed as football coach last season following three highly successful years at the University of Pennsylvania.

William Ward Watkin received a wire from the veteran coach Tuesday morning announcing his release. He immediately sent the following letter to the Thresher:

To the Editor of The Thresher.

My Dear Mr. Glenn:

On behalf of the Committee on Outdoor Sports, I desire to inform you that all final arrangements have been completed pertaining to the selection and appointment of a new director of athletics for Rice Institute.

Mr. John W. Heisman has been elected director of athletics and head coach of football.

The committee has sought a man of thorough knowledge and experience and feels its success in securing Mr. Heisman will year by year produce renewed enthusiasm.

Mr. Heisman is president of the Football Coaches Association of America and was formerly head coach at the University of Pennsylvania, Washington and Jefferson College and Georgia Tech at Atlanta. For over twenty years he coached championship southern teams.

Mr. Heisman will call his football men to spring practice immediately with the opening of the third term.

Mr. Heisman is now engaged in deciding with the committee the position of assistants, and an announcement on this subject will be available in a short time.

With sincere hopes that every Rice athlete will be eligible scholastically to start work with the new coach at the beginning of the third term, I am,

Very truly yours,

(Signed) William Ward Watkin.

February 19, 1924.

HEISMAN IS A  
FIRM BELIEVER  
IN SCHOOL SPIRIT

John W. Heisman is a believer in school spirit.

The veteran coach who is to take charge of Rice athletics and place football at the Institute on a higher plane than it ever was before believes firmly that the student body can make or break a team, and he does not consider the Owl student body as an exception.

Heisman is not only a theorist on enthusiasm but is always the biggest enthusiast around any school at which he is coach. He is noted for his ability to pep up a crowd and is always much in demand during the football season—not only by his own school but by other colleges and high schools in the district in which he is located.

In the East he is considered one of the best football orators that has ever been known. Various universities have sent for him repeatedly to arouse the students to life just before an athletic contest.

He is full of life and has a magnetic personality that always bears a decided effect on his football charges.

Heisman is a man who knows men. He can make a man fight or he can make a yellow player feel swallowed up in his uniform.

His personality combined with his knowledge of football is one of the things that marks him as a good coach.

Heisman knows football in all its details. In addition to teaching it on the gridiron for a great number of years he has written several books on the great gridiron sport. One of these, "The Practice of Football," published in 1922, is widely read and is considered one of the best of its kind in America today.

Real gridiron training will arrive with the new Owl coach next term. He is not a man to fool around, and those stiff-jointed huskies who expect to be candidates next fall can just start limbering up for some real spring training.

Heisman is one of the outstanding football authorities in America today. He ranks with Rockne, Stagg, Percy, Haughton, Glen Warner and Dobie—BUT does that mean that we are to expect too much of him?

Do we realize that the success of next year's athletics depends a great deal upon US—the students?

A lot of blowing is not going to help matters any. Men are needed—men who will work, men who are not yellow, men OFF-PROBATION, real honest-to-God he-men with a love for Rice and a willingness to do something once in a while besides sleep, study occasionally, and eat in the mess hall. Heisman needs men—Will Heisman get them?

Heisman takes over a hard job—a job that will call for tact and patience as well as a profound knowledge of football.

There are only a scant four hundred men in the school eligible for football. About thirty of these have been coming out every year. Will the same scant thirty come out next year, or will the men students of Rice Institute wake up to the fact that the best coach in the world couldn't produce a winning team without material?

Heisman's first words to Rice students received by telegram Tuesday morning: "Greetings to Rice and student body. Everybody roll up sleeves and let's go."

J. W. Heisman