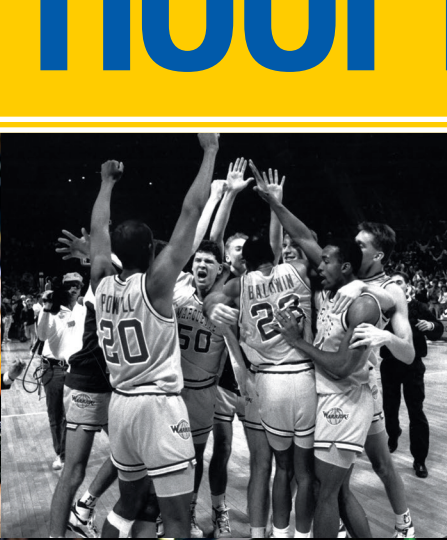




100 YEARS

CELEBRATING MARQUETTE'S BASKETBALL TRADITION

OF HOOPLA





Golden Eagles defeat No. 1 Villanova 74–72 on Jan. 24, 2017, in program’s first regular-season win over the nation’s top-ranked team, and fans flood Al McGuire Court at BMO Harris Bradley Center.

MARQUETTE’S FIRST BASKETBALL SEASON BEGAN AS AN EXPERIMENT.

Could the university afford it? Would students follow it? The time felt right to find out, and when Marquette’s varsity team stood victorious after its final matchup, played against Beloit College, there was no lingering doubt. *“The players that ducked under the showers after that last game on March 10 knew they had been witnesses at the baptism of a new university activity. They knew that their bruised shins and scratched faces were a part of the ingredients that will go toward making a greater and a better Marquette.”**

If only the players had also known what an explosive tradition they helped set in motion that day.

For the past 100 years nothing — nothing — has united and excited Marquette basketball fans more than watching the Hilltoppers, Warriors and Golden Eagles play the game that James Naismith invented, the game that inspires students, alumni, kids and families to paint their faces, dye their hair, wear blue and gold, and scream at the tops of their lungs, “We Are Marquette.”

*Source: Hilltop yearbook, 1917

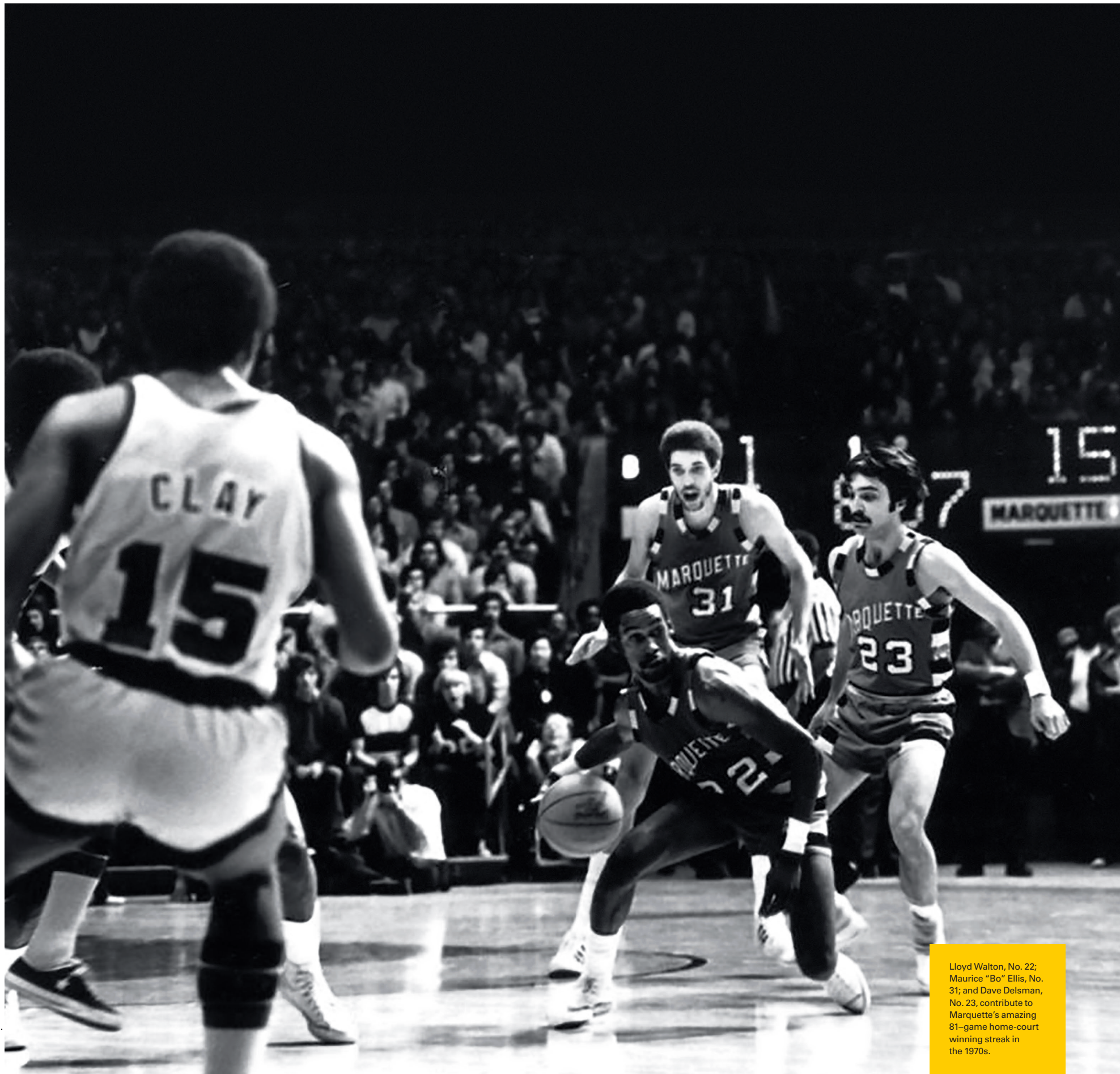


AN ESSAY BY CHARLES PIERCE, JOUR '75

LET ME TELL YOU ABOUT A GOOD NIGHT. THE NIGHT OF JAN. 19, 1974, WAS A GOOD NIGHT.

It wasn't a perfect night because it wasn't snowing and the perfect nights were when it was snowing, the flakes dancing madly in front of the yellow lights on the sides of the buildings and in the beams of the streetlights at the corner of Wells and 16th streets, and you would walk through the swirling, snow-laced night downtown to the Arena.

It wasn't snowing on the night of Jan. 19, 1974. But it was winter and it was cold and there was basketball to watch on television before it was time to walk to the Arena and watch the Warriors send Fordham back to the Bronx with a very clean clock for its trouble. UCLA and Notre Dame were on the television. Bingo Berta and Buck Brunkhorst were behind the basketball-shaped taps, and The Gym was jammed to the gunwales with pre-game conviviality. A Notre Dame kid named Dwight Clay had just drained a jump shot from the right corner and UCLA was behind with 31 seconds left in the game. Almost a year earlier, Clay had beaten Marquette, 71–69, with almost exactly the same shot, breaking the team's 81–game home winning streak. Everybody in The Gym nodded to each other, simultaneously cursing the memory and wondering if we were seeing history happening on the flickering screen. Someone in our group went to the bar to buy another round.



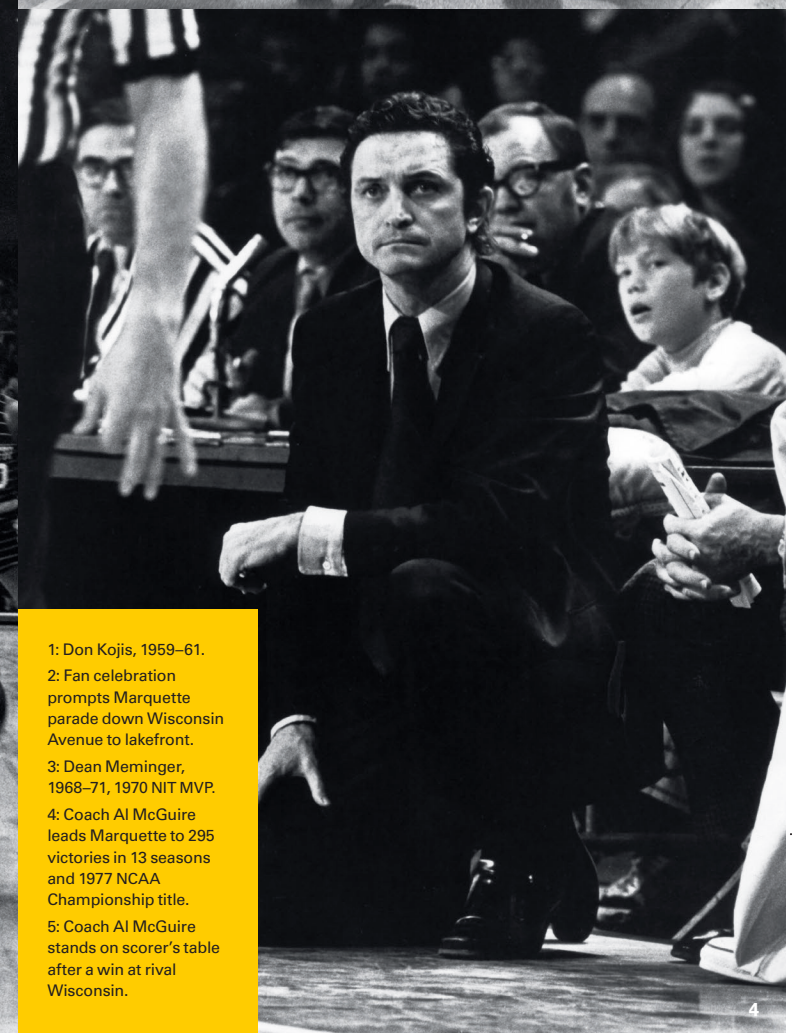
Lloyd Walton, No. 22; Maurice "Bo" Ellis, No. 31; and Dave Delsman, No. 23, contribute to Marquette's amazing 81–game home-court winning streak in the 1970s.

UCLA had not lost a game in three years, 88 games and seven NCAA championships in a row. It had been winning for so long that it was hard to remember a time when it wasn't winning. The crowd around the television tightened. Finally, with only a thin slice of the clock remaining, UCLA inbounded the ball. On the TV, play-by-play broadcaster Dick Enberg went minimal, running down the Bruins who had shots at keeping their record alive — "Walton! Trgovich! Meyers!" The ball stayed out. The clock ran out. The bar exploded.

Something fundamental in the world of college basketball, something tectonic in the sport, shifted. There was even a brief spasm of happiness for Notre Dame, but that passed quickly as do most forms of temporary insanity. Then it was time to walk downtown to the game.

The anticipation began to build right around the museum, the huge courthouse looming dark and signifying beyond it. The crowd began to build at MacArthur Square, the conversation a tangle of memory and anticipation, backward and forward, past and future — remembering the Fordham game back in 1971, when the Rams nearly derailed an undefeated Marquette team behind a young coach named Digger Phelps, whose Notre Dame team had broken college basketball's greatest winning streak not a half-hour earlier, and wondering if Fordham's Darryl Brown was good enough to make a game of it that night. (Spoiler: He wasn't.) The winding stairway down to Kilbourn Street was jammed, cold clouds of breath rising through the chill air. The crowd spilled out onto the broad sidewalks past the old Auditorium and toward the Arena, that strange artifact of a place that looked like nothing more than the world's oldest rolltop desk.

Looking back on that night now, everything seems connected by strange strands of affection and happenstance. Eventually, Dick Enberg became Marquette Coach Al McGuire's broadcast partner and, eventually, the author of a one-man play about McGuire. Eventually, in March, in the NCAA Mideast regional in Alabama, that Notre Dame team would be upset by the University of Michigan. In the same double-header, Marquette would edge Vanderbilt. In fact, Michigan was such an underdog that it hadn't even brought its band, so some members of the Marquette band played *Hail, To The Victors*, Michigan's anthemic fight song, just to stick it to the Notre Dame faithful. (I told you that spasm of happiness



1: Don Kojis, 1959–61.
2: Fan celebration prompts Marquette parade down Wisconsin Avenue to lakefront.
3: Dean Meminger, 1968–71, 1970 NIT MVP.
4: Coach Al McGuire leads Marquette to 295 victories in 13 seasons and 1977 NCAA Championship title.
5: Coach Al McGuire stands on scorer's table after a win at rival Wisconsin.



AL MCGUIRE

"... coaching college is not pizza parties and getting the team together down at the A&W stand. People can't understand my players screaming back at me, but it's healthy. Also, I notice that the screaming always comes when we're 15, 20 ahead. When it's tied, then they're all listening very carefully to what I have to say."

EXCERPT *SPORTS ILLUSTRATED*, "WELCOME TO HIS WORLD" BY FRANK DEFORD, NOV. 29, 1976

concerning the Irish had been brief.) Two days later, Marquette beat Michigan to reach the Final Four for the first time. That brought the whole show to Greensboro, N.C., and the less said about how that Coke machine ended up in that swimming pool the better. The Warriors beat Kansas, and then we all got to watch UCLA lose in the NCAA tournament for the first time in seven years, which seemed like forever back then. Marquette lost the championship to North Carolina State. Everything about college basketball had changed, but certain things remained constant and the most important of those was how it could build a community within the community of a university, how it could create an energy that helped sustain within that institution an identity that the energy itself had helped to create.

Enberg's play. Notre Dame's loss to Michigan. UCLA's demise. That first Final Four. All of that seems tied together now, but it was still in the future on the night of Jan. 19, 1974, when there was a game against Fordham at the Arena. The crowd filtered in through the several doors, like cattle going through the chutes. When the doors swung open, you could hear the band begin to play. You hear the drum first, loud and steady, and, then the chant, brazen and bold, over the bustle of the raucous crowd.

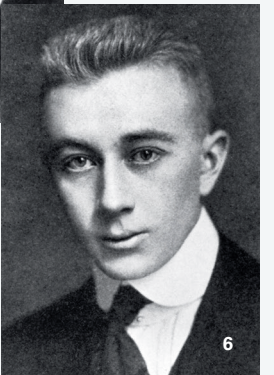
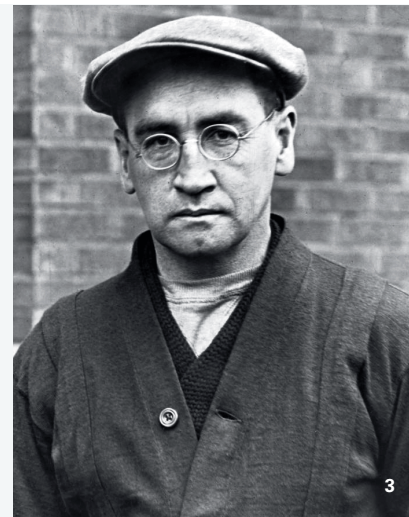
"We Are ... Marquette. We Are ... Marquette."

That was a good night, even without the snow.



1920S

Frank J. Murray is the third varsity basketball coach, following coaches Ralph Risch and Jack Ryan. He leads the team from 1920–29, years during which Marquette begins playing a 22–game schedule, faces rivals Notre Dame, Michigan State and Butler, and, in 1927, plays "before the largest crowd that has ever packed the gym to see a Marquette basketball game."



- 1: Marquette's first varsity team, 1916–17.
- 2: Marquette team, 1919–20.
- 3: Coach Frank Murray, 1920–29.
- 4: Dr. Calvert Cain, Dent '19.
- 5: Coach Jack Ryan, 1917–20.
- 6: Coach Ralph Risch, Marquette's first season, 1916–17.

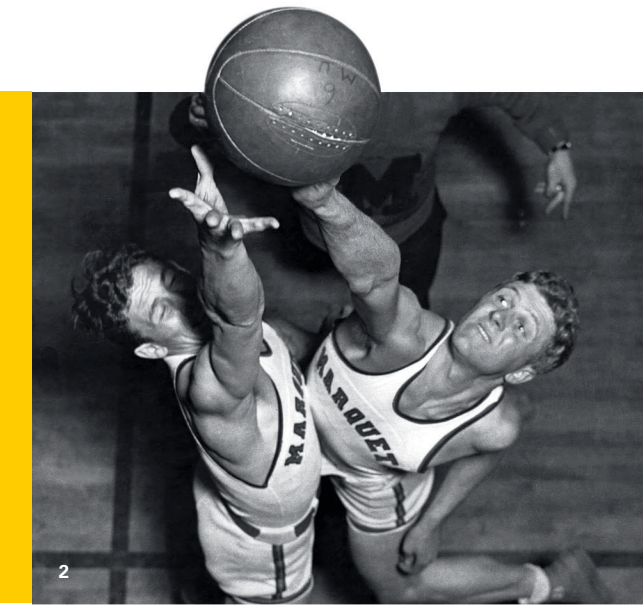
“The second consists of a Combat carried on to the sound of a kind of drum, which succeeds the songs, or even unites with them, harmonizing very well together. The Dancer makes a sign to some warrior to come to take the arms which lie upon the mat, and invites him to fight to the sound of the drums.”



— The Journal of Père Jacques Marquette, 1673

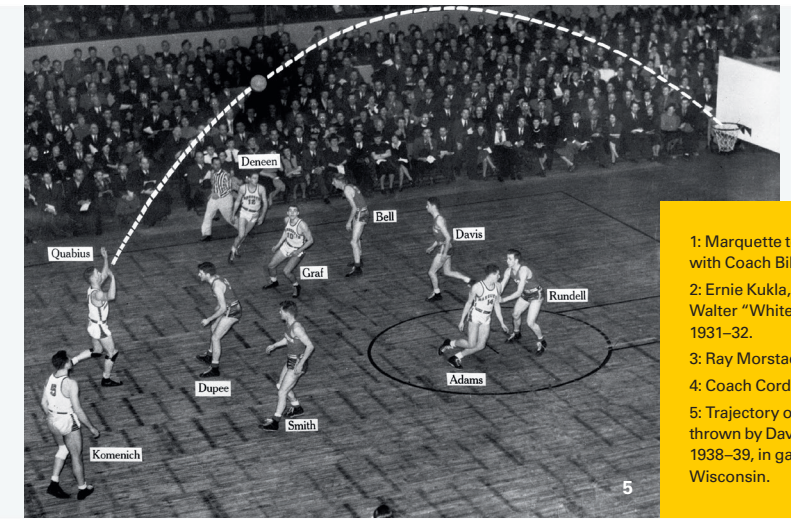
All right, so it started in 1917, when Wisconsin’s Bob LaFollette was raising all kinds of holy hell in the U.S. Senate, trying to keep the country from sliding into World War I, and a Socialist named Daniel Webster Hoan was in the second of his 24 years as mayor of Milwaukee. (Back then “socialism” meant you had a public bus system, which Hoan created to keep the city’s unruly herds of privately operated streetcars from killing pedestrians.) It was a turbulent time. Milwaukee was a turbulent place. It was a good time and a good place for a wildly successful, wildly eccentric basketball tradition to be born. And they waxed Whitewater Normal good and proper for the first win, too.

(And, just for the sake of historical continuity, take a look at any pictorial representation of Père Marquette that you can find. Is there a single one of them in which he



1930s

Cord Lipe coaches for one year before Marquette welcomes Coach William “Smiling Bill” Chandler, whose tenure spans nearly three decades, 1930–57. Walter “Whitey” Budrunas is individual scoring leader in 1931, with 160 total points. Sophomore Ray Morstadt adds a hook shot to the team’s playbook in 1933. It’s called more difficult and accurate than that of Budrunas, and he makes “it accurately with either hand.” The Marquette sport is no longer a startup when 60,000 fans turn out for home games during the 1933–34 season.

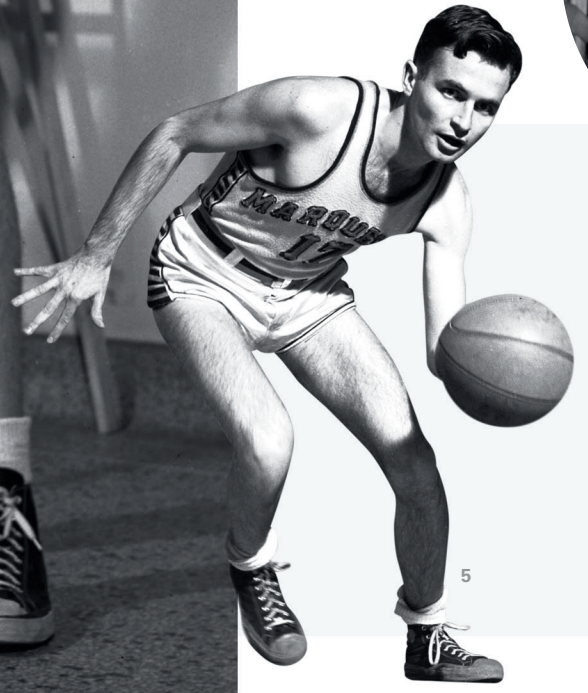
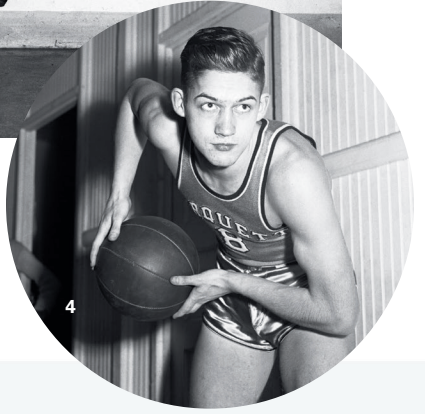
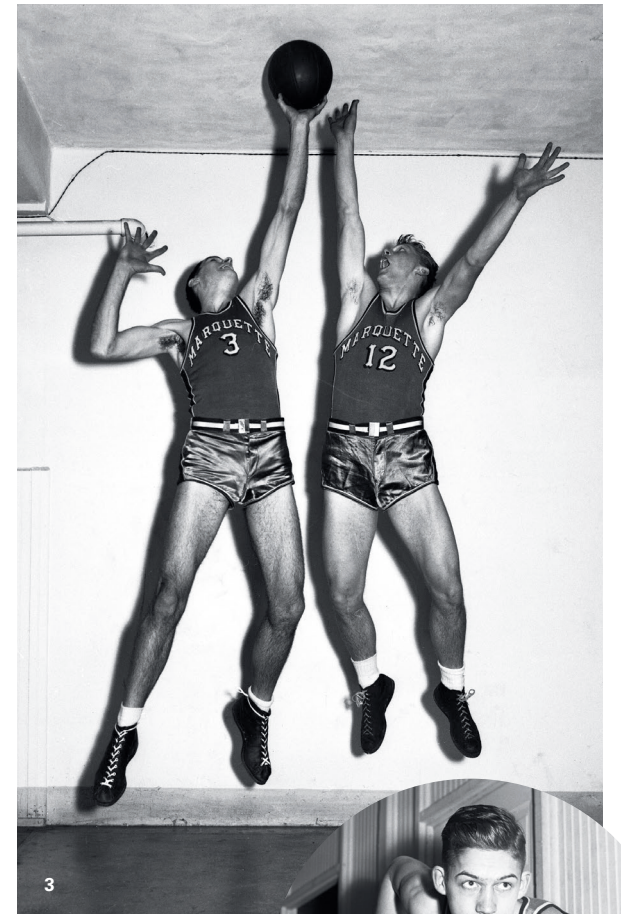
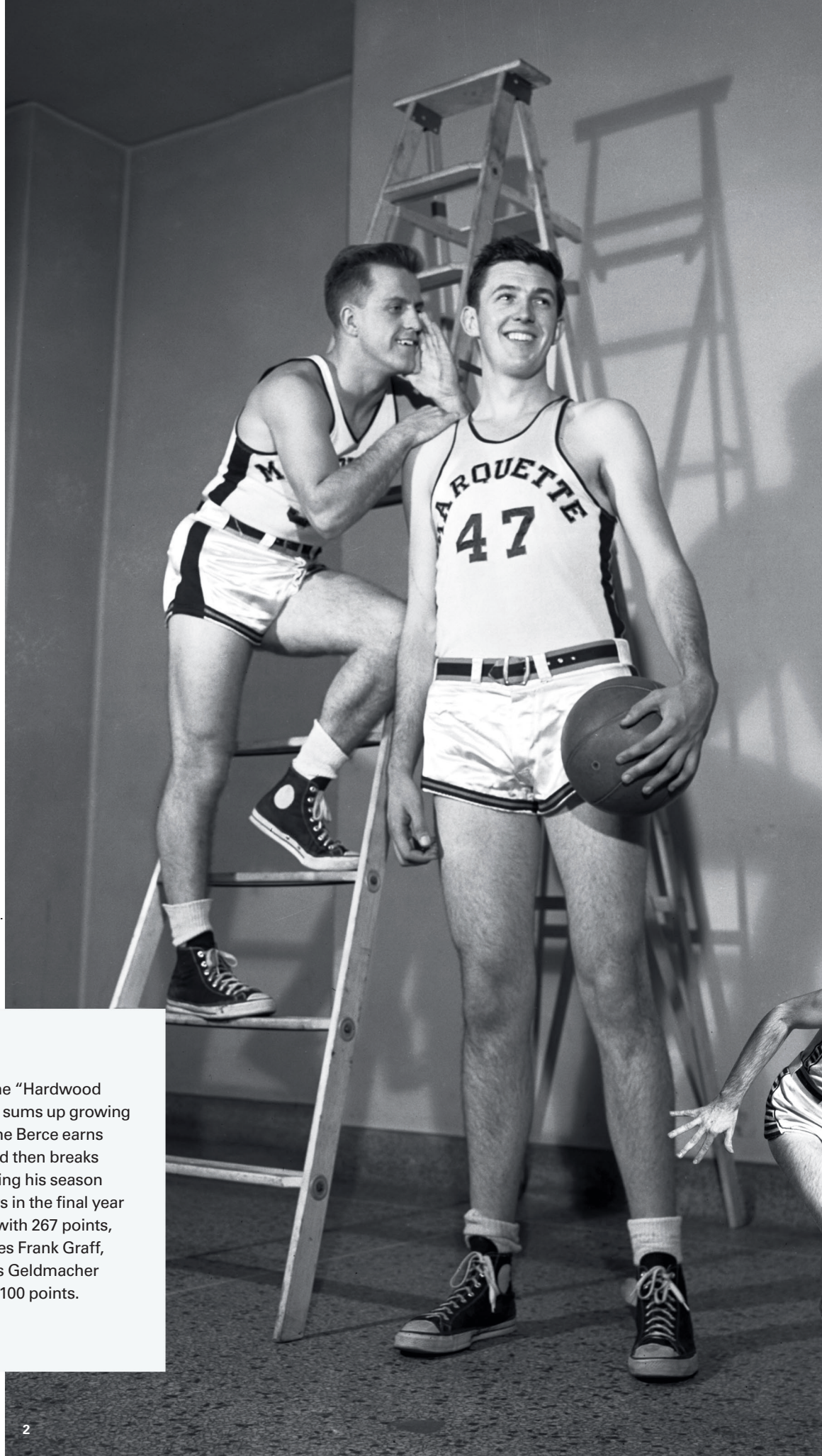


1: Marquette team 1938–39 with Coach Bill Chandler.
2: Ernie Kukla, 1933–35, and Walter “Whitey” Budrunas, 1931–32.
3: Ray Morstadt, 1934–36.
4: Coach Cord Lipe, 1929–30.
5: Trajectory of basketball thrown by Dave Quabius, 1938–39, in game vs. Wisconsin.

has his shirttail tucked in? *Quod erat demonstrandum*, as we used to say at closing time in the Avalanche.)

The numbers are truly startling—1,588 wins, a .618 all-time winning percentage, and 48 post-season appearances, including 32 trips to the NCAA tournament, and that doesn't include one memorable episode in which the Warriors were invited and turned down the bid, the last time the NCAA allowed any team to do that. They went to New York and won the NIT, eating Pete Maravich alive in the process, and Jack Burke said he'd play pro ball "for a hamburger and cab fare" if they let him guard Maravich every night. And Gary Brell took down the nets in Madison Square Garden. With a switchblade. Yeah, it was a show.

Not only that but during the 1970s the only program with a better winning percentage than this snowblind little academic village along the Avenue was UCLA. Before then, there were the great teams coached by Eddie Hickey, with the talents of people like Don Kojis and, yes, Dick Nixon, who was the star in 1962, when the other Dick Nixon was telling people we would not have him to kick around any more. And while Hickey was undoubtedly a good coach—his teams won 92 games and made the tournament twice—his major contribution to the program going forward was bringing to Milwaukee one of



1: Team huddle, 1946.
2: Robert Jaskulski, 1947–50, and Frank McCabe, 1946–49, No. 47, Marquette's first Olympian and member of 1952 gold medal-winning team.
3: Bill Downey, No. 3, 1943–44, with Jerome Schudrowitz, 1941–43.
4: Bill Chandler, Jr., 1942–45.
5: Robert Doucette, 1942–43.



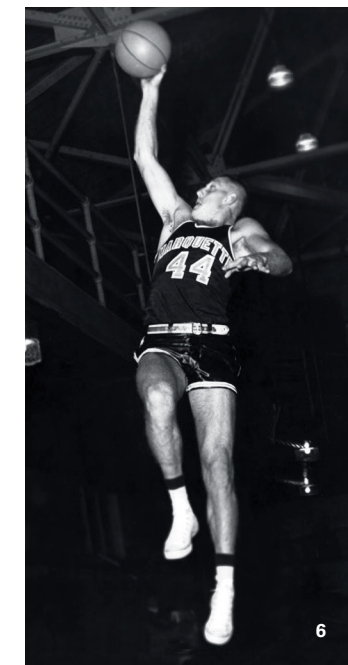
1940s

The 1946 *Hilltop* yearbook headline "Hardwood heroes fill the season with action" sums up growing regard for hoops. High scorer Gene Berce earns 339 points in 23 games in 1947 and then breaks his own record in 1948 by increasing his season total to 390 points. Scoring leaders in the final year of this decade are Frank McCabe with 267 points, Dick Peterson with 168. Teammates Frank Graff, Sam Saucedo, Mel Peterson, Russ Geldmacher and Joe Faupl each score at least 100 points.

his former players, Hank Raymonds, as an assistant coach. The history of Marquette basketball without Hank Raymonds would be as incomplete as the history of Père Marquette's travels without Louis Joliet.

Those numbers also include what came after the 1970s, too. In the ensuing 40 years since it won the national championship, the program struggled, then it didn't, then it did again, and finally it found a kind of permanent footing. There were great players to watch: Tony Smith, Doc Rivers, Dwyane Wade, and the remarkable trio who, just this past summer, got paid all over the NBA — Jimmy Butler in Chicago, Jae Crowder in Boston and Wes Matthews in Dallas. The NBA still looks here for players.

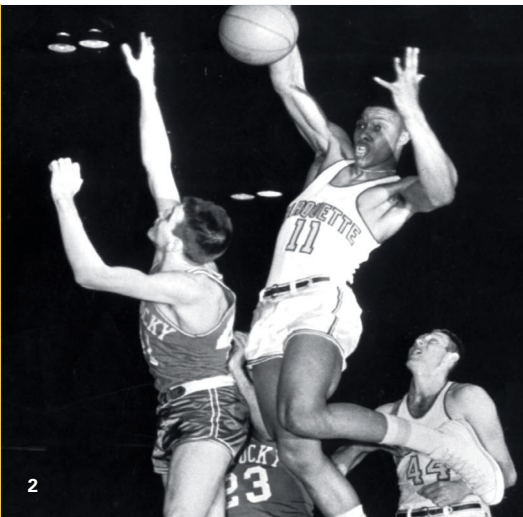
And there were the guys who kept things afloat when things were tough — people like Damon Key and Brian Wardle and Jim Mcilvaine and Tony Miller. There was a point at the end of the 1980s when the whole thing could have gone to sticks and splinters. Those were the players who brought things back from the brink, along with a succession of successful coaches, including Kevin O'Neill and Mike Deane and, finally, Tom Crean and Buzz Williams. The crumbling foundation got shored up by these people so that when Steve Wojciechowski showed up two years ago, there was something solid on which he could build.



DON KOJIS NO. 44

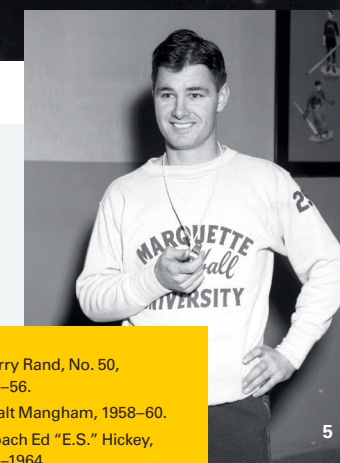
"When I was a freshman, we had a real nice team. In fact, when they had the annual freshmen vs. varsity game, we were beating the varsity, and they took the freshman starters off. It wouldn't look good for the season and season-ticket holders if your freshmen are beating the varsity, and they're trying to get people to come out and watch the varsity."

LETTER WINNER 1959, '60, '61
CONVERSE YEARBOOK, FIRST
TEAM, 1960-61

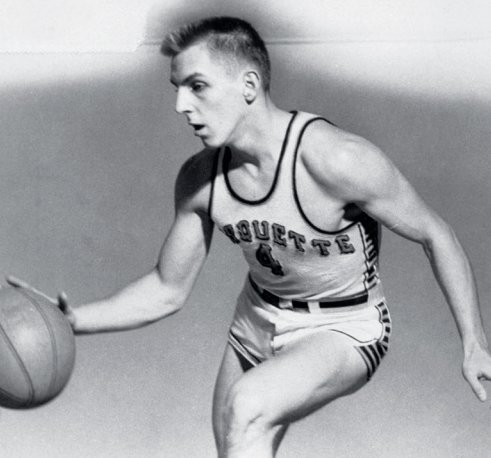


1950s

Coaches Fred "Tex" Winter, Joel "Jack" Nagle and Ed "E.S." Hickey lead Marquette. Brothers Russ and Grant Wittberger are scoring leaders. Russ scores 465 points in the 1952-53 season, besting Gene Berce's record. In 1955-56, Terry Rand sets several scoring records. In 1958-59, Marquette plays a 22-4 season, and nearly 100,000 fans attend home games to watch Walt Mangham's "cat-like jumping feats" and Don Kojis, who the *Hilltop* notes is "generally acclaimed as one of the finest high school players ever developed in Milwaukee."



- 1: Terry Rand, No. 50, 1954-56.
- 2: Walt Mangham, 1958-60.
- 3: Coach Ed "E.S." Hickey, 1958-1964.
- 4: Coach Jack Nagle, 1953-58, including first NIT and NCAA appearances.
- 5: Coach Tex Winter, 1951-53, member of collegiate and professional basketball halls of fame.
- 6: Don Kojis, 1959-61.



GENE BERCE



JIMMY BUTLER



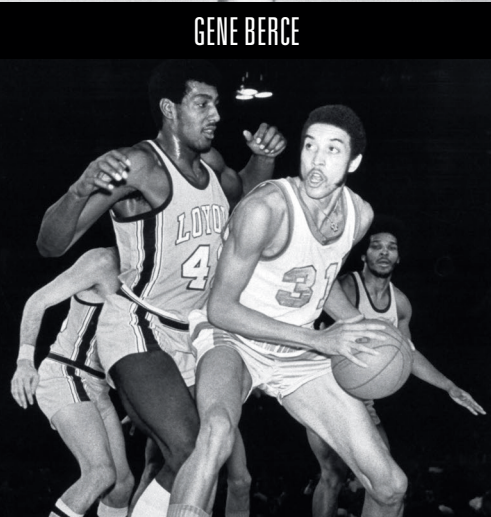
JAE CROWDER



TRAVIS DIENER



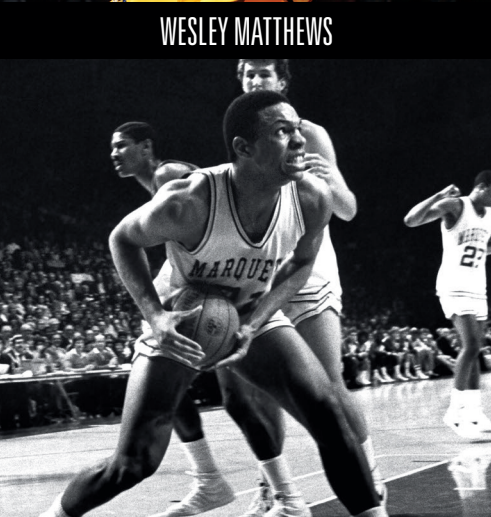
HENRY ELLENSON



MAURICE "BO" ELLIS



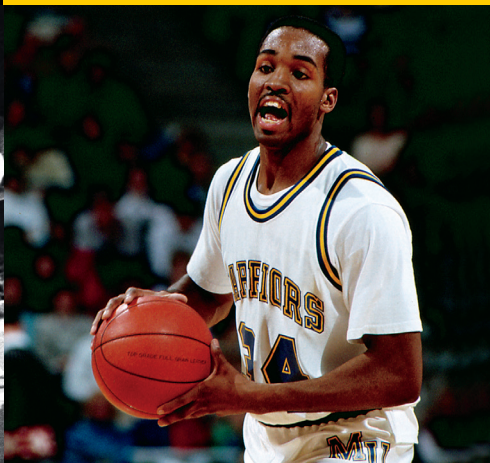
WESLEY MATTHEWS



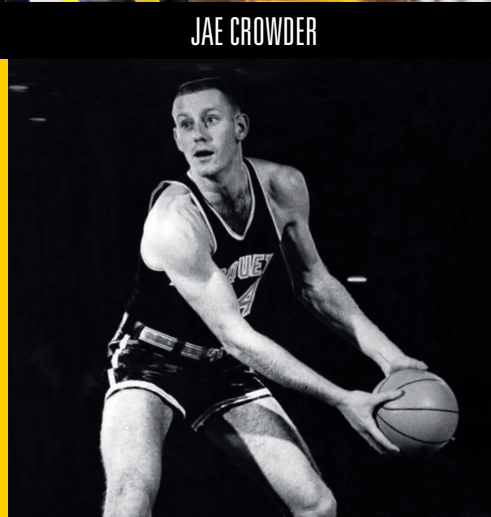
GLENN "DOC" RIVERS

MARQUETTE'S CURRENT ROSTER OF NBA PLAYERS IS ON PAR WITH ANY COLLEGE PROGRAM IN THE COUNTRY.

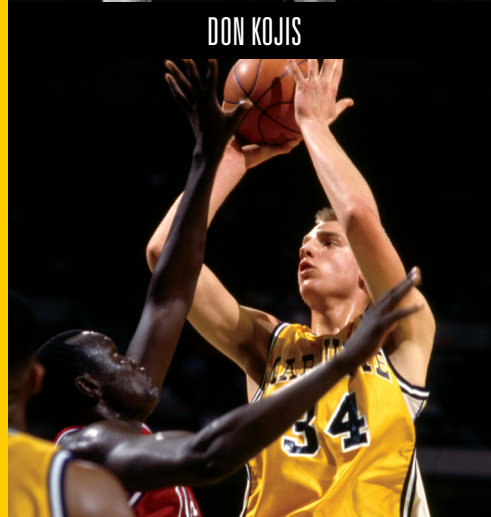
IT'S JUST THE LATEST CHAPTER IN A LONG HISTORY OF PRODUCING PRO TALENT.



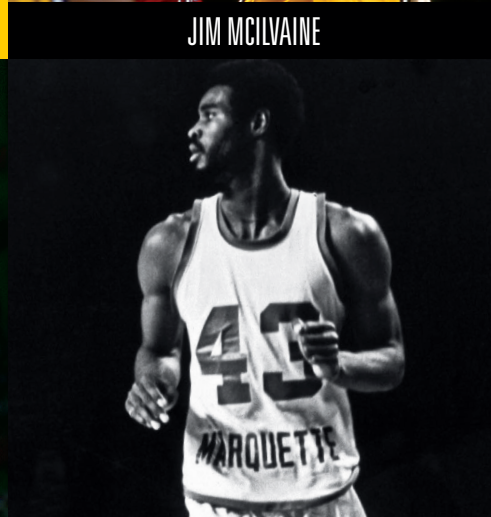
TONY SMITH



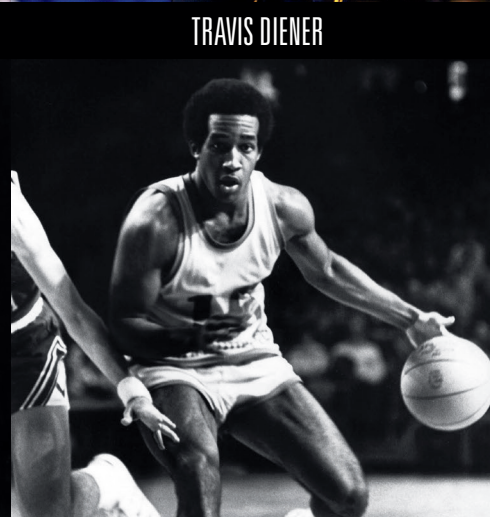
DON KOJIS



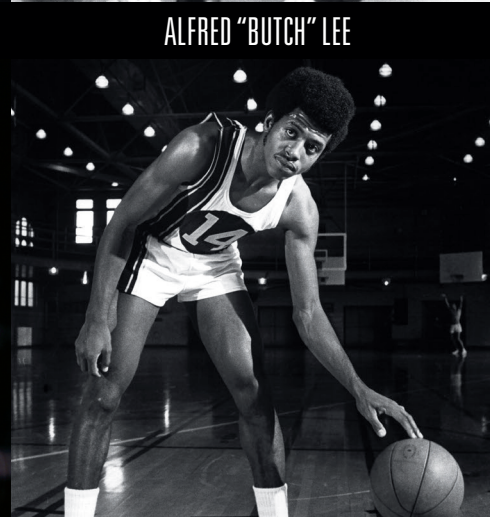
JIM MCILVAINE



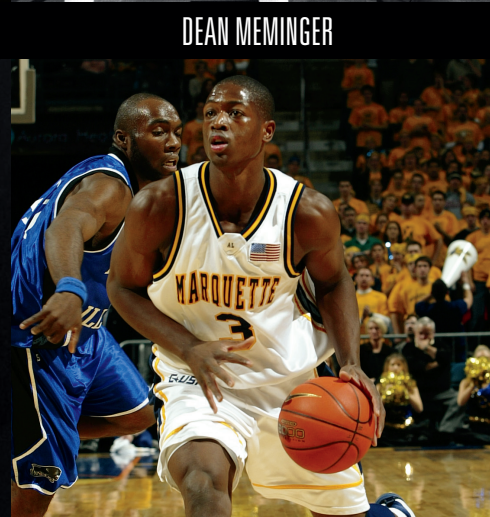
EARL TATUM



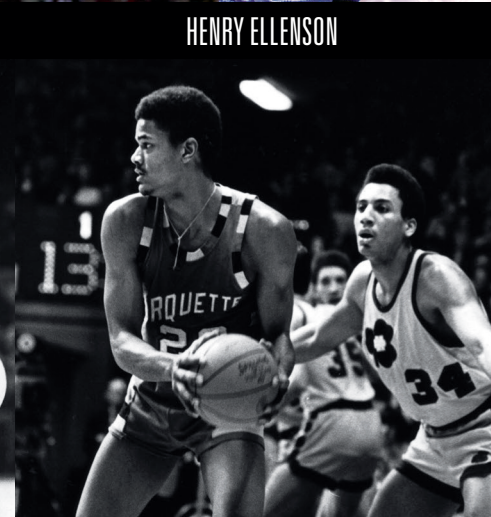
ALFRED "BUTCH" LEE



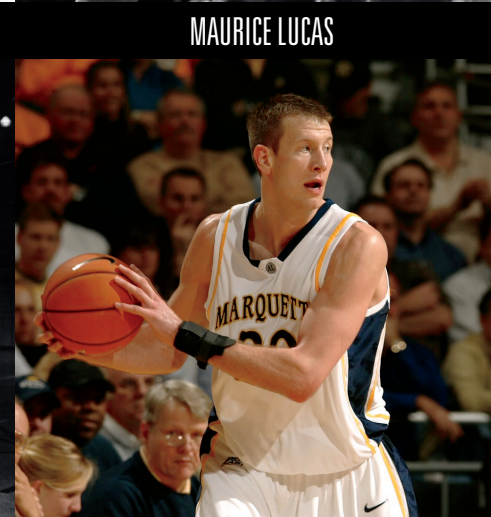
DEAN MEMINGER



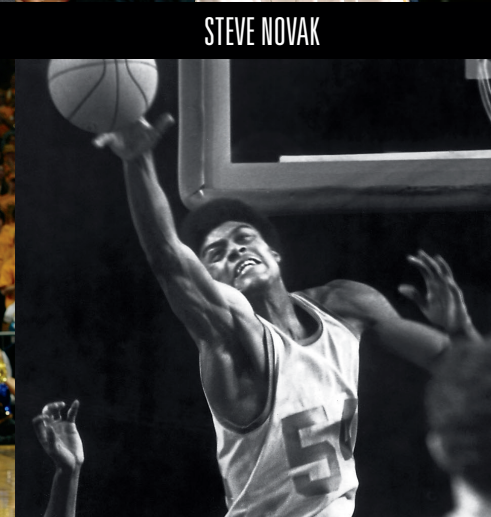
DWYANE WADE



MAURICE LUCAS



STEVE NOVAK



JEROME WHITEHEAD

UCLA and North Carolina fans argue incessantly over which school could field the better alumni team. Duke and Kentucky supporters want in on the discussion, as well. Marquette can't hang in that debate, although a lineup consisting of Doc Rivers at point, Dwyane Wade at shooting guard, Jimmy Butler at small forward, Maurice Lucas at power forward and Jim Chones in the middle probably makes the NBA playoffs. Add Jae Crowder, Wesley Matthews, Don Kojis and Dean Meminger to the rotation and fill out the bench with Steve Novak, Tony Smith and Jerome Whitehead and you might win a series. And with Butch Lee, Earl Tatum and Bo Ellis on the injured list, you wonder how much stronger you'd be — and how good each of them might have been — if their knees hadn't betrayed them.

Wade, Hall of Fame-bound with three championships, an Olympic gold medal and 12 All-Star selections on his resume, is the most-decorated player of the 36 from Marquette to don NBA uniforms since the league's inception in 1946. Lucas, a four-time All-Star and owner of a ring from the 1977 champion Portland Trail Blazers, is the likely runner-up, though Butler, with three All-Star appearances and an Olympic gold medal, brings world-class talent to the Chicago Bulls.

Those who watched Lee's star turn as college player of the year in 1978 envisioned NBA greatness, but a ruined knee limited him to 96 games during two seasons. He did win a ring as a member of the 1980 Lakers, with Chones as a teammate. Meminger (1973 Knicks) also owns NBA jewelry, while Rivers wears a ring for coaching the Boston Celtics to the NBA title in 2009.

Don Kojis, a Milwaukee native, was a two-time All-Star and averaged 12.2 points and 5.6 rebounds in 12 NBA seasons with six teams as the league was emerging from the dance halls and armories of its primitive beginnings. The 6-foot-5 leaper was built to last. He remains Marquette's career rebounding leader (1,522 total, 15.1 per game) 56 years after he last hit the boards.

— DAN MCGRATH, JOUR '72

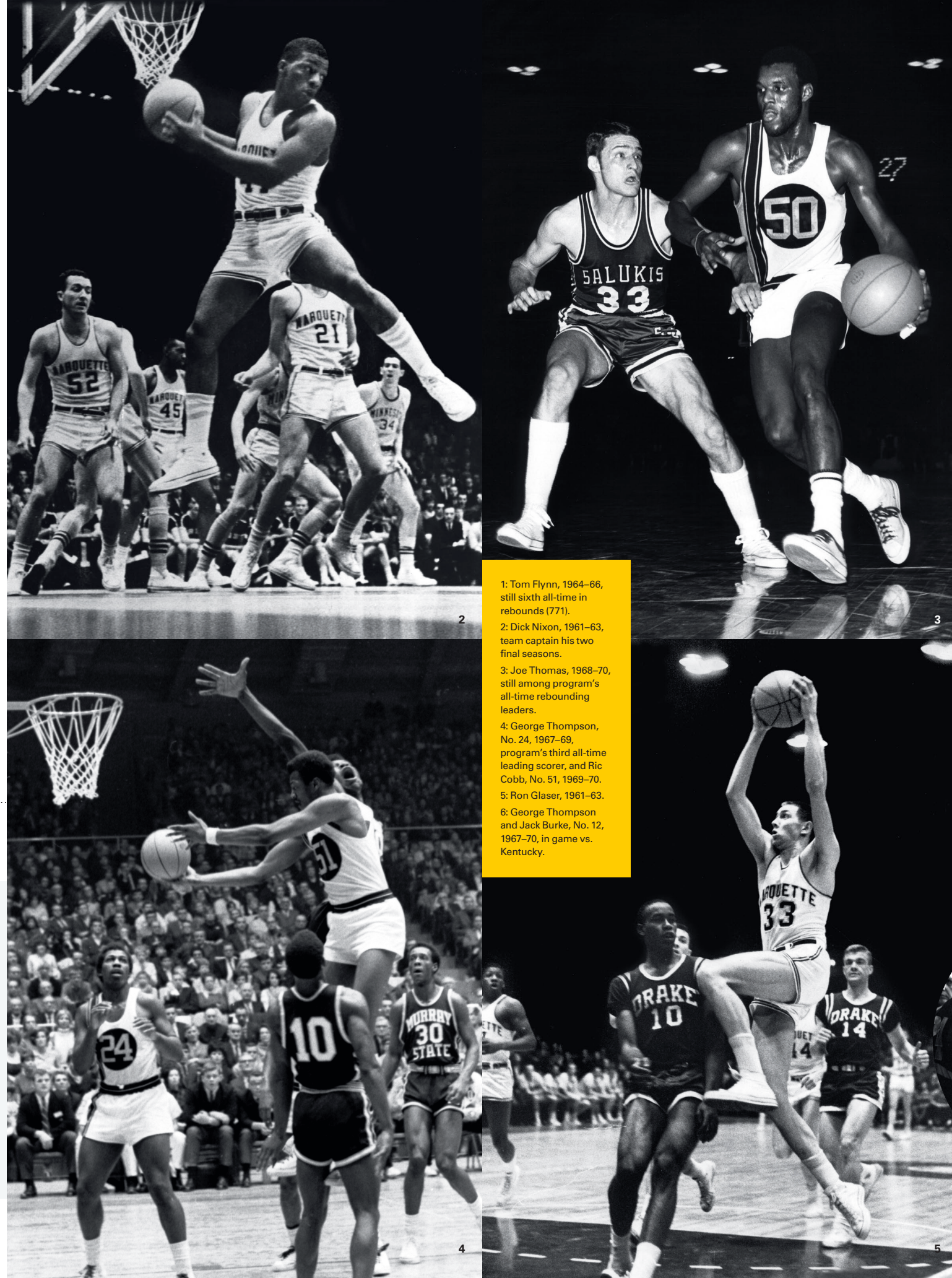
And there were tremendous moments. To someone of my era, the two NCAA wins over Kentucky—in the second round in 1994 and Wade’s career-defining masterpiece in the 2003 Midwest regional final—probably meant the most because of what Marquette and Kentucky meant back in the late 1960s and all through the 1970s, and a lot of what that rivalry meant had nothing to do with basketball, because that’s the way things were between the two schools. (A remarkable bit of trivia can be found in the fact that Marquette and Kentucky have played each other in the NCAA tournament more often than any two other schools.) And all of that was summed up in a photograph from 1969 that used to hang on the ceiling of The Gym bar. A game has just ended and a Marquette player is jumping for joy. (I think it’s George Thompson but memory fades.) Hank Raymonds is airborne in the background, a fist pumped high. And in the foreground there’s a guy with a ferocious look on his face. He is not wearing his sportcoat because he has thrown it in the general direction of the Kentucky bench, because that was the way things were back then. There is joy and fierceness in his expression and, in retrospect, it is the wellspring of the great and utterly unique river of human soul that has run through the program here ever since.

And it should not be necessary to point out, his hair is perfect.



1960s

Coach Hickey’s squad goes 20–9 for the season in 1962–63 and comes in third at the NIT. In 1964, Coach Al McGuire takes over. The team comes in second at the 1967 NIT and third at the 1968 NCAA Midwest regional tournament. The *Hilltop* notes: “Junior forward George Thompson is rapidly becoming the greatest player in Marquette history.” Attendance records are broken at the Milwaukee Arena for a third straight year in 1968, ultimately drawing 157,817 fans to 15 home games.



1: Tom Flynn, 1964–66, still sixth all-time in rebounds (771).
 2: Dick Nixon, 1961–63, team captain his two final seasons.
 3: Joe Thomas, 1968–70, still among program’s all-time rebounding leaders.
 4: George Thompson, No. 24, 1967–69, program’s third all-time leading scorer, and Ric Cobb, No. 51, 1969–70.
 5: Ron Glaser, 1961–63.
 6: George Thompson and Jack Burke, No. 12, 1967–70, in game vs. Kentucky.

JOE THOMAS NO. 50

“Don’t ever forget that in ‘student-athlete,’ the ‘student’ comes first. Don’t ever mix your priorities up as to which is more important, because 99 percent of the people who play college sports aren’t going to make it on to the next level. You’re going to need that marketability, as they taught us in business school. That is going to point you in the right direction of having a successful career.”

LETTER WINNER 1968, ‘69, ‘70



Fare thee well, gone away / There's nothing left to say / Farewell to New York City boys, to Boston and PA / He took them out with a well-aimed clout / And we often heard him say / I'm a free-born man of the USA.

— *The Body of An American* by Shane McGowan

Let us begin, then, with the litany of the saints: Trickster, Goose, Sugar and Brute Force; Bo, Butch, Luke and the Black Swan; Jerome, Hughie, Lloyd, Marcus and The Dream; Rosey, Allie, Hughie, Bernard and The Evil Doctor Blackheart. And all say, "Amen."

There is so much to the years between 1964 and 1977, when Al McGuire coached at Marquette and changed the character of the university itself that you write about it at your own peril because there always will be something you leave out. It's easy to summon up the great moments — the 1970 NIT Champions; the 1974 Final Four, when the entire universe of what McGuire had wrought at Marquette descended on Greensboro, N.C., like Visigoths dropping by the Forum in Rome; and, finally, the run to the championship in 1977, when McGuire went out the way he came in. In the tournament, he got in a locker room brawl with Bernard Toone and, after a close-run win over Kansas State, he



1: Butch Lee, 1978–81, leads Marquette to 1977 NCAA Championship, wins Naismith and Rupp awards for top player in 1977–78.
2: Al "Allie" McGuire, 1971–73; George Frazier, No. 50, 1971–73; and Larry McNeill, 1972–73, huddle in 1972.
3: 1977 NCAA Champion team.
4: Dean Meminger, 1969–71, 1970 NIT MVP.
5: Pre-game introductions, Milwaukee Arena.
6: Jerome Whitehead, 1976–78.

1



1970s

Coached by Al McGuire, Marquette basketball rides an escalator, with early stops at the NCAA Midwest regionals in 1972 and 1973, and players whose names become exalted in program history. Enormous firsts mark 1977: tents pitched by students waiting for tickets to the NCAA tournament to go on sale; an NCAA Championship title; a ticker-tape parade honoring the basketball heroes; a fan march to the lake; Butch Lee named tournament MVP; and Al McGuire's tearful exit: "I said in December that the carousel has to stop sometime." He meant it.



3



5

100 YEARS OF HOOPLA

positively eviscerated the NCAA in a legendary rant about how unfairly he had been treated throughout his career. However, after he'd vented his spleen, he coached that Final Four coolly and with the kind of in-game tactical genius for which he never received proper credit. In the championship game, he left Dean Smith in what a thousand Irish grandmothers would call the ha'penny place.

But the success, even the ultimate success, was less than half the story. Concentrate on it and you lose so much else. You could forget that McGuire once brought Pat Smith down to the beach in the middle of winter to prove Smith indeed could throw a basketball into Lake Michigan. It could slip your mind that he once referred to himself as the only coach in America with white problems. Lost to history could be the great rivalry with Adolph Rupp and Kentucky, a rivalry shot through with a racist subtext, and one that began when Rupp called McGuire "son," and McGuire responded, "If you're going to call me son, make sure you put me in the will."

Gone to the past could be the great teams that couldn't quite get there: the 1970–71 undefeated bunch that was upset by Ohio State when Dean Meminger fouled out for the only time in his basketball career, and McGuire referred to it as the only time he'd ever been screwed without being kissed, or the 1975–76 team, maybe the best one McGuire ever had,

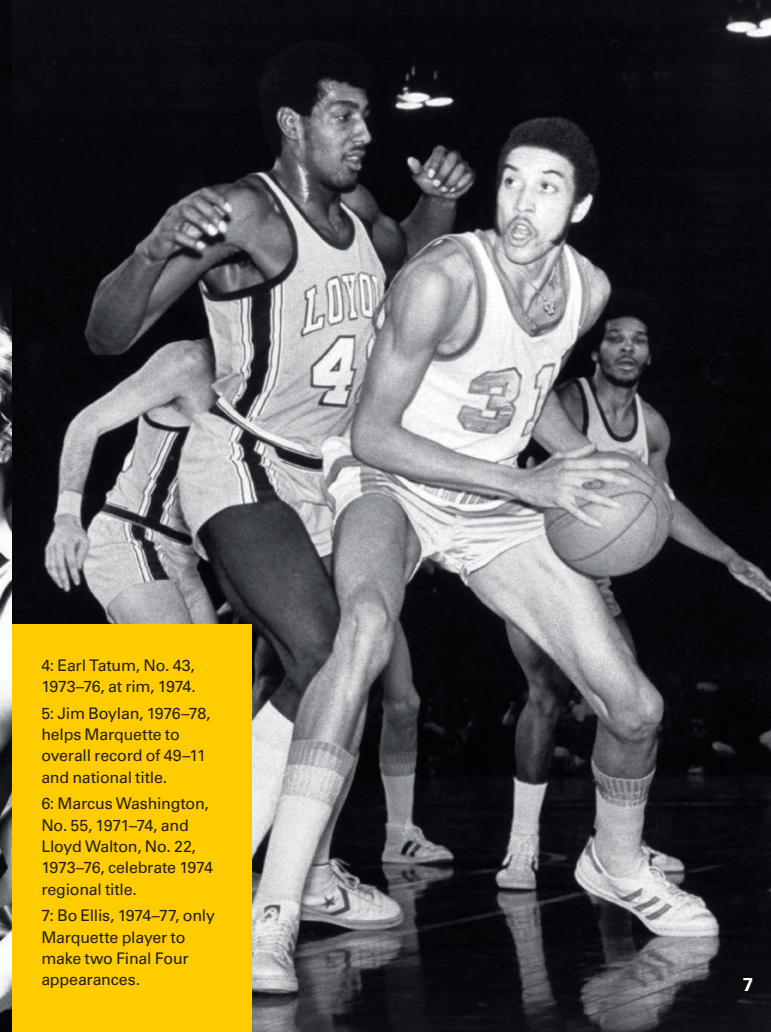


1: Pat Smith, 1967–69, throws basketball into Lake Michigan.



2: Fans cheer on team.

3: Marquette coaching triumvirate Coach Al McGuire and assistants Hank Raymonds and Rick Majerus.



JIM BOYLAN NO. 23

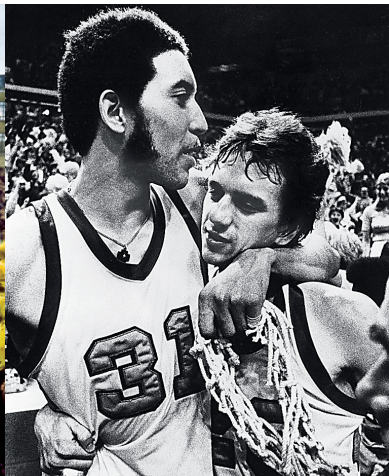
"The year we won the championship, we went to the NCAA tournament and, in the first round, we were losing against Cincinnati. Coach McGuire and (player) Bernard Toone got into a bit of an altercation at halftime. It was one of those moments that encapsulated Marquette basketball and Coach McGuire. He was a fiery coach with fiery players in a heated moment. We were a bunch of street fighters, playing with a chip on our shoulders, not giving an inch to anyone. After that altercation, we really turned it on. We won that game and the national championship."

MEMBER 1977 NCAA CHAMPIONSHIP TEAM
LETTER WINNER 1977, '78

Marquette's magical run to the 1977 NCAA Championship culminates with a 67-59 win over North Carolina in the Omni. Coach Al McGuire guides the team to a 25-7 overall record. The victory launches celebrations on campus and throughout downtown Milwaukee.



1977 CHAMPS!

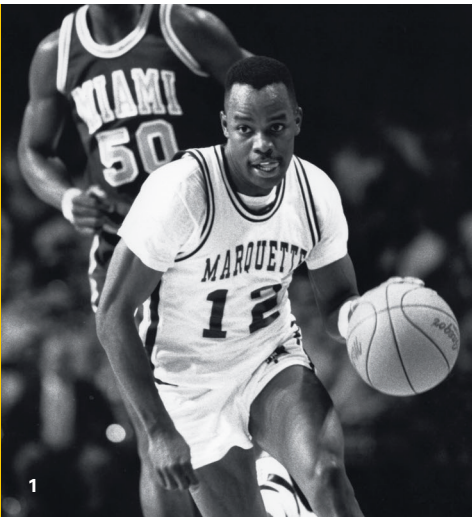


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but one that lost to an Indiana team that didn't lose to anyone all year. Judge Al McGuire only by his success, and you've only dipped your toe into that unique river of human soul that he brought to the place. The story of Al McGuire is an immigrant story.

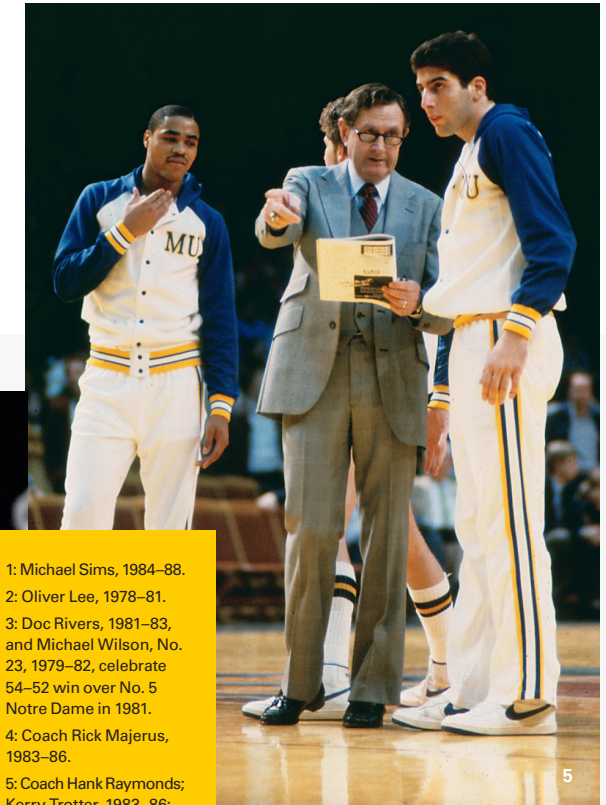
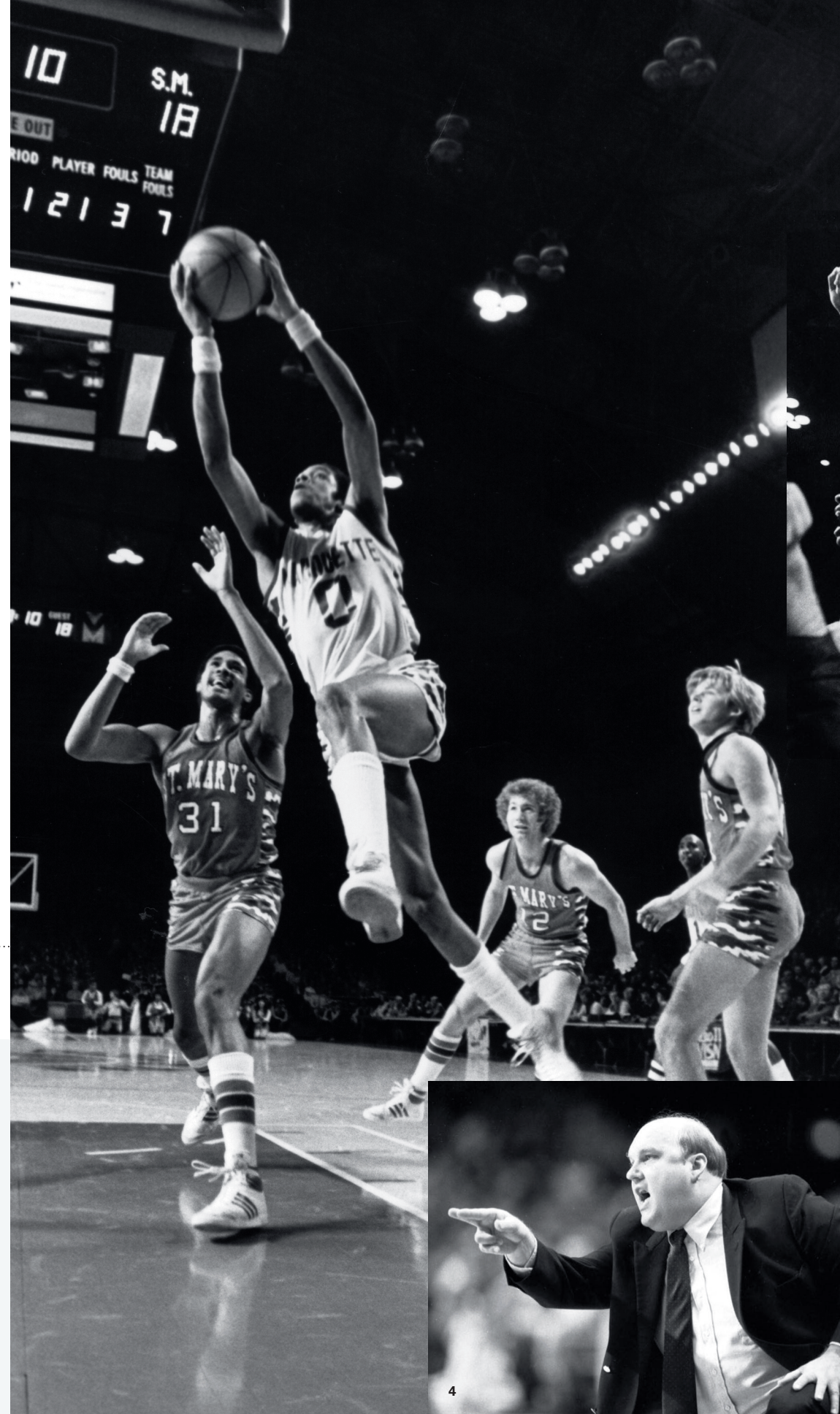
If you grew up on the East Coast, in Boston or New York or Philadelphia, you knew hundreds of families like the McGuires. They were the descendants of people who came to this country courtesy of famine, poverty and the other cruelties of the Empire. (In Wisconsin, of course, there were the Germans who fled here after the revolutions of 1848.) They were the people who kept running up against an unyielding establishment — Nativist mobs or WASP bankers or bloodless Protestant politicians. They pushed and fought and scrapped and gradually got a toehold, and then a foothold, and then they got a place to stand and build lives for themselves and their children. They became cops and firemen, and then mayors and governors and members of Congress. (Al McGuire himself was named for Al Smith, the first Catholic candidate for president.) Maureen, the downstairs maid, won the heart of Trey Winthrop Cabot IV. The walls came down in all directions.

That's what Al McGuire brought to Marquette — a fresh memory of that immigrant striving. That was what enabled him to tell the NCAA what it could do with its invitation to play in Lubbock in 1970. That was the source of his rage at the NCAA a week before



1980s

Coach Hank Raymonds leads the team to a post-season tournament for the 17th straight year before retiring from a coaching tenure at Marquette that spanned 22 years — to become athletic director. Coaches Rick Majerus and Bob Dukiet follow, Marquette joins the Midwestern Collegiate Conference, and the university looks forward to playing the opening game of the 1989 season in a new home venue, the Bradley Center.



1: Michael Sims, 1984–88.
2: Oliver Lee, 1978–81.
3: Doc Rivers, 1981–83, and Michael Wilson, No. 23, 1979–82, celebrate 54–52 win over No. 5 Notre Dame in 1981.
4: Coach Rick Majerus, 1983–86.
5: Coach Hank Raymonds; Kerry Trotter, 1983–86; and Marc Marotta, 1981–84.

BY THE
NUMBERS

- 3** Final Four appearances
- 7** Elite Eight appearances
- 16** Sweet 16 appearances
- 29** Players selected as All-Americans
- 32** NCAA tournament appearances
- 48** Post-season appearances
- 57** Players drafted in NBA

his crowning triumph in 1977. He had gotten a technical foul at an inopportune time — he generally tried to get them at opportune times — and the Warriors had survived. After the game, McGuire asked to make a statement rather than take questions. By the end of it, you could hear him talking for all the McGuires, all the way back past Brooklyn, all the way back to County Roscommon, from which John Richard McGuire had left for Brooklyn, to demand of his new country all that it claimed to promise for himself and his three sons.

“That’s a competent official. He wouldn’t be here if he wasn’t competent. And someone brainwashed him. And they’ve been brainwashed before. ... I’m talking about the subconscious of the official is being reached, in some smoke-filled room. Somewhere. They’re prepping them. So, peace. I’m sorry and so on, but I’m glad I got it off my chest. But it’s about time for some people to realize that I’m not a bum in a bowery, a wino in a hallway or a pimp on a corner. I know my profession. I know it well. And I’ve worked at it hard. All my life I’ve worked at it hard.”

He was renowned for his ability to relate to African American athletes. He seemed to know that history had made them a kind of permanent immigrant in their own country, that they were fighting for the same purchase on the dream for which his father had



1



2

1990s

Coach Kevin O’Neill leads a young team that in 1993 posts its first 20-win season since 1984–85 and makes the Associated Press poll for the first time since the 1978–79 season. At the decade’s midpoint, Marquette has a new name, mascot, logo and coach, with Mike Deane taking the reins. The university joins Conference USA. The 1995 season closes with an overtime loss to Virginia Tech in the NIT finals, 65–64. And before the decade slips away Coach Tom Crean is recruited.



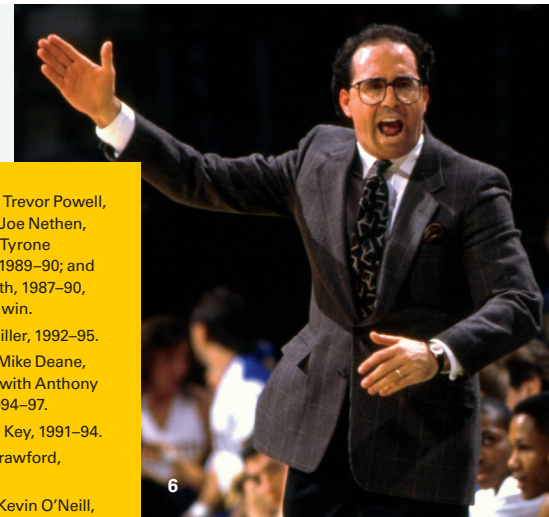
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6

1: Players Trevor Powell, 1988–91; Joe Nethen, 1988–90; Tyrone Baldwin, 1989–90; and Tony Smith, 1987–90, celebrate win.
2: Tony Miller, 1992–95.
3: Coach Mike Deane, 1994–99, with Anthony Pieper, 1994–97.
4: Damon Key, 1991–94.
5: Chris Crawford, 1993–97.
6: Coach Kevin O’Neill, 1989–94.



ROBERT BYRD



MAURICE "BO" ELLIS



WILLIAM GATES



CORDELL HENRY

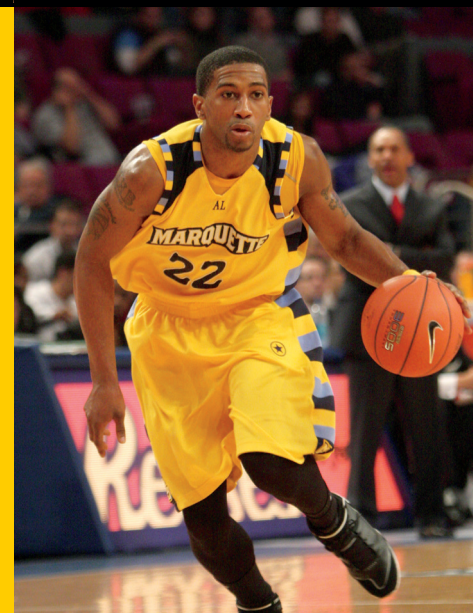


BOB LACKEY

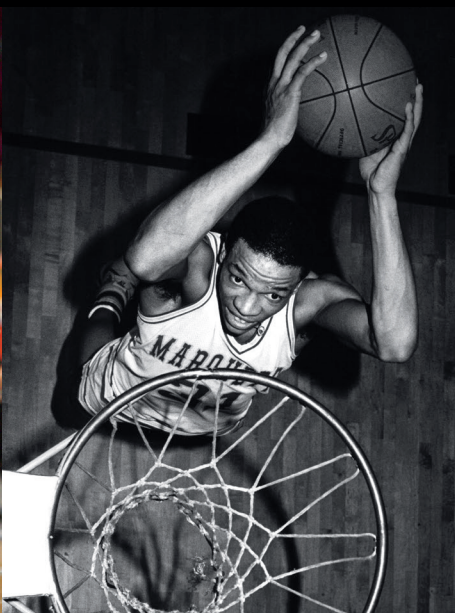


AMAL MCCASKILL

THE CHICAGO PIPELINE



JEREL MCNEAL



GLENN "DOC" RIVERS



TODD TOWNSEND



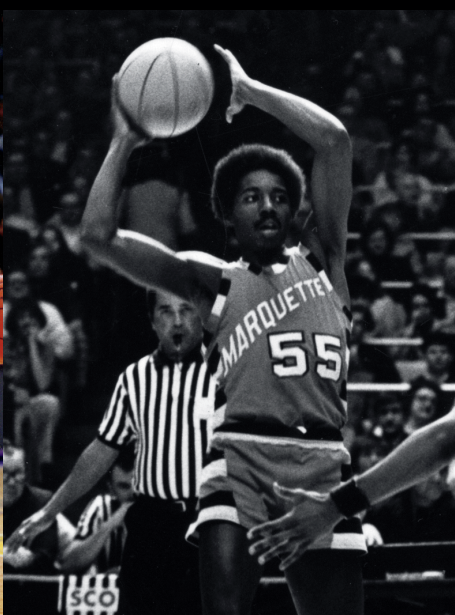
DWYANE WADE



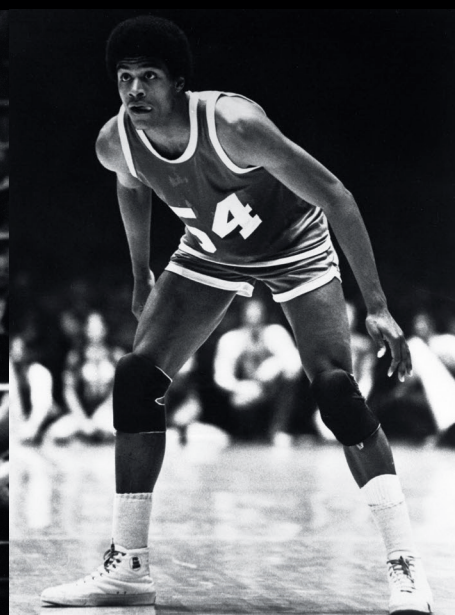
LLOYD WALTON



BRIAN WARDLE



MARCUS WASHINGTON



JEROME WHITEHEAD

AS MARQUETTE'S BASKETBALL PROFILE EXPANDED, ITS RECRUITING BASE DID LIKEWISE, MOVING BEYOND THE NEW YORK PLAYGROUND ETHOS THAT CHARACTERIZED AL MCGUIRE'S EARLY TEAMS.

With Bob Lackey's arrival from Evanston, by way of Casper, Wyo., Community College for the 1970-71 season, the Chicago area began supplying some of the most-decorated players ever to wear Marquette's distinctively eccentric uniforms.

Marquette was 53-5 in Lackey's two seasons. His senior-year teammates included sophomore guard Marcus Washington from La Grange/Lyons Township, who as a senior would form a flashy all-Chicago-area backcourt with Mt. Carmel High's Lloyd Walton on McGuire's first Final Four team in 1974. Freshman Bo Ellis, Walton's South Side running buddy from Parker High School, was a starting forward on that squad and would remain a versatile, long-limbed presence on the 1977 national champion team, joined by Waukegan import Jerome Whitehead at center.

Hank Raymonds and Rick Majerus kept the Chicago pipeline flowing with Glenn Rivers (Maywood/Proviso East), who would henceforth be known as "Doc" after Majerus spotted him wearing a Dr. J T-shirt at a Marquette basketball camp.

Brian Wardle (Hinsdale South) and Cordell Henry (Chicago/Whitney Young) were mainstays of Mike Deane's coaching regime, while Tom Crean's stature as a Final Four qualifier can be ascribed to the electric presence of guard Dwyane Wade (Chicago/Richards).

Wade was a two-year supernova at Marquette, the school's first consensus All-American since Butch Lee, after averaging 19.7 points for Golden Eagles teams that were 53-13 in his two seasons. Jerel McNeal (Country Club Hills/Hillcrest) was a four-year starter and Marquette's career scoring leader (1,985 points) after averaging 15.3 points in 130 games.

But some 40 years later, a case still can be made that Bo Ellis was Marquette's most impactful Chicago-area player — two Final Fours, team captain of a national champion, 10th in career scoring (1,663 points, 14.0 average) and second in rebounding (1,085 total, 9.1 average). The No. 31 jersey he bequeathed to Rivers hangs in the rafters, one of only eight retired player numbers. And this: 101 career victories, a school record Ellis shares with Earl Tatum.

Most-impactful, but not best-known Chicago import may be William Gates, whose arduous path from a Chicago housing project to Marquette was painstakingly chronicled in the award-winning documentary *Hoop Dreams*. Gates' playing career was derailed by injuries, but he graduated and works today as an ordained minister and motivational speaker in San Antonio.

— DAN MCGRATH, JOUR '72

100 YEARS OF HOOPLA

fought, but that history kept shoving that dream further and further out of their reach. He had an instinct to find the soul of things — of people, and of places, and even a Jesuit educational institution that never saw the likes of him before. And, in doing so, he made a wild and welcoming place for everyone.

And in January 1971, in central Massachusetts, a grandson of an Irish émigré cop and a woman who once was a shepherd in the hills of north Kerry picked up his copy of *Sports Illustrated* and read a piece by Curry Kirkpatrick titled “Crazy Cat And His Curious Warriors,” which contained the following passage:

The first player McGuire recruited for Marquette was 6’3” Pat Smith out of Harlem, a center who could not see and could not shoot but who used what talents he did have to acquire a distinguished nickname, The Evil Doctor Blackheart. “McGuire understands our background and environment, and he forces us to remember,” says The Evil Doctor. “He keeps reminding us we have nothing to go back to, and he’s right. Men from the ghetto shape up here.” Meminger says, “Al tells Lackey, ‘Hey, you haven’t passed to a white man in four days.’ He tells Brell, ‘Goose, don’t you see any brothers open?’ I mean, he comes out and lays it



TRAVIS DIENER NO. 34

“When I was a freshman, I had just been at Marquette for a little over a month when I received a phone call from back home that my step brother had passed away. For the next 48 hours the amount of support that my teammates, the coaching staff and people showed me, that I barely knew, as far up as President Wild, professors and other students. ... It showed me how great Marquette University and the basketball program were to me at a very early stage in my career.”

LETTER WINNER 2002, '03, '04, '05 / ASSOCIATED PRESS HONORABLE MENTION, 2004-05



2000s

Coach Tom Crean’s teams capture five bids to the NCAA tournament and three bids to the NIT regionals or quarterfinals by 2008. In the biggest year in recent basketball history, Marquette claims the 2002–03 Conference USA regular-season title before the Golden Eagles move on to the NCAA regional and beat Kentucky, with Dwyane Wade earning a triple-double with 29 points, 11 rebounds and 11 assists. Marquette loses the Final Four matchup with Kansas, and Wade is drafted by the Miami Heat. Buzz Williams is named head coach for the 2008–09 season.



- 1: Fans celebrate 2002–03 Conference USA regular season title with Dwyane Wade.
- 2: Golden Eagles start season with 10-consecutive wins and win 2001 Great Alaska Shootout Championship.
- 3: Under Coach Buzz Williams, 2008–14, Golden Eagles make five NCAA tournament trips in six seasons, including three Sweet 16 appearances and one Elite Eight.
- 4: Coach Tom Crean’s tenure, 1999–08, includes eight post-season appearances (five NCAA tournaments).
- 5: Travis Diener, 2002–05, hoists 2003 Conference USA regular season trophy.
- 6: Travis Diener.

on the line. We try not to get into cliques. If we do, there's trouble." "Why not be frank?" says McGuire. "We talk about differences, and we don't stop when practice ends. I don't want my guys going back to 1870 as soon as 5 o'clock comes."

It wasn't the most sensible way to pick a college. But it led to all those snowy walks downtown, the crowd gathering and the energy rising, and even now, I can hear the doors opening and the band beginning to play. ●

CONTRIBUTING WRITERS

Charles Pierce, Jour '75, has been a working journalist for nearly 40 years. He has worked for the *Boston Phoenix*, the *Boston Herald*, *The National Sports Daily* and, for the past 20 years as a writer-at-large for *Esquire*. He currently writes *Esquire's* daily politics blog. He also writes for *Sports Illustrated*. He has won several national awards, and also is the author of four books, including the national best-seller *Idiot America*. He has three children and lives near Boston.

Dan McGrath, Jour '72, and former *Marquette Tribune* sports editor, worked at newspapers for 35 years, including 13 as sports editor of the *Chicago Tribune*. He still has nightmares of Rick Mount's falling-out-of-bounds, buzzer-beating jumper giving Purdue a victory over Marquette in the 1969 Midwest regional final. Since 2010 he has served as president of Leo Catholic High School on Chicago's South Side.



2010s

Marquette, under the direction of Coach Buzz Williams, returns to the Sweet 16 in 2010–11 for the first time since 2003. The roster lists five players who would later suit up in the NBA (Vander Blue, Jimmy Butler, Dwight Buycks, Jae Crowder and Darius Johnson-Odom), and features two players now dominating the league — Butler with the Chicago Bulls and Crowder with the Boston Celtics. A trip to the Elite Eight in 2012–13 caps a run of eight-straight appearances in the NCAA tournament. Steve Wojciechowski is named head men's basketball coach before the 2014–15 season.



- 1: Jae Crowder, 2011–12, BIG EAST Player of the Year as senior.
- 2: Davante Gardner, 2011–14, earns BIG EAST Sixth Man Award twice.
- 3: Jimmy Butler, No. 33, 2009–11, and Darius Johnson-Odom, No. 1, 2010–12, help Marquette to trio of NCAA trips.
- 4: Vander Blue, 2011–13, helps Marquette to 2013 Elite Eight with win vs. Davidson in tournament opener.
- 5: Coach Steve Wojciechowski named program's 17th head coach prior to 2014–15 season.
- 6: Players climb into stands after beating No. 1 Villanova on Jan. 24, 2017.



