

Bob Zuppke: The Life and Football Legacy of the Illinois Coach

Maynard Brichford



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Bob Zuppke was head football coach at the University of Illinois from 1912 to 1941, a period that saw two world wars, a major economic depression, and significant changes in higher education and the role of sports, as major intercollegiate competitions became primary public relations events for the most competitive universities. Often credited with several significant football innovations including the huddle, Zuppke won two national championships and won or tied for seven Big Ten conference titles. This biography of Zuppke is a study of his passion for football, his advocacy for its educational value and his ability to promote and market the game to the academic community and the general public. It places him in the context of multiple themes, including the development of interscholastic, intercollegiate and professional football; presidential support and public relations; sports psychology; stadium building and commercial sports; academic criticism; the fraternity system; boosters; and sports in a state-supported public university.

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