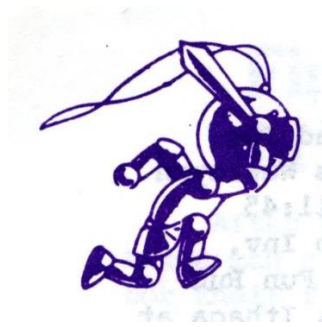


A Thesis Presented to
The Faculty of Alfred University

The Official Unofficial Mascot of Alfred University



Pattilyn McLaughlin

In Partial Fulfillment of
The Requirements for
The Alfred University Honors Program

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Under the Supervision of:

Chair: Laurie McFadden

Committee Members:

David Snyder

Dan Napolitano

For Alfred University and all it's given me.

For the fighting spirit within us all.

Preface.

I chose to write about Lil Alf and Alfred University because sentimentality has struck me hard in the gut and the thought of leaving Alfred has become almost unbearable. In the last piece of work I will leave at Alfred University I wanted to delve into its history and get a real sense of what it is Alfred has come to stand for, just in case during my four years I missed something important. I understand that this is not a comprehensive history of Alfred University and even if it were I don't think documenting several historical events would give me the sense of fulfillment for which I was looking. I wanted to capture a sense of Alfred's spirit and take a little bit with me to use in times of need as I go out into the world and continue to do great things with my life.

Most seniors write their honors thesis on something that pertains to their major. Scientists do research, writers produce some sort of creative writing piece and artists do what they do best. It probably would have been easier for me to continue with my research from the summer, but what kind of honors student would that make me? For the same reasons I joined the honors program at Alfred University, I chose to do a project that had nothing at all to do with what I was good at doing. To be completely honest, I joined the program to take the quirky classes everyone was talking about. Since then, nothing has given me as much joy as being able to say "Yeah sure, I can hang out right after I get out of my zombie/serial killer/tightwaddery/harry potter class." I decided to make my thesis just as quirky and lovable as my four years at Alfred by going straight to the source of all quirk, Alfred itself. I wanted this work to be a tribute to Alfred. I wanted to satisfy the horrible

gut-wrenching sentimentality I was feeling at the thought of leaving Alfred forever but I didn't know how to go about doing it.

My supervisor Dave is the definition of school pride. He grew up in Alfred, is an honorary alum of Alfred University, works at AU, his children have all gone to AU, and he's in charge of the Pep Band and also claims to be the football team's biggest fan. Why I didn't think to go to him with my dilemma is beyond me but one late night at the library I was talking with Dave and he mentions this Lil Alf character. I don't remember why but I immediately became intrigued by the little guy and was drawn by the clandestine way in which he was banned from campus. Dave's fury at his absence on campus became my fury. Since then my quest to find the truth about Lil Alf has made me feel like Nancy Drew trekking around Alfred and talking to different community members searching for clues. The following is a compilation of the clues I've found along with some other interesting tidbits to give Lil Alf some societal context. Now that the clues have been collected and Lil Alf's story is told, I can graduate easy, knowing I've helped document some of Alfred University's history.

Introduction.

In society today, most brands and well-known entities such as businesses or universities have an associated image that represents them and gives the public a visual reference to associate with the organization. These images can serve different purposes. For example, a logo is often used in advertising to catch a person's attention or a logo can be used to give a charitable cause a rallying point. The image that comes to mind when mentioning "Breast Cancer Awareness" might be a pink ribbon folded upon itself. This ribbon is used by many to help fundraise, show support for survivors, and to raise awareness about a serious topic. In this case, the image of the pink ribbon has become a physical object that people can rally around. If there was no such image, it might be hard to expect people to become excited about the idea of breast cancer awareness as an abstract object rather than a tangible object. A person might wonder what they could do to show support besides giving money to a faceless organization. The movement as a whole would lack direction. That being said, even entities such as the Olympics, Batman and St. Patrick's Day have adopted an image to easily represent themselves.

Most Universities have developed the equivalent of a "logo" or brand in their mascot. Some iconic mascots include the University of Texas at Austin Longhorns, the New York University Flaming Torch, and the Buffalo belonging to the University of Colorado at Boulder. Each of these schools use their mascot to raise school spirit and unite the student body whether at or separate from a sporting event. Unfortunately Alfred University currently has no such mascot that can be used to a similar degree. Through the years AU has had several versions of unofficial mascots that have served various purposes. The most-loved

and used of these is a cute charging knight named “Lil Alf.” Lil Alf was created by brothers in the Kappa Psi Upsilon fraternity in 1940. He was originally intended to be used on the football signs made by the brothers for every home game but became a commonplace symbol on the campus and throughout the years was used extensively. He made appearances on jiggers, student directories, t-shirts, neckties and even had the café located originally in the Roger’s Campus Center and now in the Powell Campus Center named after him where his portrait can still be found in the manager’s office. Lil Alf was a part of the AU community despite never officially being adopted as the school mascot. In the late 1990s a campaign to unify the school’s image brand was initiated and Lil Alf and any other unsanctioned images were banned in the Alfred University Visual Identity Standards document. Since Lil Alf is still well-loved by the students and community alike he continues to appear on paraphernalia but is nowhere near his former glory. Other schools and universities have adopted untraditionally competitive mascots and still manage to muster school spirit. Alfred University is little in size but that doesn’t make it weak. Alfred prides itself as being the determined underdog and Lil Alf was the visual representation of the University’s brand of spunk.

Since he is no longer actively used, AU still finds itself without a mascot to grace its events. This past fall semester the Athletic Department, the Office of University Relations and the Office of Student Affairs joined forces to develop an actual live mascot that will hopefully bring luck and good fortune to its Saxons. The “mascot” will have two components. One will be a student dressed in a Saxon Warrior costume riding a horse provided by the equestrian center. The rider will be referred to as “Alfred the Great” and his horse will be named Alden. Both of the names were voted and agreed upon by the student

body in spring 2013. This rider-horse combination will attend games and is intended to be generally intimidating and exciting. A more family-friendly version of the mascot will be used for not only sporting events but other campus events like Purple and Gold days. He will be called “Lil Alf” and physically will be portrayed by a student in a full-body Saxon Warrior suit that is supposed to be goofy and friendly.

The thesis entitled “The Official Unofficial Mascot of Alfred University” explores the history of Alfred University’s retired charging knight. It includes a history of his use as an allowed unofficial mascot and later as an underground mascot, an explanation of his retirement, why he was originally developed and what he has evolved to mean.

Since the University is currently instating a new mascot, that process will also be documented as a part of the evolutionary history of AU’s mascots.

The methods used to accomplish the investigation included an interview with the creator of the currently popular image of Lil Alf, George Tappan, Class of 1950. An analysis of the resources in the Herrick Library Archives regarding the historical use of Lil Alf was also conducted.

As groundwork for this thesis a broader outlook on mascots and their meaning is used to frame the body of research, thereby providing context for this study on mascots and logos. Several examples of schools are examined to interpret the effects a mascot can have and the amount of spirit a school is able to produce with mascots that may not necessarily be traditional or fierce. Alfred University is compared to these schools and an evaluation concerning the effect a unified mascot might provide to Alfred University is produced.

Why we need Mascots.

Formal definitions have the ability to give deep insight to the colloquial and sociological context of a word. Although the term mascot is defined in the Merriam-Webster dictionary in a simple and straightforward manner its synonyms shed light on its etymology. A mascot is “a person, animal, or object adopted by a group as a symbolic figure especially to bring them good luck” (“Mascot”). Its synonyms include amulet, fetish, charm, mojo, and talisman (“Mascot”). These phrases bestow a magical sense to the word, and provide a comprehensive understanding of where the term originated. The word mascot comes from the French word “mascotte” meaning lucky charm. In turn this French word derives from the feminine diminutive of 'masco', meaning witch (“Mascots”), hence the magical synonyms. Originally a mascot was a term used to refer to an inanimate object kept for its lucky properties (“Mascots”), but has evolved through time to refer to a living being as well. The modern use comes from the operetta "Le Mascotte" by Edmond Audran, first performed in 1880 in Paris, about a young farm girl who brought good fortune to those who possessed her (“The History of Mascots”). This caused the shift in meaning from solely the inanimate to the living as well.

Since then, teams and organizations have come to adopt animals and beings as good luck charms. Most Universities and schools have their own living mascot and coinciding logo. For example, the University of Colorado at Boulder has a buffalo logo as well as a live buffalo named Ralphie that attends football games. Together these images make up CU Boulder’s “mascot” and are the main sources for school spirit. Mascots have become the pinnacle of pride for these organizations so much that when the livelihood of a mascot and

logo is at stake all actions are taken to defend it. In recent years high schools have been caught infringing on the copyrighted logos of Universities and colleges with the same mascot. In 2010 the University of Florida confronted Glades Day School in Belle Glade, FL for the use of its Gator Logo despite changing the colors to green and gold (Figs. 1-2). The school was ordered to cease the use of the logo, a change that would cost Glades about \$60,000 (Himmelsbach). The University of Florida is not the only University to demand such a change. Among others include Florida State, Penn State, and the University of Texas (Himmelsbach). Alfred University found itself in a similar situation in the late 1990s. The football team helmets had an “AU” logo on the side that Auburn University claimed was too similar to their own logo and made demands for AU to stop using the image. Aside from a source of spirit, mascots and logos provide monetary support to the University; therefore the infringement on these benefits by high schools is unacceptable. Point being is that mascots have become part of the proverbial family for universities and are a valuable asset to the community in which they exist.

In addition to the usual suspects being utilized as such symbols, i.e. panthers and knights, oftentimes less wholesome and more quirky mascots are created, and not always university sanctioned. For example, the Rhode Island School of Design has adopted Scrotie the Nads, a giant walking penis, to excite crowds at their sporting events. Evergreen State College has chosen Speedy the Geoduck, the also phallic-shaped burrowing clam, that is probably the least intimidating mascot in the history of mascots except when compared to the University of California-Santa Cruz’s Sammy the Banana Slug. Sammy did make a name for himself despite his unappealing features by being named *Sports Illustrated’s* top college mascot in 1992. Mascots are not just happy dancing spirited folk, sometimes they have

different purposes. In the 1970s, Scottsdale Community College was caught in a scandal using Native American student scholarship funds to recruit athletes. The students voted to change the mascot in order to shame the school and Artie the Fighting Artichoke came to be and still is a prominent figure on campus. In the unofficial mascot camp, mascots that have yet to be banned and remain popular within the student body include Dartmouth's Keggy the Keg and California State University –Long Beach's The Dirtbags, named for the football team's appearance after practicing on the off-campus practice field. Dartmouth students refuse to acknowledge the official mascot of the team while the administration will not accept the dancing keg as a representation of their athletic department. ("Top Ten Weirdest Mascots.") These schools prove that a mascot isn't just about making the competition see you as a fierce and intimidating opponent, mascots are just as much about creating a community and developing a fighting spirit within the school.

Given the importance of mascots it is unorthodox for a well-established school to not have one. There are several reasons AU has not yet developed an official mascot; Lil Alf is part of that history.

Lil Alf

The Alfred University athletic department became known as “The Saxons” through a student vote in 1929 (“Alfred University Trivia”) but subsequently failed to develop an official image to complement this moniker. Several versions of a mascot have appeared since then but no official mascot was ever adopted (“Search for a Saxon”). The most-loved unsanctioned mascot was “Lil Alf” the underdog defender of Alfred University.

The image and character of Lil Alf was initially developed by two Kappa Psi Upsilon fraternity brothers, James Lippke and Walter Lawrence in 1940 (“Lil Alf”). At the time Alfred University lacked a unified logo and fraternities needed an image to use for school spirit events. Lippke and Lawrence created Lil Alf to be featured on the Kappa Psi signs that the frat created for each football game (Fig. 3). Lil Alf remained dormant for a few years but eventually resurged. The first formal use of Lil Alf was at the Alfred-Hartwick Homecoming game in 1948; previously it was only used in the corner of the Kappa Psi football sign in 1940 (Falcone, “Lil Alf is up for Adoption”). As the fraternity maintained his use the University caught on as well and Lil Alf became generally accepted as a symbol of AU (“Lil Alf”). In 1948 a contest was held by the Kampus Kave for a line drawing of Lil Alf and a plea for the university to adopt the figure as official was voiced, stating that if actions were not started soon Lil Alf would be “doomed” (Falcone, “Lil Alf is up for Apdoption”). Although the University did not adopt him, Lil Alf’s salvation came in a different form. In 1949 another Kappa Psi brother, George Tappan, redesigned the image of Lil Alf (Figs. 4-7) in the style of the University of Kansas’s “fierce fighting Jayhawk” (Tappan, Letter to Laurie McFadden). His idea was that if a large Mid-Western University could pull off having

a quirky and lovable mascot that Alfred could as well (Tappan, “Re: Lil Alf”). From his design came several forms of paraphernalia and various adaptations, for example the designs in Appendix B were used in the 1992 edition of the University’s yearbook. For the next 40 he years remained popular with the Alfred community (Tappan, “Re: Lil Alf”). Tappan’s image was originally meant to be printed as a decal, but unfortunately it didn’t last long since the president of the University in the ‘50s, President Drake found the image “demeaning of the dignity of Alfred” (Tappan, Letter to Gary Horowitz) Despite this Lil Alf lived on in the heart of the campus. Tappan believed that “the Lil Alf figure has always represented the ‘ferocious’ spirit of the little guy” (Tappan, Letter to Gary Horowitz). While most would agree, some, like Drake, did not. Ever since, Lil Alf has had both opposition and support from various individuals. For instance several individuals in the 1980s, including the majority of the football team, perceived Lil Alf as too cute and not fierce enough to compete under so the athletic department would not adopt him

Unfortunately Lil Alf is not as ubiquitous as he once was on campus. As a part of a plan to unify the University’s visual brand, the use of Lil Alf was prohibited in the Alfred University Visual Identity Standards document that is published and made available to the public each year. Nevertheless Lil Alf can still be found around campus as there are people that continue to love and admire him. If the image is not explicitly used in conjunction with the words Alfred University, Lil Alf can still be utilized. In fact, the owner of The Alfred Sports Center has no problem printing images of Lil Alf and previously had a library of various versions of the image available but most were destroyed in the Main Street fire of 2009 that burnt his original store to the ground. The AU chapter of the American Society of Mechanical Engineers sells jiggers with Tappan’s original version of Lil Alf on the

side. Dave Snyder, the advisor of the Pep Band, is a big proponent of reinstating Lil Alf and had its likeness printed on the side of the bass drum, undeterred by disapproving side glances from the administration.

Lil Alf has had an important role in Alfred history and filled the mascot needs of the university as best as an unofficial figure could and he will always have a home in Alfred.

Alfred's New Mascot

“[The new mascot will be] a great way to connect with more family members and I think it'll help increase school spirit. I don't know why they don't accept him [Lil Alf], he was quality design for the time. A little too knightish and not Saxony enough. I'm upset I'm not going to be here to be the mascot because I would be all over that shit!” -- Dan Fugate
AU senior, 2013

“The introduction of a mascot fosters and builds unity among the student population by focusing on the positive behavioral features and attributes that the mascot displays and highlights this energy towards achieving the goals and objectives set by the school. We use the mascot to make us think alike and in many ways that has led to many positive and credible achievements (T., "The Importance of Having a School Mascot.").

Never before sporting an official mascot, Alfred University is finally getting one thanks to the Office of Student Affairs, University Relations and the Athletic Department.

During the fall semester of 2012, a committee was founded with the purpose of selecting an official mascot for Alfred University. This committee, headed by the Vice President of Student Affairs, Kathy Woughter, (“Search for a Saxon.”) was comprised of Alfred University staff including the new athletic director, Paul Vecchio. Others included Jodi Bailey, the Director of Marketing, who took on the task of advertising the new mascot to the student body; Marcy Bradley, the Bookstore Manager; Sue Goetschius, the Director of Communications; Deb Mac Crea, the costume shop director, whose costuming expertise

helped define the look of the mascot; Laurie McFadden, the University Archivist; Rick McLay, the Publications Director; and last, but certainly not least was Lori Wellman, director of Alumni Engagement, who took on a big role in jump-starting the process of selecting Alfred University's new lucky charm (Daciw, "Mascot Meeting."). (Woughter, "Re:Mascot.").

Kathy, Paul and Lori were each asked for an official statement regarding why they chose to be a part of this project, what it meant to them personally, and what it might mean to the University. Kathy Woughter had this to say:

"Since I got my first job here 17 years ago I was hoping we could create a mascot. Students have been asking for it, and I never really understood why we didn't have one. Being older and wiser, I understand now that it's not so easy to just make happen. Politics are difficult, consensus is tough to gain, and the need to get input before making a decision is critical. What happens if not everyone likes the mascot design, or if our campus that so values equality of the sexes disagrees with having a Saxon warrior as a mascot? Since no one owns the process, who gets to make final decisions? And then there's money! Who pays? This isn't cheap. Who stores the costumes, cleans them, recruits volunteers to perform, keeps track of events the mascot will appear at, etc. when we are already so busy?

I guess the reason it hadn't happened before is that these barriers were just too difficult to overcome, and no one was really interested enough to take it on. Luckily, this year we had an amazing group of people who said 'why not?' and decided to make it happen. Fortunately, the President agreed that it was time for us to have a mascot.

I think it will be great for school spirit because finally we will have a visual representation of our mascot, the Saxon warrior, to cheer crowds on and get people excited.

He'll be a reminder of Alfred pride and spirit at big events, and something to remember when people think back on their Alfred experience. It's a combination cheerleader, goofball, and reminder of Alfred's proud history." (Woughter, "Re: Mascot.")

Paul Vecchio's statement was noticeably shorter but no less full of emotion and optimism for the future of the new mascot:

"One of the enduring strengths of collegiate athletics is the unique spirit and traditions of each University's nickname and the culture surrounding their teams. By bringing back the tradition of a horse and Saxon Warrior rider to our football games we are paying homage to our program's proud past, while the introduction of our first-ever mascot brings further visibility to the Saxons unique nickname and a true symbol for the entire campus and alumni to call their own" (Vecchio, "Re: Mascot.").

Lori Wellman was excited as well!

"I am so excited about this mascot project and in fact pushed for it to happen. The mascot will be a huge asset to the Alfred University community at large as it evokes excitement and school pride. The mascot celebrates our unique tradition and history but also allows a whole new generation of Alfred University students, friends, parents and alumni to have fun building school spirit. I can't wait to start seeing the giant Saxon at various events around campus!"

The enthusiasm and love these key people have for their campus shone through in this so far successful project. One of the early steps of defining and instating a mascot was deciding exactly what role the mascot would play. The committee decided on a two-fold mascot. One part features a live-action Saxon Warrior riding an actual horse and the other consists of a stereotypical man in a full-body costume miming wholeheartedly

(Woughter, “Re: Mascot.”). As a side note, during the ‘80s AU did have a mascot that attended athletic events, a Saxon rider and his horse. This tradition was short-lived.

Aside from enthusiasm, the most important aspect of embodying the Saxon spirit was a costume. While the politics and semantics of instating a new mascot were occurring, Rick McLay offered to start working on the costuming aspect of the process. He contacted Laurie McFadden and Deb Mac Crea with a proposition to create a costume for the riding warrior that would be a reasonably accurate representation of the attire an actual Saxon warrior would wear (McLay, “Saxon Warrior Costume project.”). Mac Crea was enthusiastic, and with the help of a few students, started research on a costume with the idea of having a home-spun look, incorporating leather, chain mail and a linen tunic (Mac Crea, “RE: Saxon Warrior Costume Project.”). McLay then specified that although the warriors of this time-period would most likely be dressed in earth tones that some liberty could be taken to incorporate the AU purple and gold (McLay, “Saxon Warrior Costume project.”). While Mac Crea worked on a costume, her son Alec helped design a shield (Mac Crea, “RE: Saxon Warrior Costume Project.”) and an authentic-looking helmet was ordered online (Woughter, “our mascot's helmet has arrived.”). The final concept turned out to be a very Saxon-looking man in a partial suit of armor (Fig. 8) and a noble gray dapple steed provided by the University’s equestrian center (Fig. 9) (“Search for a Saxon.”).

For the full body costume, the company Street Characters was contacted and they provided a proposal for a costume (Fig. 10).

During the spring semester of 2013, Jodi Bailey, in charge of marketing the new mascot, created an advertising campaign that included tweets on twitter, posts on AU’s

Facebook page, and announcements in Alfred Today. The call for name submissions was intended to last 2-3 weeks with voting to occur over one week.

Once deciding that the student body should be involved in the naming of the new Saxon Warrior and his horse, the committee began accepting suggestions March 21st through April 5th and advertised a call for suggestions in the March 26th, 28th, April 1st and 3rd issues of Alfred Today. Submissions were sent to Jodi Bailey. The suggestions were then narrowed by a sub-committee of students and staff and a call for voting was advertised in the April 17th, 19th, 24th and 25th issues of Alfred Today. Out of the many names submitted to Bailey (Fig. 11) the ones narrowed down to be voted upon, had for the most part, historical significance, and were in some way related to the University, or had a fighting theme. *King Alfred/Alfred the Great*, was one option where the history of the school was significant. King Alfred is also the name of the statue that stands in the historical figure's likeness in the center of the University's quad and is a popular symbol of the school. Although not proven, local legend says that the town of Alfred was named after King Alfred, nicknamed the Education King. Another option, *Sir Balder* is the name of Norse god of immortality who was the son of Odin. The *Black Knight* was an early 1900's relic at AU, which has appeared and disappeared over the years. *Godric* is an Anglo-Saxon saint and whose name means "Power of God." *Edward*, the eldest son of Alfred the Great, was another option where the historical background of the University was employed.

The names selected for the moniker of the horse were of a mixed camp with some of them having historical or cultural ties to the university and others being popular names for any generic warhorse. *Tyr* is the name of the son of Odin who was also the Norse god of war. Less historical names included *Alfy*, *Storm*, and *Blaze*, although *Alfy* does tie in with the

name of the university. The name *Capall* was also selected, which is an old Irish word meaning “horse.” *Titus*, who was the Roman Emperor pre-100 A.D; *Alden*, chosen for the Anglo-Saxon name meaning “defender” is also the name of a telescope at the Stull Observatory. (Woughter, “mascot names so far.”).

Voting took place April 15th to 26th. The official chosen name for the horse was *Alden*, who will make a fine defender of Alfred University’s honor. The official chosen name for the warrior was *Alfred the Great*. The committee decided to give a separate name to the mascot who will be goofier and less majestic than the horse-riding Saxon warrior. The costumed mascot will be called *Lil Alf*. The idea behind having a separate name was that the mascot will be fun and goofy. The committee didn’t want to disrespect King Alfred with the slightly quirky persona. As a more appropriate option they gave him a slight variation of King Alfred’s name (Woughter, “Re:Mascot.”).

The committee searched for a student to play the role of the university’s new Saxon warrior mascot by accepting applications, submitted again to Jodi Bailey. The original plan was to select several students to audition at the 2013 Alfie Awards on Saturday, May 4th in Holmes Auditorium but that didn’t happen and auditions will occur at a later date.

During Orientation 2013 the new Lil Alf will make his official debut to the Alfred University community. The committee has chosen one student to play him for now and will be choosing a few more in the fall. The identity of the students who will play Lil Alf is highly confidential and only the committee is allowed to know who (Woughter, “mascot joining us.”). Alfred the Great, Alden and Lil Alf’s likely first appearance will be at the first home sporting event in the fall 2013 season. (Woughter, “RE: King Alfred’s Debut.”).

Conclusion.

Mascots have proven their worth over and over again regardless if their team is winning or losing. They provide a sense of pride and bury themselves in the heart of their fans. Without mascots, sports would lack zest and Universities would have a difficult time uniting their students. Lil Alf once provided these services to Alfred University and although he is no longer deemed an appropriate representation of Alfred's goals and spirit, he will always have a home in Alfred. The new mascot, Alfred the Great, Alden and the rebooted Lil Alf will serve as excellent rabble-rousers for Alfred University and will hopefully become a long-lasting pillar in the AU community.

Appendix A.



Fig 1. University of Florida Logo (Winegrad).



Fig 2. Glades Day School Logo (Winegrad).



Fig 3. Original Lil Alf design by James Lippke and Walter Lawrence (Lippke).

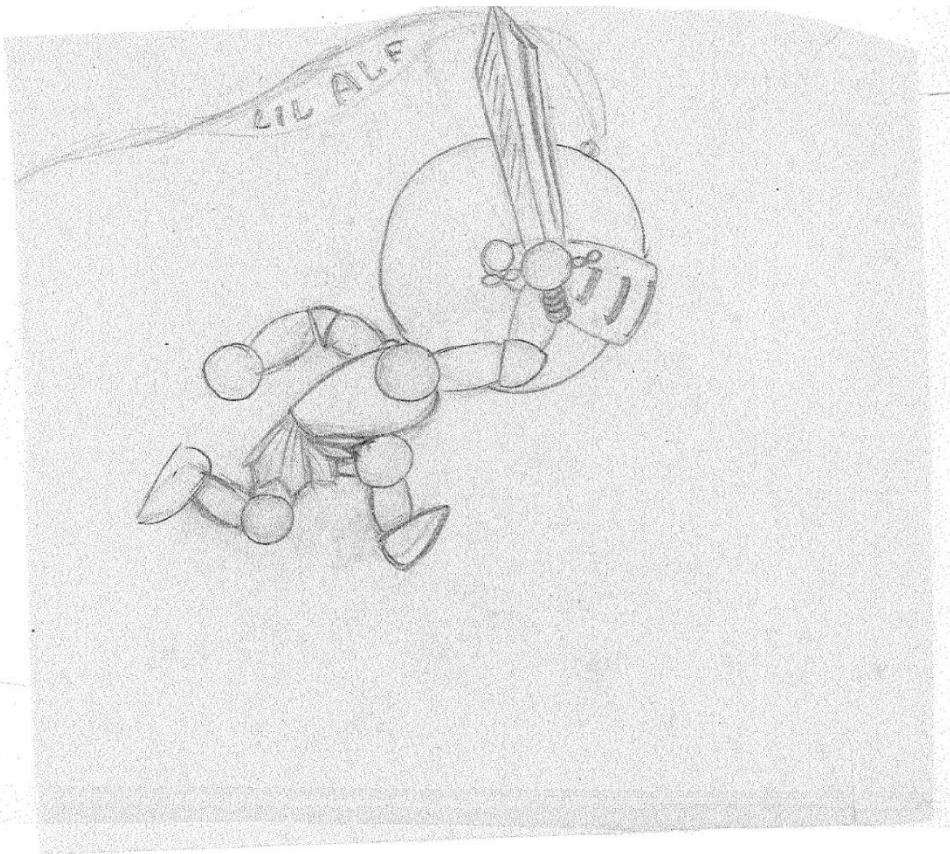


Fig. 4. Original Lil Alf sketch (Tappan, "Lil Alf Sketches").

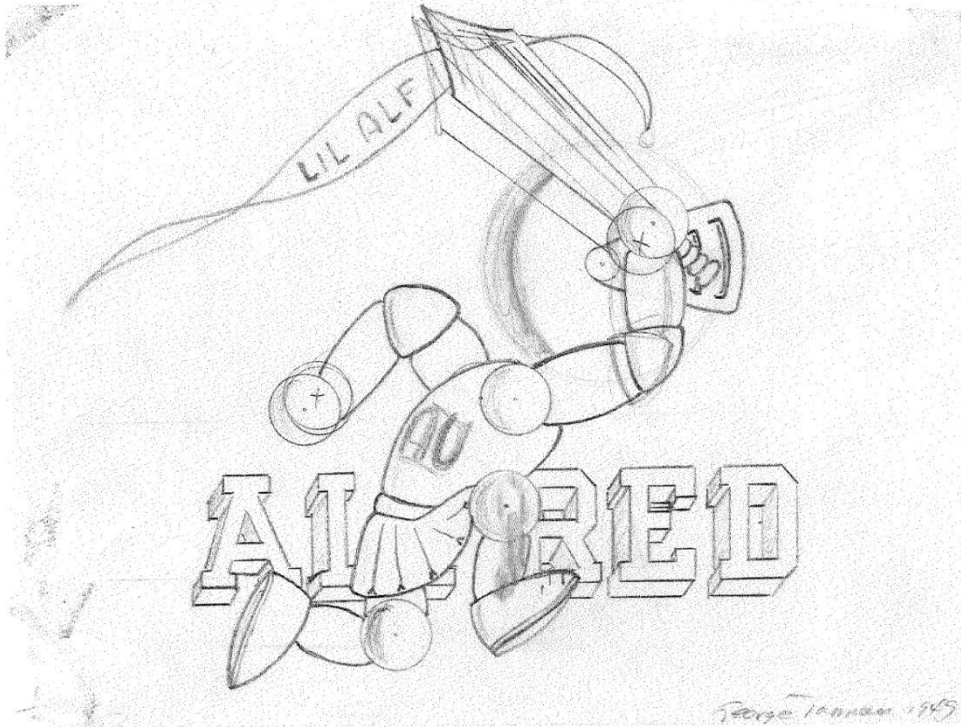


Fig 5. Original Lil Alf Sketch with Alfred (Tappan, "Lil Alf Sketches").

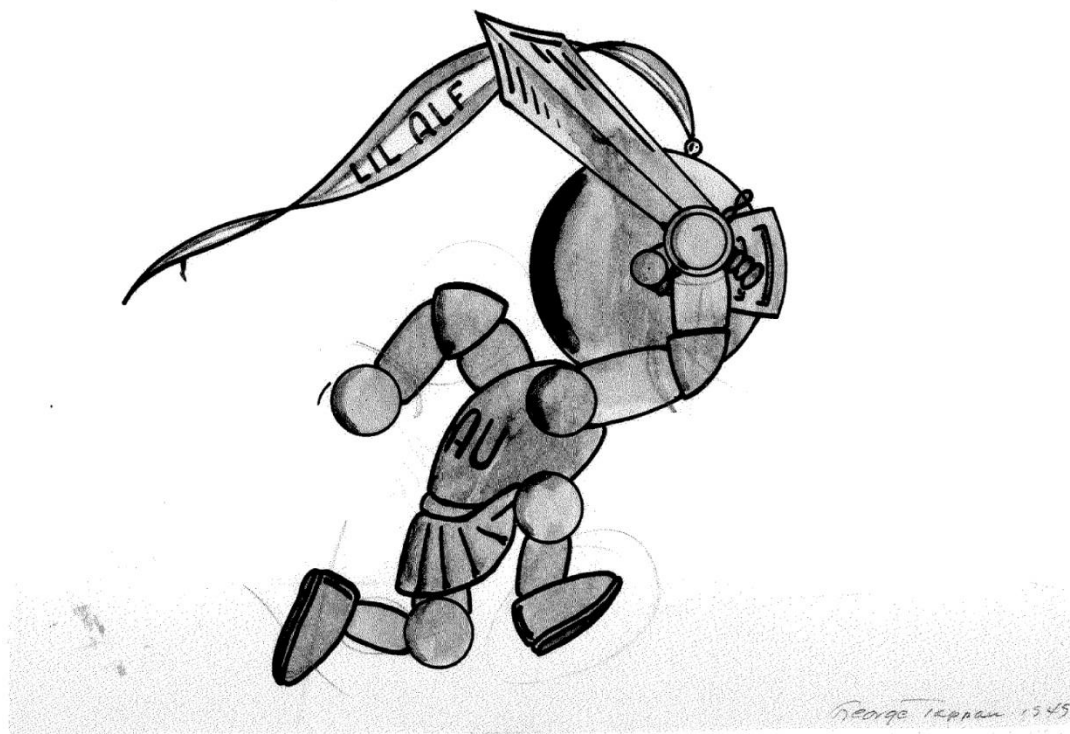


Fig 6. Shaded Lil Alf Sketch (Tappan, “Lil Alf Sketches”).

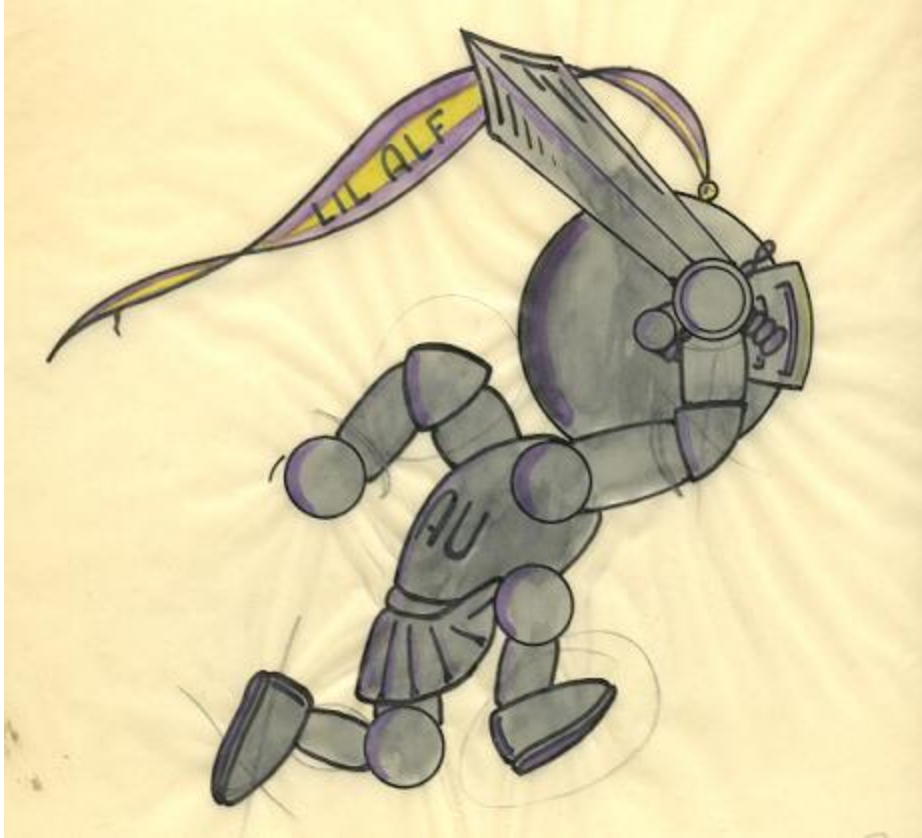


Fig 7. Colored Lil Alf Sketch (“Lil Alf”).



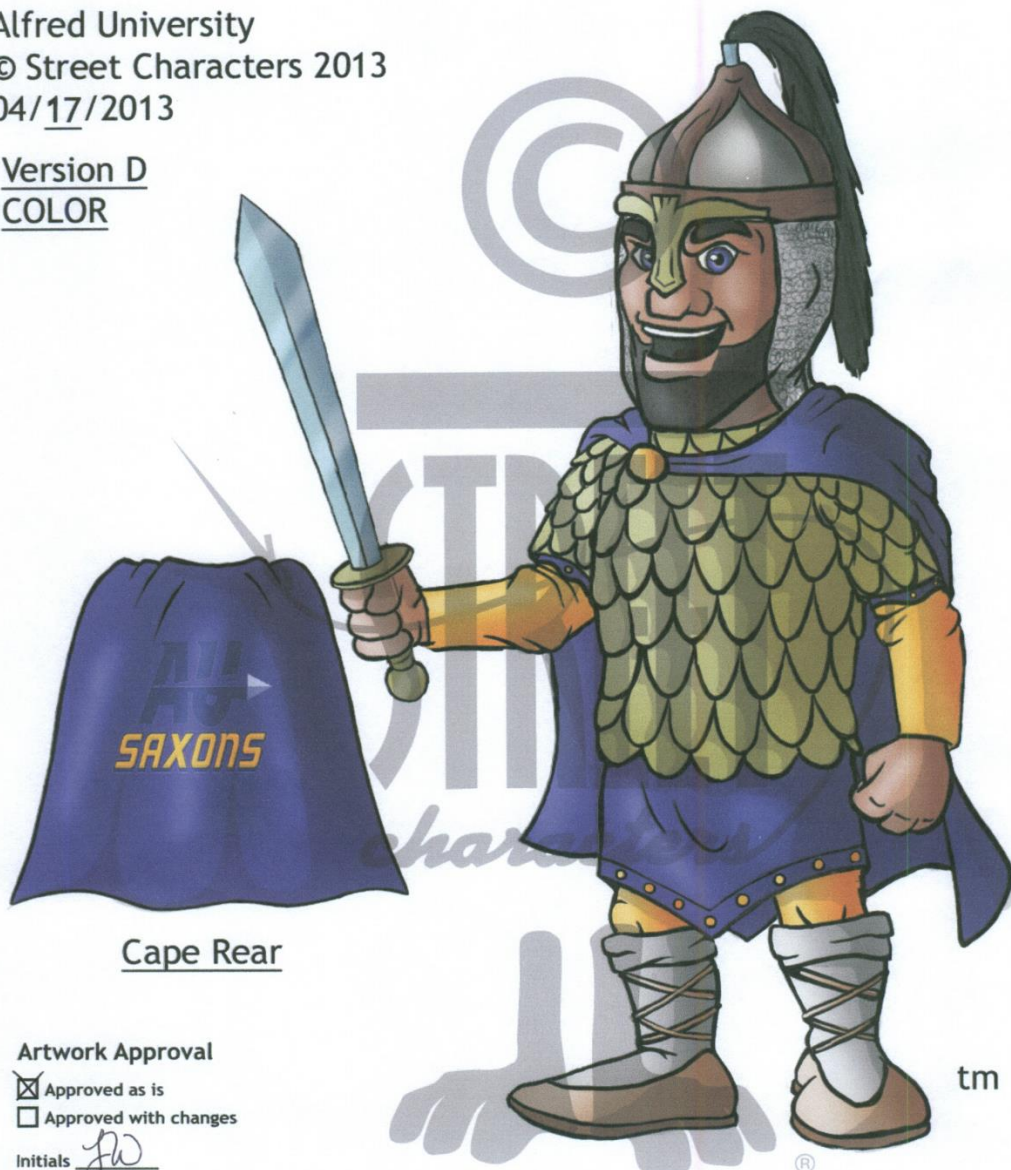
Fig 8. The final concept sketch for the Saxon rider’s costume (“Search for a Saxon”).



Fig 9. The horse chosen to be Alfred the Great's noble steed ("Search for a Saxon").

Alfred University
© Street Characters 2013
04/17/2013

Version D
COLOR



Cape Rear

Artwork Approval

- ☒ Approved as is
☐ Approved with changes

Initials JW
Date 4.19.13

Please Note: All material patterns and colors are subject to availability.
Material samples will be provided for your approval prior to production.

This artwork has been produced solely for the purpose of illustrating a costumed character. It shall remain the property of Street Characters Inc. and cannot be reproduced in any form whatsoever without permission. Please contact your Street Characters representative for licensing information.
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Fig 10. Full Body costume proposal from Street Characters (Wellman, "RE: Costume").

Alfred University
Mascot Call for Names

Warrior

Adolphus	Edward	Beowulf	Hrothgar	Black Knight	Alfred the Great	Aethelred
The White Horse King	Godric	Miles (soldier)	Silver Saxon	Maceo	Dean	Sir Balder (saxon god of immortality)
Knight Rider	King Alfred	Knight Warrior	Edward or Eddie	Harald the Warrior		

Horse

Astron (greek word for astronomy)	Perseus (horse constellation)	Capall (Irish for horse)	Abby (Abigail Allen)	Westbury (linked to King Alfred on Wikipedia)	Saxon (suggested 2 times)	Alden (defender)
Titus	Ahearn	Atlas	The White Horse	Hild or Hilda	Snowy	Tempus (time)
Arion	Chauncey	King	Tiw (saxon god of war)	Exeter the Steed	Storm	Thunder
Yuni	Ealhswith	Wessey	Faye	Crispin	Arion	Valda
Patches	Alfredo	Blizzard	Bucephalus	Arod	Fiat Lux	Blaze
Saxy	Alfy	Spot	Spotty	Fredo	Pegasas	

Fig 11. Table of suggested names (Bailey, “Re: Mascot”).

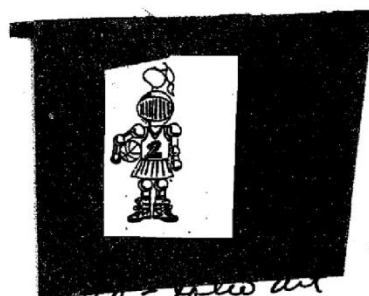
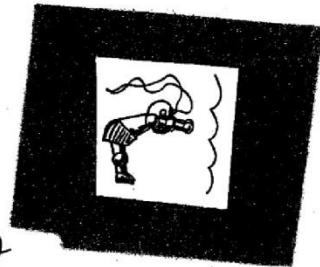
Appendix B.

ALFRED UNIV
ALFRED
PI



123 - folio art
Use same art
for folio art on
pages 124, 125, 126, 127

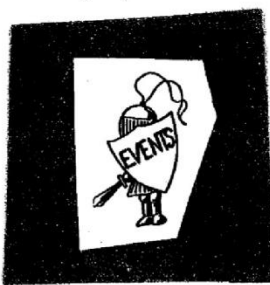
150 - folio art
Use same art for
folio art on pages 151,
152, 153,



154 - folio art
Also use for folio
art on page 156

155 - folio art
Also use for folio
art on page 157

156 - folio art
Also use for folio
art on page 159



174 - folio art
Also use for folio art
on pages 175, 176, 177,
180, 181, 182, 183, 186,
187, 188, 189

GLUE ABOVE THIS LINE

PCT PNL PG POS
HS MORRISON IL 10483

P.M.T. Print

Name

Leora

Rot.

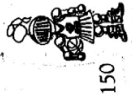
10483

Page

12

Return to Pasteup

02160



150

P9151



151

P9152



152

P9155

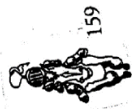


155

P9158



158



159

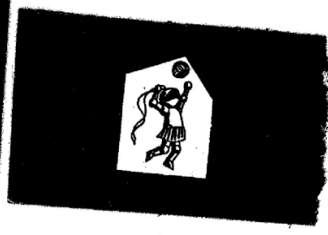
174



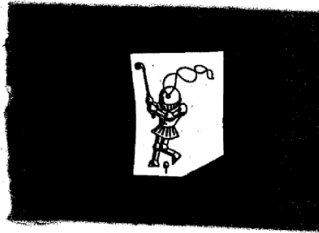
174



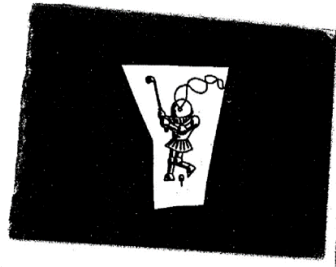
144



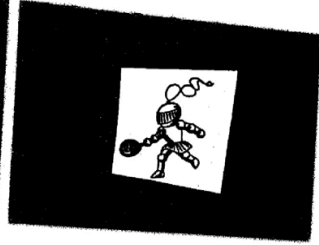
145



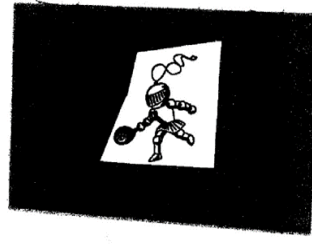
146



147



148



149

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