





STAND TALL LONE PINE

MORE AND MORE BIG GREEN TEAMS ARE USING THE LONE PINE AS A SECONDARY LOGO. THERE IS EVEN A CHEER REFERENCING IT. WHERE DID THE LOGO COME FROM?

IT IS A GREAT SYMBOL OF WHAT GOING TO
SCHOOL AT DARTMOUTH AND PLAYING ANY
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John Scotford weighed 134 pounds soaking wet when he went out for football as a Dartmouth freshman, and he tipped the scales at a fully grown 135 pounds upon graduation.

Little wonder that he never made much of a mark in a football uniform. But 80 years after he arrived at Dartmouth the 1938 graduate has left his mark quite literally on the Big Green football uniform.

Scotford, the former college designer, created the stylized Lone Pine for the 1969 Dartmouth Bicentennial celebration that appeared for the first time this fall on the sleeve of the Big Green football uniforms.

The design honors the college's Old Pine, a towering tree that grew on Observatory Hill and was believed to predate Dartmouth's founding in 1769. It was struck by lightning in 1887 and finally cut down in February of 1895. Long a symbol of the college, the Old Pine earned a spot in the American Forestry Association's National Hall of Fame in 1922.

The Old Pine is now widely referred to as the Lone Pine.

Scotford's graceful design appeared on football programs in 1969 and flies over the Green each day alongside the American flag. It showed up on cross country and track singlets three years ago, is now on volleyball and football uniforms, and will be more widely seen in years to come.

"I think it is something that separates us," said Athletic Director Harry Sheehy of the design. "We don't have a mascot so I think a signature emblem like that is important. It is a secondary mark for us, so we are going to control the size of it and where it shows and all that. But it's Dartmouth.

"We thought it was time to do some interesting and creative things with the Lone Pine as well as the Dartmouth 'D'."

Senior co-captain Stephen Dazzo feels the addition of the Lone Pine to the sleeve of the football uniforms is fitting given the push to give Memorial Field and other Dartmouth athletic facilities the nickname The Woods.

"I think it is awesome," Dazzo said. "It is a great symbol of what going to school at Dartmouth and playing any sport here is all about. You really are up here in The Woods."

As the last of four siblings to wear a Dartmouth uniform, Colleen "Beaner" McManus is a freshman who has an interesting perspective on the Big Green athletic scene. She's a fan of the design and it's use.

"Aesthetically, I like the Lone Pine and think it's a classic looking icon which also harbors historic significance dating back to the



earliest days of Dartmouth," she said. "It is a unique and authentic symbol of our school, which adds to its appeal. ...

"Given the lack of a school mascot, it's fun to have a more creative logo to compliment the block D."

Exactly where the Lone Pine will show up next is still to be determined.

"Any time you loosen up on something like this there is the chance that it is going to go wild on you," said Sheehy. "So we are going to try to moderate it pretty closely because I do think that it can be distinguishing, and yet we need to use it properly."

Now that it is finally appearing on uniforms and occasional athletic department publications the symbol has helped spawn a new cheer that is starting to be heard and seen at Dartmouth athletic events:

Stand tall (clap, clap)

Stand tall (clap, clap)

L-ohhhhhh-ne Pine.

With that, the student body raises its arms and joins its hands in a representation of the shape of Scotford's tree.

"(Assistant Athletic Director) Donnie Brooks introduced that," said Sheehy. "Again, we are just trying to do some things that separate us and we think the Lone Pine does that. It is such a great part of the history and tradition of this place. We felt like we were under utilizing it, to be honest."

Scotford helped design Dartmouth football program covers but was disappointed that the logo didn't get more widespread use by the college athletic department during his lifetime.

The designer popularly known as Scotty gave up football as a freshman and switched to gymnastics the next year. He majored in art history and created a well-known 1940 Dartmouth Winter Carnival poster that can still be purchased online. Among of his other famous posters promoted the Dartmouth Skiway.

He went on to have a successful career in advertising and book promotion and even designed a font called Scotforduncial before returning to Dartmouth.

Scotford worked as assistant director of the Hopkins Center and was chairman of the Bicentennial exhibits committee. In September of 1969, the U.S. Postal Service issued a 6¢ stamp he designed to honor the 150th anniversary of Daniel Webster and The Dartmouth College Case.

He died on Dec. 10, 2000 but the Lone Pine lives on. **DP**