Finding aid of the Alfred Wesson papers 5035

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USC Libraries Special Collections
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Title: Alfred Wesson papers
creator: Wesson, Alfred
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Physical Description: 0.42 Linear Feet1 box
Date (inclusive): 1924-1974
Abstract: Alfred "Al" Wesson is best known as the composer, while a student at USC, of "All Hail"-- USC's current alma mater song-- for a student fundraiser called "Campus Frolics of 1923". The other song he wrote for the opening of Frolics was "Cardinal and Gold" which also became a perennial favorite, played at Trojan football games and countless other university events. In addition to Wesson's musical ability, he served as the University's first full-time sports information director from 1928 to 1942. Wesson co-authored books with two of USC's most legendary coaches: "Football for the Fan" with Howard Jones, and "Championship Technique in Track and Field: A Book for Athletes, Coaches, and Spectators" with Dean Cromwell. This small collection is comprised of articles penned by Wesson in the 1940s for "Esquire", "Liberty", and other magazines, as well as newspaper clippings and biographical information about Wesson. Other highlights from the collection include a pictorial souvenir of the 1932 Olympic games in Los Angeles, a program for "Campus Frolics of '24," sheet music by Al Wesson for "The Cardinal and Gold" and "All Hail," and a program for Wesson's retirement dinner in 1969 from Hollywood Park.

Storage Unit: 1
Biographical note
Alfred "Al" Wesson was a journalism student at the University of Southern California in the 1920s in addition to being a trumpet player in the Trojan Marching Band. In 1923 he penned "All Hail"-- USC's current alma mater song-- for a student fundraiser called "Campus Frolics of 1923". The other song he wrote for the opening of Frolics was "Cardinal and Gold" which also became a perennial favorite, played at Trojan football games and countless other university events. In addition to Wesson's musical ability, he served as the University's first full-time sports information director from 1928 to 1942. He left USC to serve in World War II, and later became publicity director for Hollywood Park. Wesson co-authored books with two of USC's most legendary coaches: "Football for the Fan" with Howard Jones, and "Championship Technique in Track and Field: A Book for Athletes, Coaches, and Spectators" with Dean Cromwell.

Scope and Contents
This small collection is comprised of articles penned by Wesson in the 1940s for "Esquire", "Liberty", and other magazines, as well as newspaper clippings and biographical information about Wesson. Other highlights from the collection include a pictorial souvenir of the 1932 Olympic games in Los Angeles, a program for "Campus Frolics of '24," sheet music by Al Wesson for "The Cardinal and Gold" and "All Hail," and a program for Wesson's retirement dinner in 1969 from Hollywood Park.

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