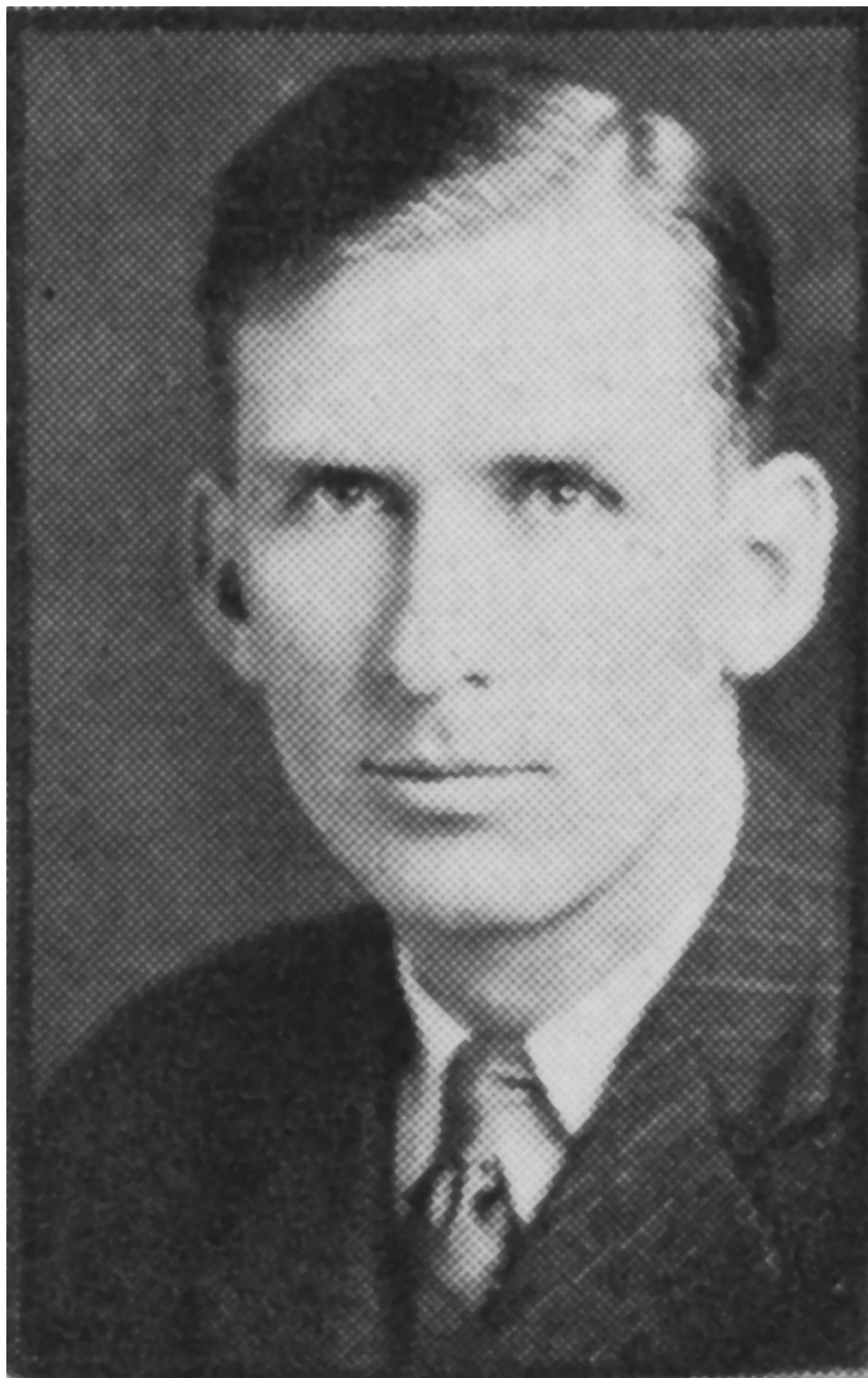


Arthur C. (A.C.) Ritt
1st Head Coach 1928-1933



Arthur C. (A.C.) Ritt
1st Head Coach 1928-1933

Mr. A. C. Ritt was Wm. Horlick High School's first head football, basketball and track coach along with the first physical education and German instructor. Later he also served as an assistant principal at Horlick. Coach Ritt, who played football and basketball at Crystal Lake High School in Illinois went on to the University of Illinois and graduated in 1923. He began his coaching duties at Pittsfield, Illinois, where for two years he handled local high school teams in football, basketball, and track. From Pittsfield, he went to Negaunee, Michigan for another two years of coaching the same three sports.

He was also degreed from University of California. When Coach Ritt arrived in Racine late in the fall of 1927, he was given the duties of coaching the lightweight basketball team at Racine High School. His success with the 'Ponies' was well known since it was the best basketball team Racine High School ever had. They played a tough Big Six Conference schedule and managed only two defeats.

He taught physical education at Washington Junior High School for one year before coming to Horlick. Coach Ritt referred to the Horlick athletes as "Aggies" and just as it is today, Horlick's emblem was "The North Star."

Coach Ritt believed that participation in Horlick sports taught cooperation, self-reliance, alertness, quick thinking, fair play, and good sportsmanship. Coach Ritt stated in the 1941 *Polaris*, "Playing the game of football develops spirit, mind, and body, and all in all promotes *The Horlick Way*."

Coach Ritt conducted Horlick's first football banquet on January 10, 1929.

In 1928 Horlick was a member of The Southern Wisconsin Conference also referred to as "The Big 7". The league consisted of William Horlick High School, Washington Park High School, Kenosha High School, Janesville High School, Beloit High School, Madison East High School, and Madison Central High School.

Student enrollment in 1928: 411

Assistant Coaches: A.J. Cox, F. H. Sheldon

Sources: Volume 1 Number 1 Horlick Herald October 12, 1928

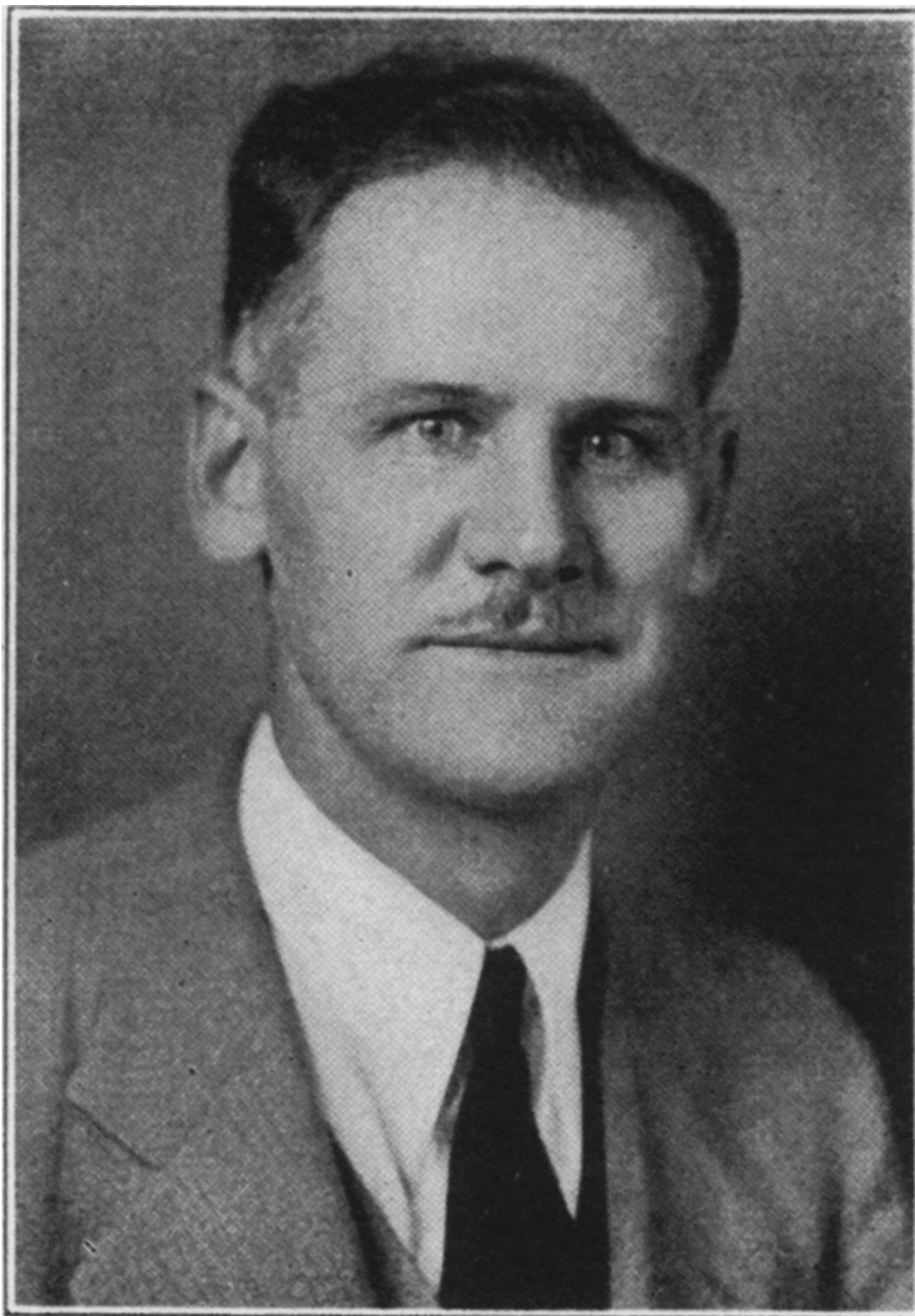
Dedicatory Issue of The William Horlick Herald

Volume 1 Number 11 January 18, 1929

1932 *Polaris*

1941 *Polaris* Yearbook

Clifford E. Taylor
2nd Head Coach 1934-1941



Clifford E. Taylor
2nd Head Coach 1934-1941

Mr. Clifford E. Taylor spent much of his life studying and playing football. He was considered to be an expert in the game, coaching both local and outside football teams with most of his football knowledge spent on Racine teams. He coached the Baumann Coals, a strong team in its day and the Seft Coals football team. Coach Taylor was an assistant coach at Racine High School and gained much of his experience there. As a player he was an outstanding figure on the teams he played. He was a standout player on the Oshkosh Norman of Oshkosh and the Racine Independents of Racine football teams.

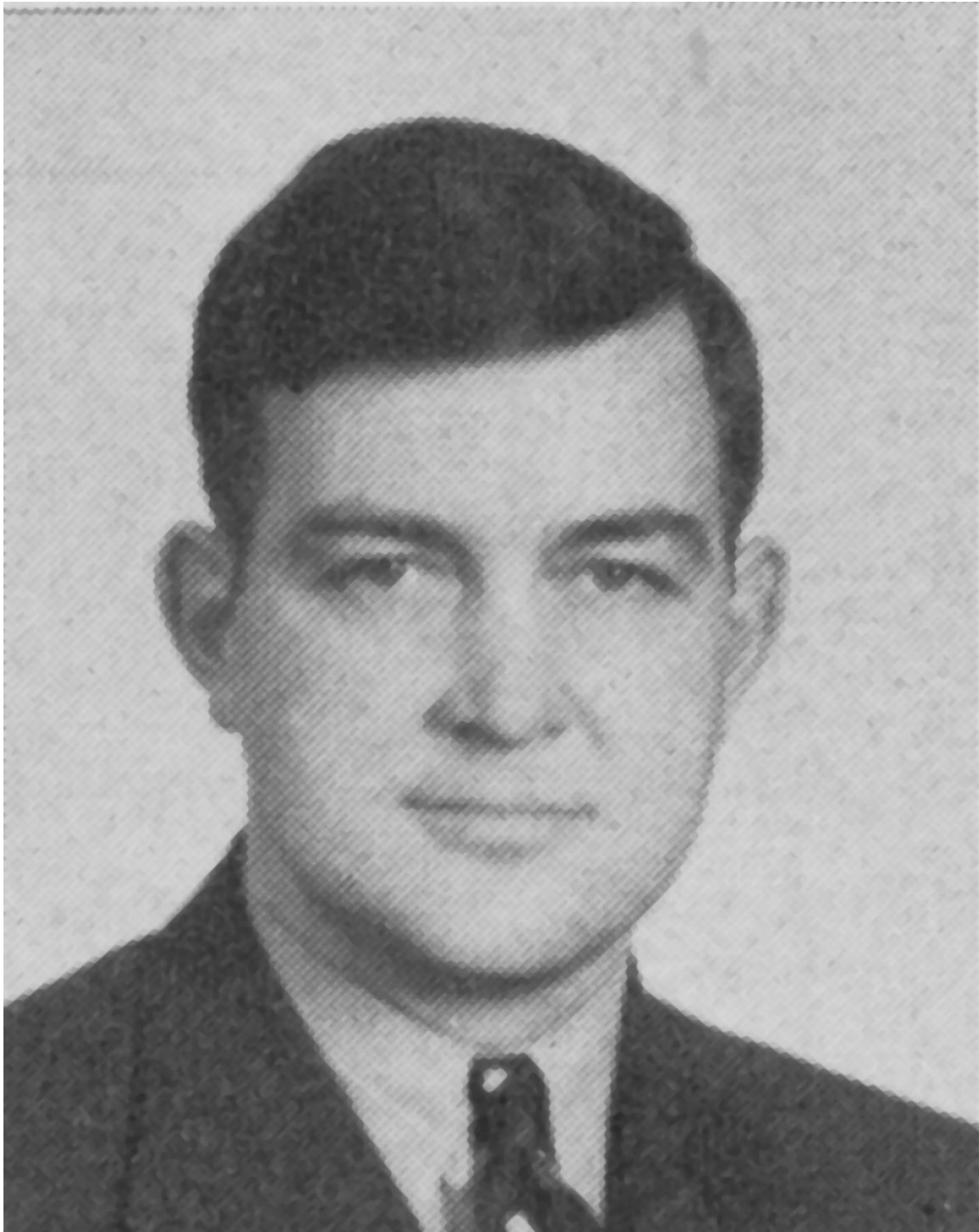
Coach Taylor began teaching Industrial Arts at Horlick in 1934.

In 1934 Horlick was a member of The Big 7 Conference.

Assistant coaches: A. J. Cox and Theodore C. Curtis.

Source: Horlick-Park Football Program

Glen E. Morrow
3rd Head Coach 1942-1945



Glen E. Morrow
3rd Head Coach 1942-1945

With a reputation for coaching championship teams, Mr. Morrow was added to the Horlick staff as biology and physical education teacher. Coach Morrow previously taught at Whitewater City High School. He graduated from River Falls Teacher's College in 1935 with a major in biology and a minor in history.

Coach Morrow attended and graduated from Mazomanie High School in Mazomanie, WI. His teaching began at Horlick in 1941 and he also served as the head of the physical education department.

Coach Morrow played professional football with Oshkosh for five years against such teams as the Green Bay Packers and Chicago Bears. He was also a pro baseball player for five years.

In 1942 Horlick was a member of The Big Eight Conference.

Assistant Coaches: Theodore C. Curtis, Clifford E. Taylor, Nelson, Martin.

Source: The Horlick Herald Volume 13 Number 1 September 18, 1940

Russell A. Rebholz (R.R.)
4th Head Coach 1946-1951



Russell A. Rebholz (R.R.)
4th Head Coach 1946-1951

Until Mr. Russ Rebholz arrived on the coaching scene for football, basketball and track at Wm. Horlick High School, the athletic teams were known as “Silver Tops”, “The Scarlet’s”, “The Scarlet and Greys”, or “The North Stars”. All Horlick students were referred to as “Horlickites”. Coach Rebholz’s last name quickly became synonymous with our sports teams. In 1949 “Rebholz’s Rebels” were born. Local sports writers enjoyed using the “Rebels” term for boy’s athletics and “Rebells” for the girls. Since Max Plavnick wrote Horlick’s school song in 1943 and then adopted in 1948 before Coach Rebholz’s tenure, there is no mention of “Rebels” in the school song. To this day, Horlick’s mascot is the Rebel.

During Rebholz’s five-year reign as the head coach, he led the football team to 18 wins and 22 losses. In basketball his record was 60 wins and 46 losses. He also guided the Horlick basketball team to their first Big Eight Conference title in 25 years. During the 1948-1949 seasons, Rebholz also served as Horlick’s athletic director and was the advisor for the boys “R” Club. “Overall, I think the 1951-52 school year was at least equal to the best year we’ve had since I’ve been here, if not the best.” stated Coach Rebholz.

Coach Rebholz played his high school ball at Portage High School in Portage, WI and was named All-State basketball center in 1926. He won three letters in football and two in basketball at the University of Wisconsin. He also played halfback on the East team in the annual East-West Shrine game held in San Francisco on New Year’s Day 1932. In that game, he was awarded a spot on the All-Star team. Coach Rebholz was an All-American left halfback and star of the Wisconsin Badger’s football team. Rebholz earned a masters degree from Wisconsin in 1941. After leaving Horlick Coach Rebholz continued his teaching and coaching career at Milwaukee State College.

In 1946 Horlick was a member of The Big 8 Conference.

Assistant Coaches: Ken Bahnson, Theodore C. Curtis, Ben Ewers, Hugh Stewart.

Sources: 1937-1947 Horlick Heralds

Horlick Herald Volume 19 Number 1 September 20, 1946

Horlick Herald Volume 24 Number 2 October 5, 1951

Horlick Herald Volume 25 Number 1 September 20, 1952

James J. "Red" Rice
5th Head Coach 1952-1956



James J. "Red" Rice
5th Head Coach 1952-1956

Mr. Rice came to Horlick from Washington Junior High School. He coached for six years during which he guided the football and basketball teams to favorable records.

Coach Rice attended Reedsburg High School in Reedsburg, Indiana where he played four years of basketball and two years of football. After graduating from Reedsburg High School, he went to Notre Dame University where he graduated with a degree in physical education. While attending Notre Dame, Rice played on the freshman and sophomore basketball teams. In his junior and senior years, he turned his attention to boxing and became a boxing award winner.

After graduation Rice returned to Reedsburg High in the capacity of assistant football and basketball coach and head track coach.

In 1942 Rice was drafted into the Armed Forces and served as a bombardier-navigator on a B-24. He spent time on the Hawaiian and Philippine Islands. The last of this four-year term was spent in Japan as the skipper of an air-crash boat, similar to the famous PT.

Coach Rice earned a Master's degree in Physical Education from Marquette University. He also attended school at Northwestern University and was degreed from the University of Indiana. After leaving Horlick Coach Rice continued his career at UW-Eau Claire.

In 1952 Horlick was a member of The Big Eight Conference.

Assistant Coaches: Ken Bahnson, Coach Brown, Coach Christensen, Theodore C. Curtis, Ben Ewers, Hugh Stewart.

Sources: Horlick Herald September 20, 1952
Horlick Herald September 28, 1956

John R. (Jack) Belden
6th Head Coach 1957-1960



John R. (Jack) Belden
6th Head Coach 1957-1960

Mr. Belden was a Racine native and a graduate of the Washington Park High School Class of 1942. He was the captain of the Park High School football team his senior year. Following high school Coach Belden enrolled at LaCrosse Teacher's College as a physical education major and played football for the LaCrosse Indians (renamed The Eagles). He earned All-Conference honors as an offensive guard. He graduated from LaCrosse in 1946 with a degree in physical education.

Coach Belden began his teaching and coaching career at Franklin High School winning several championships. Upon his return to Racine, he coached for a short time at Washington Park High School. He was reassigned to Horlick High School to teach physical education where he also served as head coach for the Horlick varsity football, basketball and track teams. Coach Belden's all-time record as Horlick's basketball coach is 350 wins and 129 losses.

Coach Belden taught and coached for 24 years at Horlick during his 36 years as an educator in Racine.

The Wisconsin Basketball Coaches Hall of Fame inducted Coach Belden in 1982. On March 20, 1983 Wm. Horlick High School honored Coach Belden by dedicating and naming the field house in his honor...The John R. Belden Field House.

In 1957 Horlick was a member of The Big Eight Conference.

Student enrollment in 1957: 950

Assistant Coaches: Coach Brown, Coach Christensen, Coach Curtis, Coach Ben Ewers, and Coach Jerome Fishbain

Sources: The Racquet, UW-LaCrosse Student Newspaper November 28, 1941
Milwaukee Sentinel October 25, 1959
Horlick Herald September 20, 1957

Jerome Fishbain
7th Head Coach 1961-1969



Jerome Fishbain
7th Head Coach 1961-1969

A Racine native, Mr. Fishbain graduated from Wm. Horlick High School in 1951. He was a football, basketball and track standout and served as student council president. He attended The University of Wisconsin-LaCrosse and graduated in 1955 with a degree in physical education and a minor in history. He earned letters in both football and basketball. Coach Fishbain earned a Masters degree from UW-Madison in 1960, and an Educational Administrative Certification from UW-Milwaukee in 1971. He also served in the U.S. Army for 2 years.

Coach Fishbain was head coach of all sports at Colby High School from 1957-59. He served as head football coach; assistant coach for basketball, track, and football; and director of activities and facilities at Horlick High School from 1959-70. He was head football coach at UW- Milwaukee from 1971-72; assistant athletic director, assistant football coach at UW-Milwaukee from 1973-75. Coach Fishbain served as assistant director of admissions and football defensive coordinator at UW-River Falls from 1975-78. He then served as administrative recruiting coordinator for football at the University of Minnesota from 1979-80. Fishbain was the UW-Madison recruiting coordinator and assistant football coach for 3 seasons between 1980 & 1988. From 1990-94, Fishbain served as UW- Madison's academic athletic consultant for football.

Coach Fishbain was inducted as a member of the Wisconsin High School Football Coaches Association in 1995. While at Horlick his teams won 3 conference championships and he was the Big Eight Coach of the Year in 1961 and 1966. His Horlick team was 9-0 tying for what would have been a State Championship in 1967.

"I believe that good coaches are good teacher first and the best teachers are good coaches first. Good teachers and coaches do not just teach subjects or sports, they teach and coach young people first and then teach the subject or sport. My greatest satisfaction is that I have had the opportunity to work with young people at all levels both rural and urban high schools, Division III, II and I College."

Student enrollment in 1961: 2,276

Horlick was a member of The Big Eight Conference.

Assistant Coaches: Coach Christensen, Coach Crump, Coach Ben Ewers, Coach Ralph Ferraro, Coach Don Ford, Coach Delbert Goebel, Coach Henkes, Coach Longo, Coach O'Malley, and Coach Ted Petrakis.

Sources: Wisconsin Football Coaches Association Website

Horlick Herald December 9, 1959

Horlick Herald June 8, September 28, 1962

Owen P. Evans
8th Head Coach 1970-1971



Owen P. Evans

8th Head Coach 1970-1971

Mr. Evans was born in Racine and graduated from Washington Park High School in 1945. He lettered in football, basketball, and track under the guidance of his coach Clark Van Galder.

Coach Evans entered the United States Navy in August of 1945. He was able to continue his football career a year later at LaCrosse Teacher College. Clark Van Galder was again his coach as he lettered three years and was elected to the All Conference team for both his junior and senior years at LaCrosse.

After an additional year with the Navy, he began his teaching and coaching career at River Falls high School. As a football coach his four-year record was 25-6-1. In 1956 he moved to Berlin High School. His six-year record was 26-20-2. In 1962 he took a job at the University of Dubuque where he served in the positions of director of athletics, department head of physical education, and head football coach. For seven years, he held the position of assistant football coach and physical education teacher at the University of Wisconsin Oshkosh. In 1970 Coach Evans moved back to Racine to be the head football coach at Horlick High School. Evans served as athletic director for both Horlick and J. I. Case High Schools until his retirement in 1989 from the Racine Unified School District.

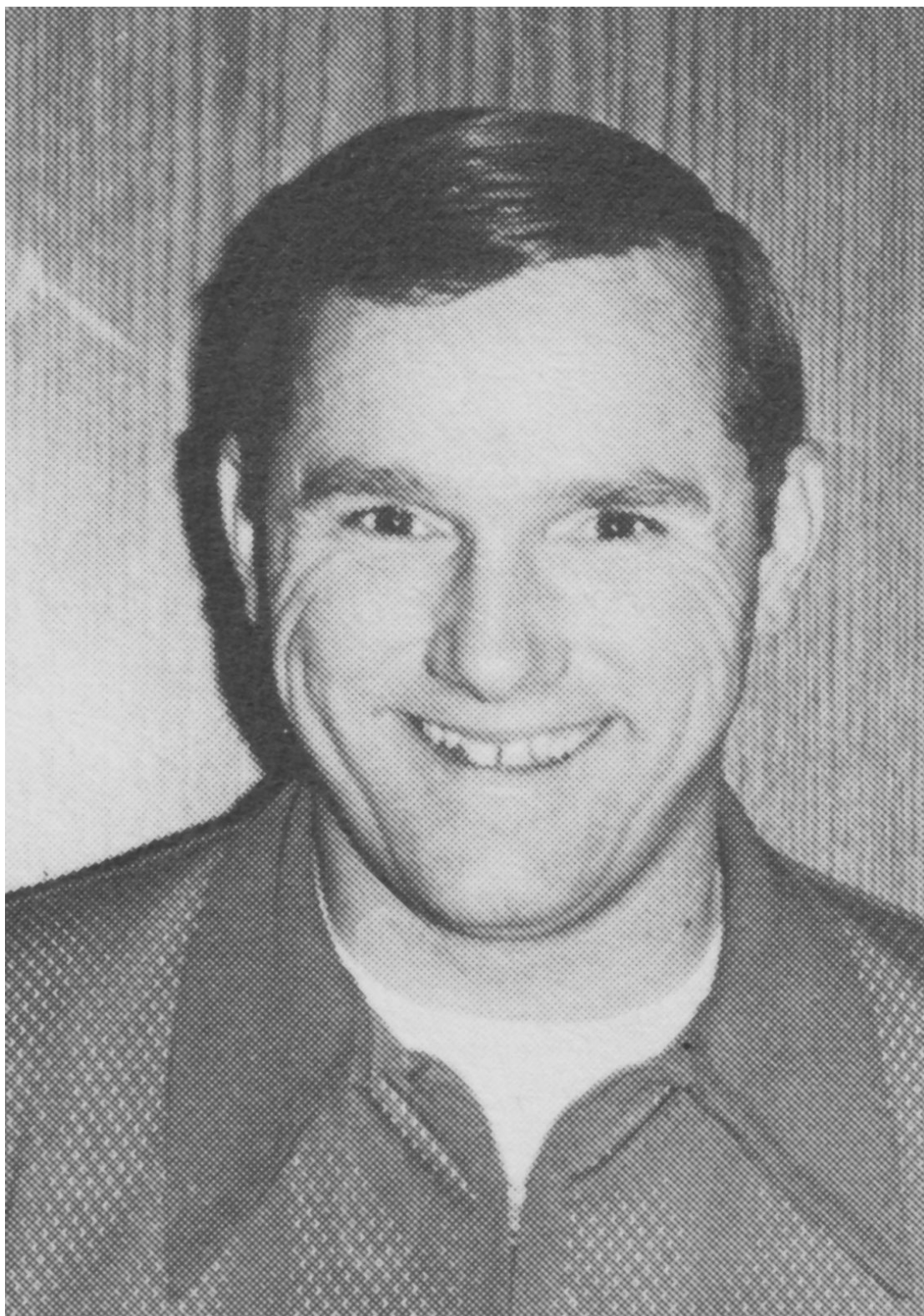
Coach Evans is a member of Washington Park High Schools Hall of Fame, as well as a member of the University of Wisconsin LaCrosse Wall of Fame and a 2008 inductee to the Wisconsin Football Coaches Association Hall of Fame.

In 1970 Horlick was a member of The Big 8 Conference.

Assistant Coaches: Coach Ehrhart, Coach Ben Ewers, Coach Ted Petrakis, Coach George Tigges.

Sources: Wisconsin Football Coaches Association Website
Horlick Herald October 2, 1970

Richard (Dick) Wojick
9th Head Coach 1972-1976



Richard (Dick) Wojick
9th Head Coach 1972-1976

Just as Russ Rebholz led the well-celebrated “Horlick Rebels”, Mr. Wojick was the engine leading the “Horlick Rebel Machine”. Even though Coach Wojick was from the south side of Chicago he had family roots in Wisconsin with his grandparents family homestead located in Webster, WI. He played football at Michigan State University. After graduation he was the backfield coach on the Spartan’s staff for 1½ years and a Spartan recruiter for 3 ½ years. He coached at Evanston Township High School before coming to Horlick. In 1972, Coach Wojick made an immediate impact upon the football culture at Horlick High School. Coach Wojick’s deep football knowledge along with his methods to include an uncompromising personal year-around commitment to football from himself and his players was all the Rebels needed to move full steam ahead.

In his last year at Horlick, Coach Wojick lead the Rebels to the finals of the 1st ever state public school playoff tournament. The Rebels dropped a 6-0 decision to Antigo to complete a 10-1 season. Coach Wojick had a 33-14 record over his five years at Horlick compiling three conference championships during that span. At the age of 38, he left Horlick to take a head-coaching job at Lyons Township High School in LaGrange, IL and he took with him the spirit of “The Rebel Machine.”

When Wojick was inducted into the Illinois High School Coaches Association in 1999, he had something dear to him inscribed on part of his ring. Those words were “ Horlick Rebels.” Coach Wojick stated, “ I just have glowing thoughts of that team.”

In 1972, Horlick was a member of The South shore Conference.

Assistant Coaches: Coach Ken Black, Coach Jim Jefferson, Coach Dave Krause, Coach Ted Petrakis, Coach John Roberts, Coach Bill Weinstock

Sources: Peter Jackel The Racine Journal Times January 17, 2006
The Milwaukee Journal Sentinel February 23, 1977
Horlick Herald March 17, 1972

Brad Smith
10th Head Coach 1977-1980



Brad Smith
10th Head Coach 1977-1980

A native of Sycamore, IL, Mr. Smith was an All-State high school football player as well as a basketball and track standout. He started three years at cornerback at Western Illinois and helped the Leathernecks to a cumulative record of 23-7. As a senior, The Peoria Journal Star named him to the Illinois Collegiate All-State Team.

Coach Smith earned a masters degree in 1973 from Chadron State University. In 1974 he became the secondary coach at the University of Wisconsin-Milwaukee. In 1975 Coach Smith returned to western Nebraska as the head football coach at Alliance High School where he spent three years.

As the head football coach of the Rebels for four years, his teams won three conference championships, and his overall high school coaching record between Alliance and Horlick high schools is 34-28-1.

Coach Smith went on to become the head football coach of the Chadron State Eagles in Nebraska and full time athletic director at the university. Coach Smith was inducted into the RMAC Hall of Fame and the Chadron State Athletic Hall of Fame for his role as coach and athletic director. After 26 years, Mr. Smith announced his retirement from Chadron State College in 2013.

In 1977 Horlick was a member of The Milwaukee Suburban Conference.

Assistant Coaches: Coach Ken Black, Coach Bill Frayer, Coach Ned Kramer, Coach Dave Krause, Coach John Lenart, Coach John Luther, Coach Ed McCarthy, Coach Ted Petrakis, Coach John Roberts.

Sources: Chadron State Eagles Website
Peter Jackel The Racine Journal Times

David (Dave) Krause
11th Head Coach 1981-1984



David (Dave) Krause
11th Head Coach 1981-1984

Mr. Krause graduated from Lutheran High School in Racine in 1962. He played football, basketball and baseball as a Crusader. He attended Carthage College where he earned his bachelor's degree in 1967 and played baseball for the Red Men. Coach Krause pitched a no hitter at Carthage under Coach Augie Schmidt. In addition, he earned his master's degree in 1972 from the University of Northern Colorado.

Coach Krause was hired as a physical education teacher with Racine Unified School district and began teaching at Jerstad-Agerholm Junior High School in 1967. In 1969 he transferred to Horlick High School where he taught physical education for 34 years. He also served as the phy ed department chairperson. Coach Krause served as an assistant and head coach for boy's tennis, boy's football, and boy's basketball for a total of 36 years while teaching & coaching in Racine.

During the 1983-1984 and the 1984-1985 school years, Coach Krause doubled as both varsity football and boys basketball coach. This was extremely rare at the Division 1 level at that time. Dual or triple head coaching assignments were common in the early days of high school athletics, but Krause's dual role was a rarity at that time.

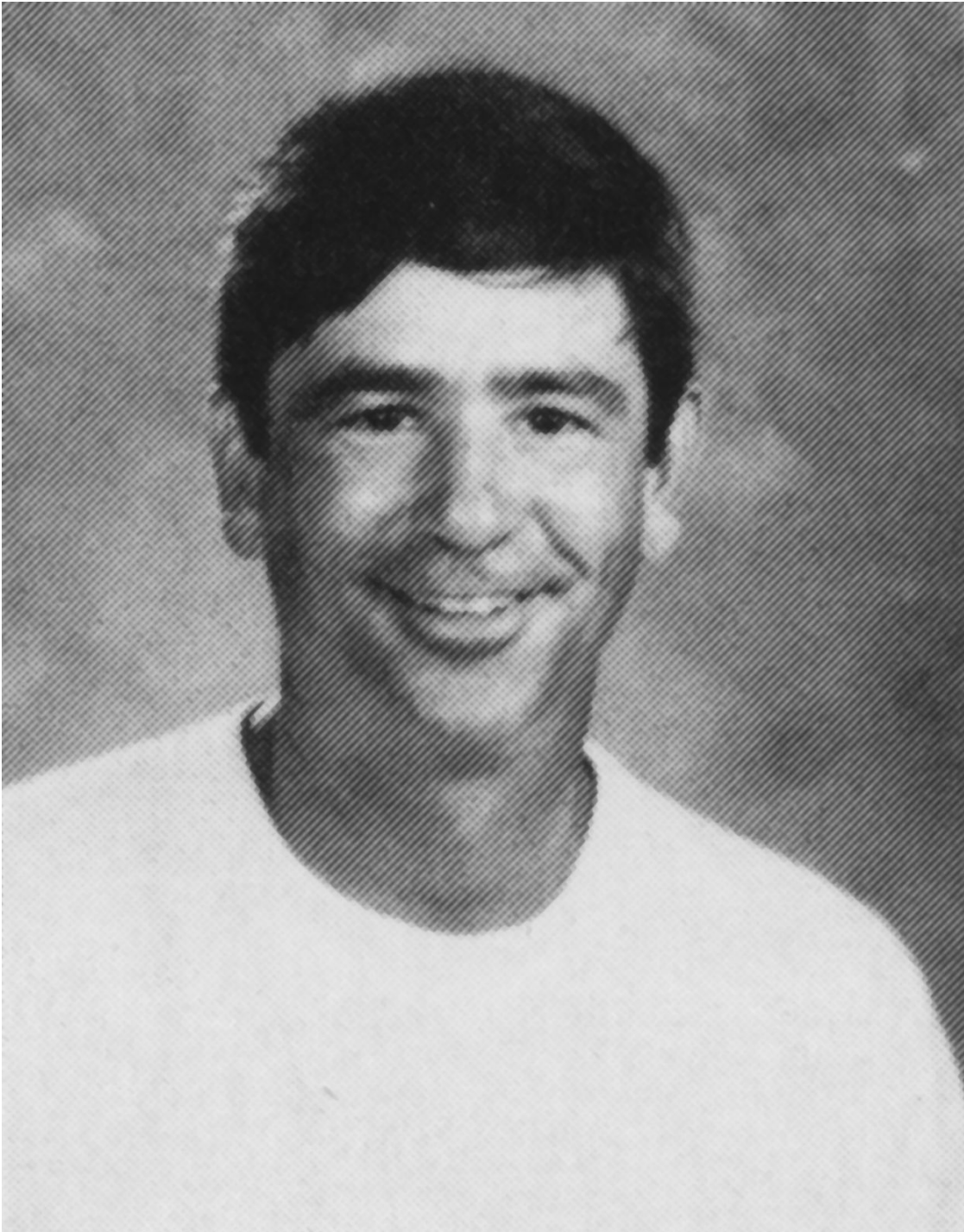
Coach Krause's record as head football coach is 23 wins and 13 losses. As the head basketball coach, Krause compiled a record of 320 wins and 150 losses. The very successful Rebels basketball teams under Coach Krause earned 10 conference championships, 10 regional championships, 3 sectional championships, 3 state appearances and 6 sectional runners up distinctions.

In 1981 Horlick was a member of the Suburban Conference.

Sources: Horlick Heralds 1981-1985,
Peter Jackel The Racine Journal Times

Assistant Coaches: Coach Bill Eaton, Coach Bill Frayer, Coach Ed (Bergendahl) McCarthy, Coach John Luther, Coach Ted Petrakis, Coach John Roberts

William (Bill) Eaton
12th Head Coach 1985—1992



William (Bill) Eaton
12th Head Coach 1985—1992

Mr. Eaton's hometown is Biwabik, MN. He graduated from Stillwater High School in Minnesota where he was a standout athlete in football, basketball, baseball, track and swimming. As a prep athlete he was honored as an All-State Basketball player in the state of Minnesota. Coach Eaton Graduated from Hamline University in St Paul, MN playing wide receiver, free safety, special teams, and held for field goals & extra points on the football team. He also competed at Hamline on the basketball, baseball, track and swimming teams.

Coach Eaton holds a Bachelors degree from Hamline University and a Masters Degree from UW-Whitewater. Coach Eaton is a member of Hamline University's Athletic Hall of Fame.

Mr. Eaton began teaching in Racine Unified School District in 1970. He was a physical education, health, and driver's education instructor. He served as the football coach for 11 years at Mitchell Junior High School. Prior to becoming the head Varsity football coach at Horlick, he coached the Horlick freshman football team for 3 years. His last 12 years before retirement Coach Eaton taught at Walden High School where he also served as the intramural coordinator.

During his time at Horlick Coach Eaton was also an assistant boy's basketball coach under Coach Dave Krause. He also coached, wrestling, track, and golf.

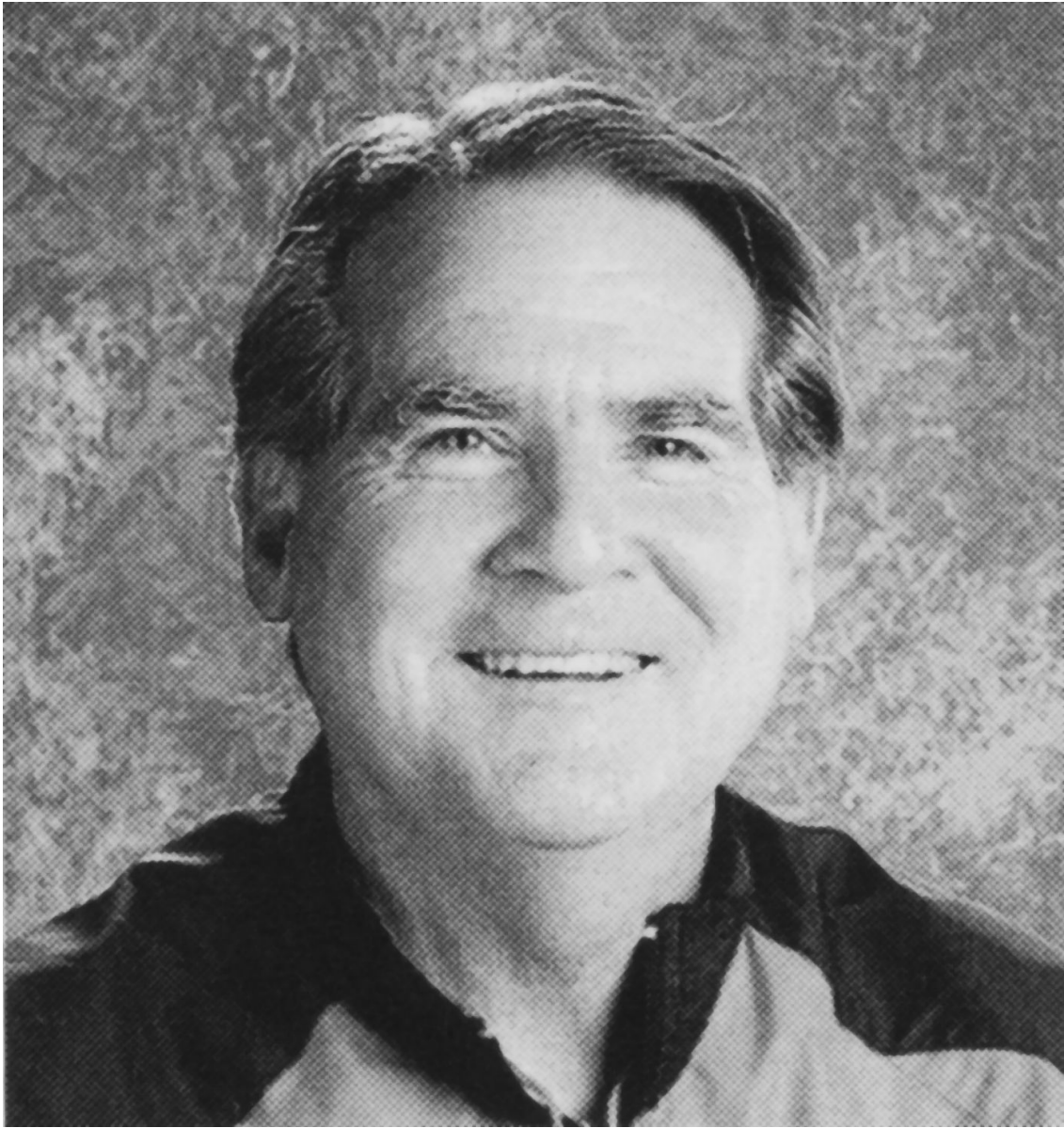
Coach Eaton led the Rebels football team to back to back winning seasons 1990-1991.

In 1985 Horlick was a member of The Big Nine Conference.

Assistant Coaches: Mike Berkovitz, Bill Frayer, Max Gulden, Dave Krause, Dave Kupper, Mike Kusters, Ed McCarthy, T. Prochaska, George Tigges, Jim Visor, Walt Strini

Sources: Herald Volume 58 Issue 1 September 27, 1985
Internet search.

George Machado
13th Head Coach 1993-2009



George Machado
13th Head Coach 1993-2009

George Machado is a native of Santa Monica, CA. He holds a Bachelors Degree in physical education from California State University-Humboldt. He earned a Master's Degree in Education from Northern Illinois University. Coach Machado taught Physical Education, English, and Drivers Education while at Horlick. Coach Machado's teaching and coaching experiences were at Southwestern High School in Hazel Green, WI; Blanchard High School in Blanchard, OK; and Hueneme High School in Oxnard, CA. He compiled a 90-55 record over that time period, and was named the Daily Oklahoman Coach of the Year in 1985 and the Los Angeles Times Coach of the Year in 1987. In 1991 he served as the defensive coordinator at Milwaukee Tech High School.

Coach Machado compiled an overall record of 78-88 in 17 seasons at Horlick, leading the Rebels to the playoffs eight times. Machado was named the Racine County Coach of the year in 1999 and 2008, and was selected three times as the Southeast Conference Coach of the Year. It was undisputed that Coach Machado orchestrated one of the area's most explosive offenses, and won conference titles in 1999 and 2008. Coach Machado had the longest tenure of any Horlick football coach serving for 16 years.

"Anytime you play a George Machado-coached football team, you're going to know you were in a game," stated Coach Machado.

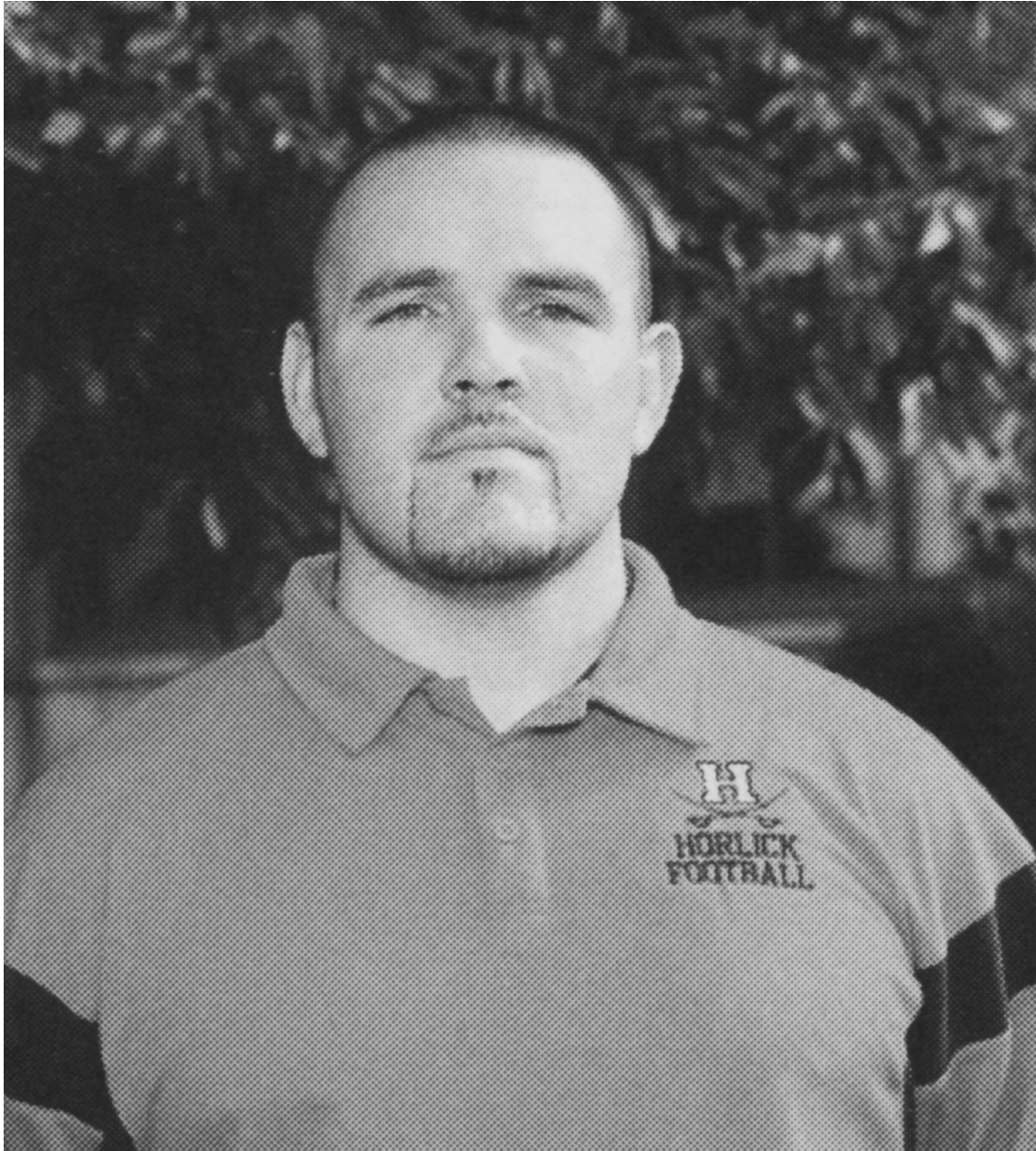
In 1993 Horlick was a member of The Southeast Conference.

Assistant Coaches: Coach A. Bobholz, Coach Brian Fletcher, Coach Bill Frayer, Coach Eric Kosterman, Coach Ed McCarthy, Coach Scott Molbeck, Coach T. Prohaska, Coach Tom Stauss, Coach Walt Strini, Coach Steve Zahn, Coach Joseph Wendt

Statistician: Mark Frayer,

Sources: 2009 Football Program
2010 Polaris Yearbook
jonline.com January 27, 2011
July 7, 1993 By Peter Jackel Racine Journal Times

Brian Fletcher
14th Head Coach 2010-Present



Brian Fletcher
14th Head Coach 2010-Present

Mr. Fletcher is a 1996 Horlick Graduate, and was a 3-sport athlete in football, wrestling, and track. Fletcher earned All-Southeast Conference honors as a center and linebacker on the 1994 & 95 football teams. He earned his Bachelor of Science Degree from University of Wisconsin- Oshkosh in Sociology and Criminal Justice in 2002. He obtained a Special Education Degree from Rockford College in 2006, and a Masters Degree in Teaching from Rockford College in 2008. Coach Fletcher played football at the University of Wisconsin-Oshkosh from 1996-1999 and was a three time letter winner and two year starter for the Titans. In 1998, Fletcher was named the team's most valuable defensive lineman leading the defense in sacks and tackles for loss. He also played linebacker for the Racine Raiders Semi-Professional football team in 2000.

Coach Fletcher was hired by Racine Unified Schools District in 2002 as a special education teacher and assistant Horlick football coach. He taught special education at McKinley Middle School for 2 years before joining the faculty full-time at Horlick in 2004. Prior to becoming the head football coach of the Rebels, Coach Fletcher was the Rebels' defensive coordinator under Coach George Machado. Coach Fletcher was a nominee for Don Shula's NFL High School Football America (HSFA) Coach of the Year Award in 2012. The award was created to honor exemplary high school football coaches who display integrity, achievement and leadership. Coach Fletcher was nominated for the award by former Horlick football player Chris Maragos who recently won the Super Bowl as a defensive back for the Seattle Seahawks. Included in Coach Fletcher's first year of coaching "The Rebel Machine" was the help of Walt Strini and Ed McCarthy who had a combined 70 years coaching experience.

Coach Fletcher's efforts contributed greatly to the inception of the Rebel fitness center located in the Old Boys Gym. It is a state of the art training facility for the Rebels to use all year long to get ready to BEAT PARK. "It's a great honor to be able to come back to your alma mater and become head coach," stated Coach Fletcher.

In 2010 Horlick was a member of The Southeast Conference.
Student enrollment in 2010: 2,340

Assistant Coaches: Ian LaCasse, Justin Cushman, Jeff Sturdevant, Scott Molbeck, Joe Wendt, Eric Prybylski, Anton Graham, Pete Matson, Jamie Davidson, Bill Frayer, Eric Kosterman, Kyle Oppenheimer, Ed McCarthy, Dave Coughlin, Scott Terry, Walt Strini, Steve Erato, Alex Thompson, John Miller
Statistician: Mark Frayer, Scott Bosak, & Bradley Bosak

Sources: 2011 Polaris Yearbook
Racine Journal Times August 21, 2010 by Peter Jackel