



DEPARTMENT OF THE ARMY  
THE INSTITUTE OF HERALDRY, UNITED STATES ARMY  
CAMERON STATION, ALEXANDRIA, VIRGINIA 22304-5050



REPLY TO  
ATTENTION OF

TAPC-PDH-R

10 AUG 1990

SUBJECT: Shoulder Loop Insignia for the University of Wisconsin-La Crosse

Professor of Military Science  
University of Wisconsin-La Crosse  
La Crosse, Wisconsin 54601

1. The shoulder loop insignia originally authorized for the University of Wisconsin-La Crosse, by 3d Endorsement, AGAH-A (11 Jun 71), The Institute of Heraldry, 2 December 1971, is cancelled this date. A new shoulder loop insignia is authorized effective this date for the University of Wisconsin-La Crosse. The description and symbolism of the design are as follows:

DESCRIPTION

A silver metal and enamel device 1 1/4 inches (3.18 cm) in diameter consisting of a maroon disc on which is a shield blazoned: Argent, in dexter a scroll of the like inscribed sable, in sinister a man courrant of the last, on a chief of the like a mountain range below a demi-sun of the first and charged with a bar sable bearing a barrulet wavy argent; above a silver motto scroll inscribed "MENS CORPUSQUE" in black letters and all surrounded by a silver designation band inscribed "UNIVERSITY OF WISCONSIN" at top and "LA CROSSE" at bottom.

SYMBOLISM

The device is an adaptation of the school seal. The chief of the shield depicts the sunrise over the bluffs to the east of the campus. The wavy line represents the Mississippi River to the west of the University. The scroll and athlete reflect the ROTC program in developing the cadet's mind and body and allude to the school motto.

2. This authorization is in accordance with paragraph 4-15, AR 145-1.