

KANSAS STATE VS. IOWA STATE

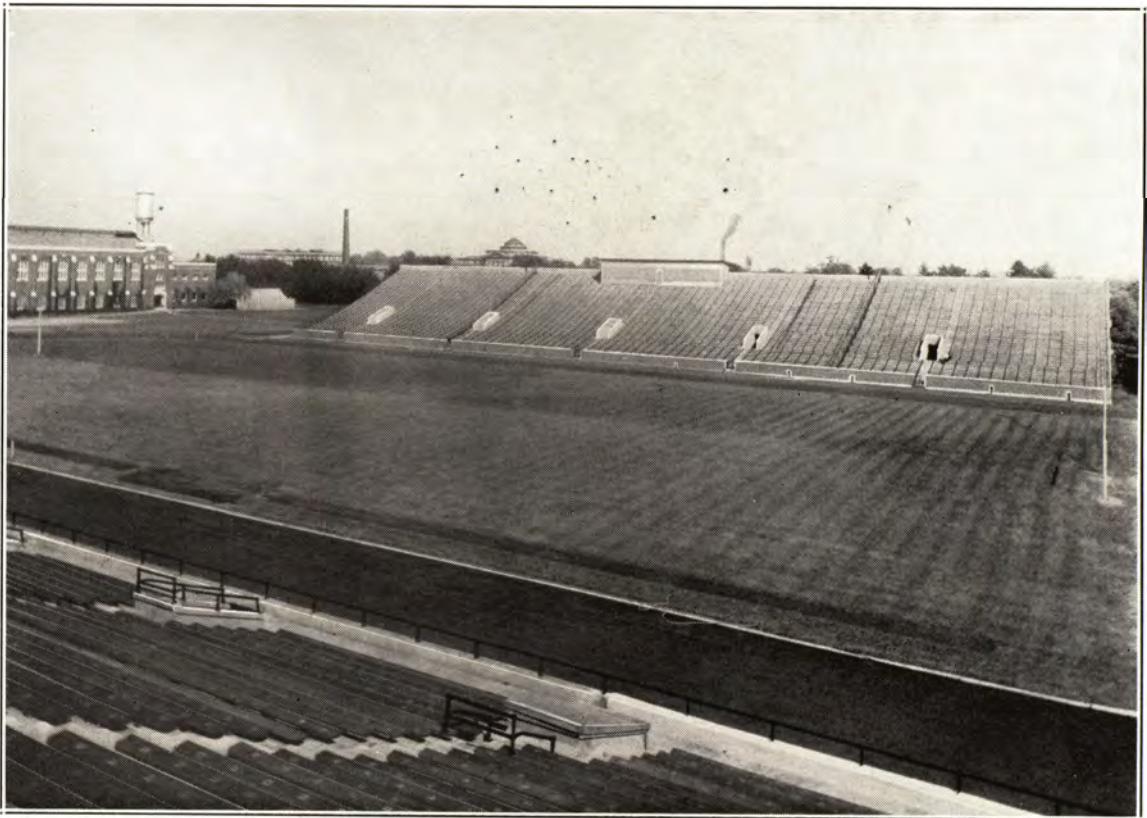


OFFICIAL PROGRAM

November 9, 1935

Price, 25c





THE TURF OF THE GRIDIRON

PICTURED ABOVE WAS FED

RATH'S PLANT FOOD

Look at its dark green color and how it stands the terrific strain and abuse given it by the football players.

Use Rath's Plant Food on your lawn.

Ask Iowa State Athletic officials about RATH'S PLANT FOOD.

THE RATH PACKING CO.

Waterloo, Iowa

TEXT BOOKS and SUPPLIES

The College Book Store
On the Campus

Academic Apparel Sportswear Athletic Equipment



We manufacture, sell
and rent Caps, Gowns
and Hoods to Universi-
ties, Colleges and High
Schools.

Rental service unsur-
passed. Write for cata-
logs and prices.

Tilden Manufacturing Co.

It's America to Want the Better Things

We carry a full line of Domestic
and Stoker Coals

BURNER OILS OF QUALITY

ELIMINATE YOUR TROUBLES

By

CALLING No. 6

Ames Grain & Coal Co.

O'SHEA KNIT GOODS

We specialize in making Honor sweaters for schools
—furnished in all standard colors. Special ten-day
delivery. Chenille or Felt letters or emblems.

PRACTICAL » PERFECT
POPULAR

Endorsed and Used
by All Leading
Coaches and Schools

Write for Quotations and Complete Information to

Hopkins Sporting Goods Company

ATHLETIC KNITTED WEAR FOR EVERY SPORT

412 Seventh St. Des Moines, Iowa

CYCLONE BOOSTERS

THE IOWA STATE COLLEGE ATHLETIC COUNCIL TAKES THIS MEANS OF EXPRESSING THEIR APPRECIATION TO THE FOLLOWING BUSINESS MEN OF AMES FOR THEIR LOYAL SUPPORT IN PUBLISHING THIS PROGRAM

ALLEN MOTOR CO.
AMES BUILDING & LOAN ASSOCIATION
AMES GRAIN & COAL CO.
AMES LAUNDRY
AMES PANTORIUM—CLEANERS
AMES TRUST & SAVINGS BANK
BAUGE SHOE COMPANY
BRANNBERG & ALM
CARTER PRESS
CARR HARDWARE COMPANY



BILL ALLENDER



CAPTAIN IKE HAYES

MEMORIAL UNION
MOORE BROS. DAIRY
MUNN ELECTRIC COMPANY
MUNN LUMBER COMPANY
OLMSTEAD CLOTHING
O'NEIL DAIRY
PARSONS LEATHER GOODS
S. HANSON LUMBER COMPANY
SHELDON-MUNN HOTEL
STUDENT SUPPLY STORE
L. C. TALLMAN, JEWELER
TILDEN MANUFACTURING COMPANY
TRIBUNE PUBLISHING COMPANY
TRUEBLOOD'S SHOE STORE
UNION STORY TRUST & SAVINGS BANK
WILSON, CLAIR E., CLEANERS

CHRISTENSEN HARDWARE COMPANY
COE'S FLOWER SHOP
COLLEGE BOOK STORE
COLLEGE INN
COLLEGE SAVINGS BANK
COLLEGIATE MANUFACTURING CO.
DUDGEON'S JEWELRY
FAIR STORE
FRANK THEIS, DRUGGIST
HAWKEYE LAUNDRY
JAMESON'S CLOTHING STORES
JUDISCH BROTHERS, DRUGGISTS
KIMLER COAL & ICE COMPANY
KNAPP & MARTIN, INSURANCE
LINCOLN WAY PHARMACY
LINQUIST CLEANERS & TAILOR
McDOWELL & JACOBSON INSURANCE
MELBURG'S BAKERY



HAROLD MILLER

Titled Wildcats Clash With Cyclones

. In Nineteenth Battle of the Series

Wearing a crown of slightly tarnished appearances, Kansas State this afternoon invades the Cyclone camp in an attempt to prove that the Wildcat is still a paid-up member of the titled gridiron aristocracy.

Previous opponents of the Wildcat this fall have not always been properly impressed with the significance of the crown—which means but one thing: Kansas State will be out to prove, not only to Iowa State but to the rest of the football world as well, that the Wildcat, crowned, caged or crippled, is always to be reckoned with by conference statisticians.

On the other hand, Iowa State, having turned in only a mediocre showing during early season but showing improvement with every game, will be out for nothing but victory in its last performance on State Field during 1935.

The contest will mark the nineteenth renewal of gridiron relations between the two institutions and one of the keenest rivalries in midlewestern football. Twice since the beginning of the series in 1917 the Cyclones and the Wildcats have been forced to settle accounts in "chicken feed." In 1926 Iowa State declared itself the winner 3-2, and was equally chagrined when Kansas State turned the tables in 1929 and won by the same score.

In 1922 one of the most unusual games of the entire series was played through a steady rain which made Ahearn Field, at Manhattan, a lake of mud and water.

And 1935 offers all the possibilities for a struggle of usual and perhaps unusual keenness.

For instance, both the Cyclones and Wildcats left the family circle of the midwest this season and journeyed off to the shores of Lake Michigan for an encounter with the unbeaten Golden Avalanche of Marquette University. The Wildcats were the losers by a score of 14 to 0, while the Cyclones were able to score 12 points against the Hilltoppers, but finally went down to defeat, 28 to 12.

Within the conference, both Kansas State and Iowa State have tangled with the mighty Cornhuskers of Nebraska. In their clash on Oct. 5, the Cyclones lost a valiant fight 20 to 7 while later in the season the Wildcats turned in probably their best performance of 1935 by holding Nebraska to a scoreless deadlock. A week later they lost to the Kansas Jayhawks, 9-2.

Since then Head Coach Wes Fry and his assistant, Stan Williamson, have seen their team dismembered by injuries and dismissals from

the squad. Nevertheless the Wildcat's 13-13 tie with the ever-powerful Tulsa last weekend indicated that Kansas State is not one to be hampered by the loss of a man or two, even though one of them may be Maurice (Red) Elder, with whom Cyclones are very well acquainted.

The Cyclones on the other hand, rapping on wood, are eying the end of the season with the possibility of having fewer injuries chalked up against them than for many years. No man has left the squad because of injuries and no player has been out of more than two contests because of physical disability.

Wes Fry's aggregation will use the wing-back didos which the Wildcats found so effective in their Golden Jubilee year and Cyclone fans will see their eleven take to the air lanes and probably stage one of the most spectacular battles ever played on State Field. The use of a combined forward and new-fangled lateral attack has been responsible for all of Iowa State's scores in its last two contests.

Today's game sees the two teams clash with virtually identical records—the Cyclones boasting a slight advantage. Iowa State has won 9 of the 18 contests played in the series while Kansas State has 8 victories chalked up to her credit. In 1923 the two teams deadlocked, 7-7.

Iowa State counts 148 points on her side of the ledger—a scant 10 ahead of the total accounted for by Kansas State during the 18 games.

The all-time Kansas State-Iowa State scores are:

Year	Winner	Score
1917	Iowa State	10-7
1918	Kansas State	11-0
1919	Iowa State	46-0
1920	Iowa State	17-0
1921	Iowa State	7-0
1922	Kansas State	12-2
1923	Tie	7-7
1924	Iowa State	21-0
1925	Kansas State	13-7
1926	Iowa State	3-2
1927	Iowa State	12-7
1928	Iowa State	7-0
1929	Kansas State	3-2
1930	Kansas State	13-0
1931	Iowa State	7-6
1932	Kansas State	31-0
1933	Kansas State	7-0
1934	Kansas State	20-0

OSCAR SAYS:

"Boost the
CYCLONES"

and Buy Your Shoes at



Florsheims

Walk-Overs

Friendly Fives

ARMY SHOES—\$2.98

West Ames' Exclusive

JOB
PRINTING
PLANT



CARTER PRESS

127 WELCH

WEST AMES

S. HANSON
LUMBER
COMPANY

BUILDING

MATERIAL

OF ALL

KINDS

Office and Yard: 212 Duff Ave.

PHONE 10

*A Good Place
to Trade*

JUDISCH BROS.
DRUG STORE

209 MAIN ST. - - PHONE 70

Cyclone Veterans



DON GREFE



FREDDIE POOLE



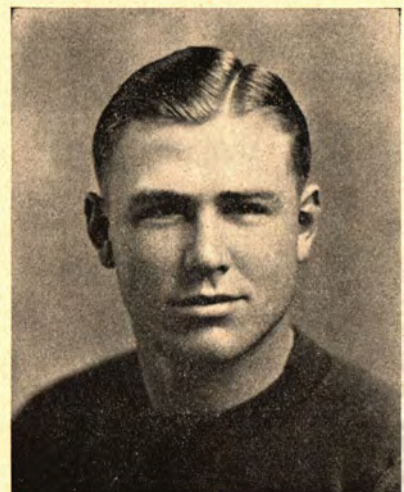
TOMMY NEAL



WILBUR KROEGER



JOHN CATRON



HAROLD BIRNEY

Eight Cyclones Give Final Performance on State Field in Kansas State Clash Today

With the clash this afternoon eight Cyclones are making their final appearance within the familiar confines of State Field as gridiron representatives of Iowa State College. Two weeks from today these eight men will write finis to three years of intercollegiate football for their alma mater.

During the three years which these men have been treading the turf of midwestern gridirons, Iowa State has had her ups and downs—her moments of sublimity and her moments of mediocrity. She has plummeted into the national spotlight and at other times she has turned in stellar performances, quite unheralded.

During all this time, these eight seniors have continued to "hit hard every yard," regardless of the score.

For that reason the cloud which hovers over every gridiron camp with the approach of graduation will be especially black at Iowa State next June, but brightened by the fact that the number of good men being lost is small—just eight. Not for many years have so few letter men completed competition in a single season.

Among those who will check in their suits for the last time this fall is the captain of the 1935 Cyclones—IKE HAYES. Hayes, whose love for football is surpassed only by his love for horse racing, came to Iowa State—156 pounds in all—intending to be a backfield man. A dearth of linemen shoved him into the forward wall, where he made himself indispensable as well as an all-Big Six guard in 1934. Ike exemplifies what coaches mean when they say "that man has fight." Consistently outweighed 20 to 30 pounds, Hayes has played with the best of them and been the sparkplug of the 1935 Cyclones. His recovery of a fumble on the 2-yard line in the Iowa game of 1934 started the Cyclones on their glorious rout of the Hawkeyes.

BILL ALLENDER will also climax three years of brilliant gridiron performance with the close of this season. One of the few truly triple-threat backfield men, Allender's punts, passes and line plunges have made him one of the outstanding backs in the Big Six and been responsible for innumerable Cyclone scores. His outstanding work brought victory over Denver

two years ago in the last four minutes of that intrasectional contest.

One of the "60 minute" men of the Cyclone eleven is rangy right tackle, JOHN CATRON. One of the unsung heroes around whom football teams are built, Catron has played his most outstanding game of football during 1935. Consistently dependable, he has blocked more opponents' punts this fall than any other member of the team. Also one of Otopalik's heavyweight grapplers.

KENNY AMES won a numeral in football away back in 1931 and in a sporadic varsity career since that time has shown moments of stellar performance which have marked him as one of the most capable Cyclone backs. Hard driving, Ames' ability to virtually step into top speed have made him a fine line plunger and one that will be missed.

Dividing his athletic interest between track and football, WILBUR KROEGER won a gridiron "I" in 1934 and again this season has been one of the several capable Cyclone wingmen. Kroeger's defensive ability has averted several opponent scores.

Another veteran end being lost—DON GREFE, who, along with his famous brother, Dick, has kept the name of Grefe an important one on midwestern gridirons for five years. Responsible for both Cyclone scores against the highly touted Marquette eleven last week, Grefe's pass snatching ability has accounted for many Iowa State points.

A veteran Cyclone field general, who, during his brilliant gridiron career has given Cyclone fans some of their greatest football thrills is HAROLD MILLER. Under his personal supervision the Cyclones twice marched the length of the Nebraska field in that memorable game of 1934, with Miller himself doing most of the ball toting. On numerous other occasions his outstanding broken field running has classed him with the best of the Big Six. He was accorded recognition on the mythical conference team of 1934.

Another track man who took to the gridiron late in his college career is GLEN FITCH. Fitch has developed into a wingman whose abilities have proved especially valuable to the Cyclones this season and on several occasions he has played outstanding football.

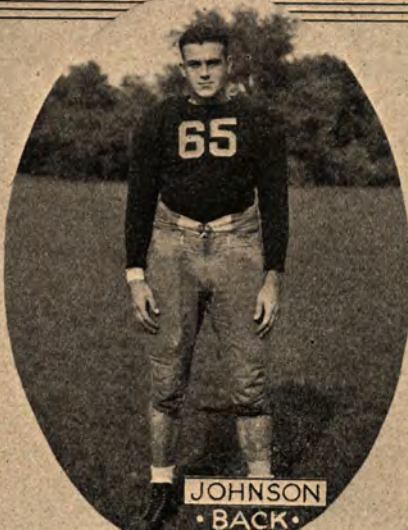
1935

• IOWA STATE •

CYCLONES



RUSHMORE
• END •



JOHNSON
• BACK •



STAECKER
• TACKLE •



BATMAN
• BACK •



HANNA
• CENTER •



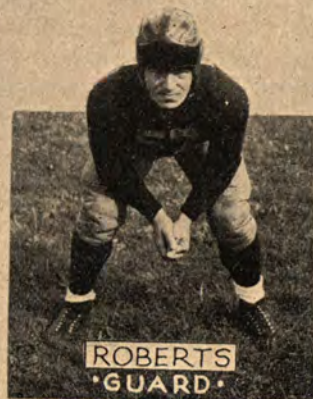
DISHINGER
• CENTER •



WAITE
• BACK •



HANSEN
• TACKLE •



ROBERTS
• GUARD •

Legends for Roberts and Waite transposed.

Kansas-State

ROLLA HOLLAND, G
BOB KIRK, HB

JIM LANDER, QB
KENNETH CONWELL, HB

JACK FLEMING, HB
PAUL FANNING, T

ORAN BURNS, E
LEO AYERS, HB





HAIL TO IOWA STATE!!

You don't have to be ashamed of college spirit and loyalty to your school—Show your colors!! An Iowa State Pennant—Pillow—Banner or Blanket is a real souvenir of Homecoming.

"A COMPLETE STOCK CAN BE SEEN AT THE STUDENT SUPPLY STORE"



AND SPEAKING OF BLANKETS—Have you bought your all-wool "Collegiate" Iowa State Blanket? Not only is it something you will be proud to own—but will keep the chill "Nor'west" winds from penalizing you.

FOR SALE IN CAMPUSTOWN BY

STUDENT SUPPLY STORE

TILDEN'S CAMPUSTOWN STORE

MADE BY

COLLEGIATE MANUFACTURING CO.

"Designers and Makers of Distinctive College and School Merchandise"

AMES, IOWA

Brannberg & Alm

FAMOUS FOOTWEAR
for
MEN—WOMEN

Nunn-Bush for Men

Red Cross for Women

For Every Wear Everywhere
Bring Your Foot Troubles Here

Brannberg & Alm

DOWNTOWN—AMES

NOTICE *the crowd*



YOU WILL SEE HUNDREDS
OF I.S.C. BLANKETS
WE SELL THEM



Student Supply Store

NEXT TO AMES THEATER

Kansas-State

DON FLENTHROPE, T

AUGUSTUS CARADELLI, G

BARNEY HAYS, E

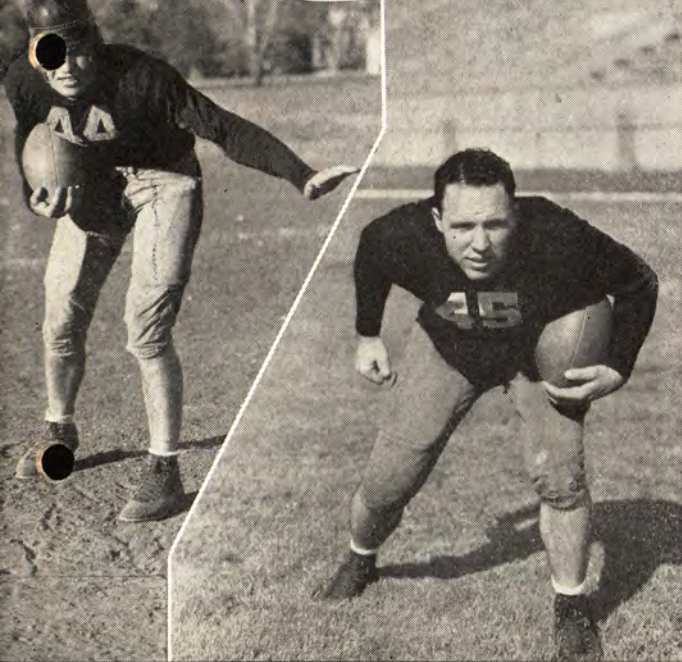
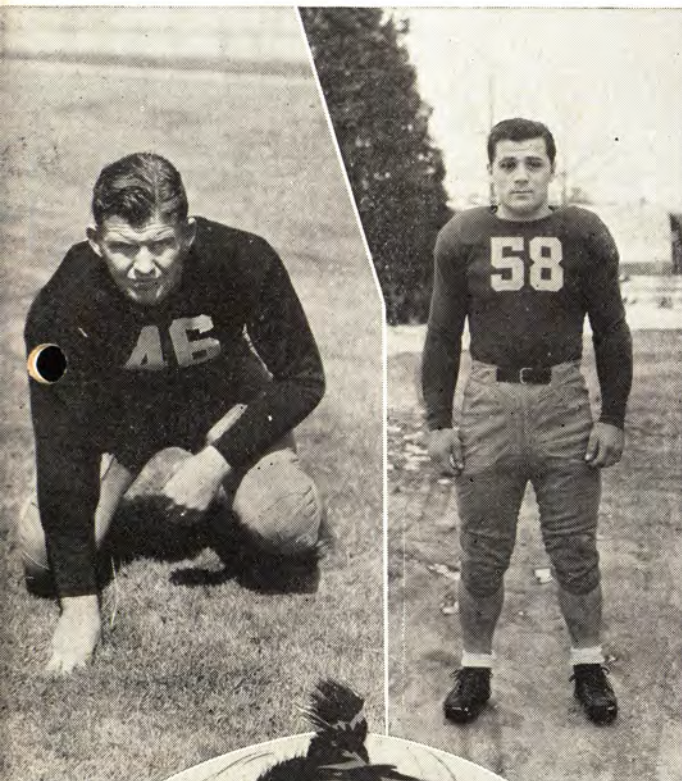
JOSEPH ZITNIK, E

TED WARREN, FB

JIM EDWARDS, FB

RED ELDER, FB

DAN PARTNER, G



Hit the line hard
and hit it square
Play the game
and play it fair
Crash right through—
do or die
You've got to be good
to SATISFY.

IOWA STATE

L.E.	L.T.	L.G.	C.	R.G.	R.T.	R.E.
Gustine 57	Camp 51	Hayes 56	Anderson 29	Coundiff 59	Catron 31	Grefe 39

L.H.B.	Q.B.	R.H.B.
Allender 21	Neal 25	Miller 23
		Birney 63

F.B.
Waite
24

SQUAD

No.	NAME	Pos.			
20	Slater	H	43	Stoecker	T
21	Allender	H	45	Walters	G
22	Snell	Q	46	Doner	H
23	Miller	Q	47	Dishinger	C
24	Waite	F	48	Strackbein	G
25	Neal	Q	50	Smoke	G
27	Batman	H	51	Camp	T
28	Kroeger	E	52	Pooler	E
29	Anderson	C	53	Datley, W.	G
30	Hansen	T	54	Obye	H
31	Catron	T	56	Hayes	G
32	Norgordt	C	57	Gustine	E
33	Johnson, D.	H	58	Hartle	G
34	Rushmore	E	59	Coundiff	G
35	Hanna	C	60	Blumenstein	G
36	Schafroth	T	61	Fitch	H
38	Ames	F	63	Birney	F
39	Grefe	E	64	Johnson, R.	G
40	Kraemer	H	66	Maulsby	H
41	VanScoy	E	69	Roberts	G
42	Paras	G	71	Jackson	E
			73	Thomas	H

OFFICIALS

Referee	Wm. Johnstone (Iowa)
Umpire	Jack Crangle (Illinois)
Field Judge	Jack North (Highland Park)
Head Linesman	Willis Glasgow (Iowa)

KANSAS STATE

L.E.	L.T.	L.G.	C.	R.G.	R.T.	R.E.
Hemphill 32	Fanning 31	Krueger 15	Wassberg 54	Holland 43	Flenthrope 46	Hays 27

L.H.B.
Lander
23

Q.B.
Ayers
21

R.H.B.
Fleming
50

F.B.
Warren
11

SQUAD

No.	PLAYER	Pos.	No.	PLAYER	Pos.
1	Fair	Q	31	*Fanning	T
2	Johnson	T	32	Hemphill	E
3	Nelson	T	33	Matney	H
4	Crawley	E	34	Muhlheim	T
5	Jones	T	35	Tannahill	G
10	Douglass	F	37	Zitnik	E
11	*Warren	F	38	Klimesk	H
12	Ellis	E	43	*Holland	G
13	*Kirk	H	44	Hand	T
14	*Cardarelli	G	45	*Edwards	F
15	Krueger	T	46	*Flenthrope	T
17	Sims	Q	47	*Elder	F
18	*Burns	E	48	*Griffing (C)	C
19	*Churchill	E	49	Peters	E
20	*Partner	G	50	Fleming	H
21	*Ayers	Q	51	Rankin	H
22	Whearty	G	54	*Wassberg	C
23	Lander	Q	61	Roots	C
25	Conwell	H		Kientz	G
27	*Hays	E		Shaw	E
28	Harrison	C		Stephens	G
29	Cleveland	Q			

*Indicates letter men.

They
Satisfy



JAMESON'S

For OVERCOATS . . .
. . . Scarfs and Gloves

*The Largest Selection In
Ames*

TWO STORES

College Savings Bank

AMES, IOWA

Capital and Surplus
\$80,000

DEPOSITORY

Iowa State Athletic Association

FOR PURE PASTEURIZED
MILK

AND RICH, DELICIOUS
ICE CREAM

CALL

Moore
Brothers
Dairy

PHONE 369

114 KELLOGG

Daubert Grooms Speedy 1936 Squad

Boasting six lettermen and twice that many speedy numeral winners and reserves of 1934, the Cyclone swimming team is headed for another successful season, predicts Pilot Jake Daubert. Last year the Iowa State team took second in the Big Six meet.

Returning lettermen who will be depended upon for the bulk of the Cyclone's points this year are Capt. Jack Fries, breast stroker and 2 letter man; Bill Grant, dash and distance expert; Dick Herrick, back stroker and distance man; Richard Fleig, back stroker and fancy diver; Bob Burkett, dash and distance man; and Dwight Bovey, fancy diver and also a dash man.

Already working out regularly, the present squad of 18 men includes 3 capable breast strokers, 3 diving experts, 3 back strokers and 4 dash and distance men.



JAKE DAUBERT

Basketball Team Prepares to Defend Title

With the climax of the gridiron season still more than 2 weeks away, Iowa State's Big Six championship basketball team is already well along in preparation for the defense of its crown during the coming season.

Missing from the Cyclone lineup this year will be Waldo Wegner, for 2 years an all-Big Six center and an all-state center, and Capt. Frank Hood, guard and outstanding defensive man of the 1934 team.

Forming the nucleus of the 1935 team will be three of last year's veterans, Torvald Holmes, all-Big Six and all-state guard in 1934, and a pair of flashy, sharp-shooting forwards, Jack Flemming and Jack Cowen.

To fill the shoes of the mighty Wegner, Coach

Menze is counting on either Burton Thompson, 6 feet 5, or Allen Kilborn, 6 feet 6.

Other 1934 squad members who will probably find regular berths on this year's team are Harlan Anderson, forward, and Don Perkins, guard.

Numeral winners in 1934 now aspiring to first-string positions are Bob Glahnik, forward; George Gibson, center; Joe LoLufek, guard, Newman Olsgaard, center; Harry Roschlau, forward, and William Partridge, guard.

Other 1934 reserves and former letter winners working out regularly are Weldon Brown, Boone, guard; Don Clarke, Alta, forward; Victor Clemons, guard; Lawrence Costigan, Buffalo Center, guard; Robert W. Doods, Gilbert, guard; Maurice Johnson, LeGrand, guard; Dick McWilliams, Lehigh, guard; James Mundy, Atlantic City, N. J., forward; William Nechanicky, Buckingham, guard, and Clarence Rogers, Ames, guard.

Nearly 20 other 1934 numeral winners and reserves make up the squad which has now been working out for more than a month.

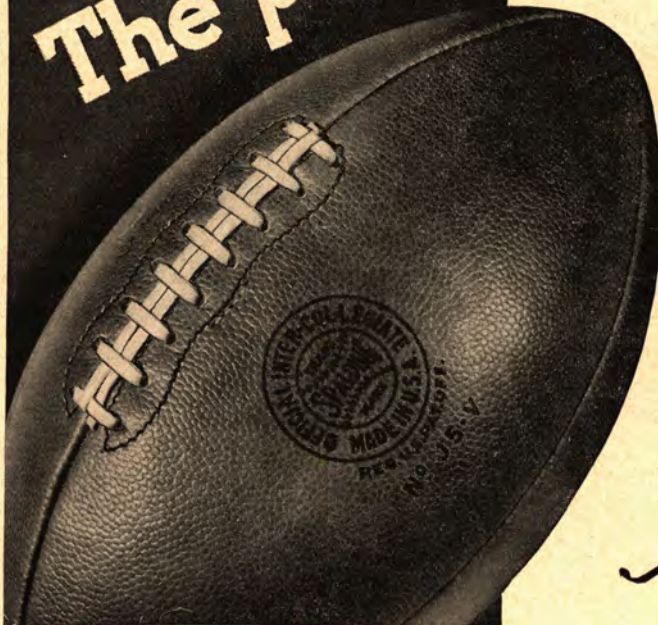
The 1935-36 schedule, virtually completed, lists 10 of the 16 games to be played for the benefit of local fans.

Friday, Dec. 6	Simpson at Ames
Monday, Dec. 9	Cornell at Ames
Friday, Dec. 13	Grinnell at Ames
Thursday, Dec. 19	Drake at Des Moines
Wednesday, Jan. 1	Vanderbilt at Ames
Saturday, Jan. 11	Kansas at Lawrence
Monday, Jan. 13	Oklahoma at Norman
Saturday, Jan. 18	Kansas State at Ames
Saturday, Jan. 25	Nebraska at Ames
Friday, Jan. 31	Missouri at Ames
Tuesday, Feb. 4	Kansas at Ames
Monday, Feb. 10	Missouri at Columbia
Saturday, Feb. 15	Nebraska at Lincoln
Monday, Feb. 17	Kansas State at Manhattan
Saturday, Feb. 22	Oklahoma at Ames
Wednesday, Feb. 26	Drake at Ames



LOUIS MENZE

The perennial grid ace!



The Spalding J5-V Football is the consistent first choice for headline engagements.

Spalding manufactured the first football made in America. And every kicking and passing record has been made with the Spalding ball.

No more impressive testimonial to the uniformity, durability and reliability of the football—and of football equipment—can be written. For Spalding equipment is also preferred by the leaders.

A.G. Spalding & Bros.
Athletic Equipment

JOSTEN'S

TREASURE-CRAFT JEWELERS AND STATIONERS

CLASS RINGS AND PINS

MEDALS, TROPHIES

COMMENCEMENT INVITATIONS

GENERAL OFFICE & FACTORY: OWATONNA, MINN.

SERVICE OFFICES

CLEVELAND
627 UNION TRUST BLDG.

OMAHA
316 So. 50TH St.

CHICAGO
235 EAST ONTARIO St.

WICHITA
407 SCHWEITER BLDG.

PROVIDENCE
147 PUBLIC St.

GREAT FALLS
1101 FIFTH AVE.

MINNEAPOLIS
FOSHAY TOWER

Cyclone Grapplers Lay Plans for 1935-36

The Cyclone wrestling squad of 1935-36, sans the services of 4 regulars lost by graduation, has opened daily practice under the East Stadium and is laying plans for the heavy bill of events tentatively scheduled for the coming winter.

Chief worry of Coach Hugo Otopalik is the abundance of experienced material in some weights and the dearth of strength which prevails in other classes. To complete the team this year, some of the men will undoubtedly have to wrestle in heavier weights than they would normally be asked to handle.

Some of the outstanding grapplers around whom Otopalik will build his team this year are Keith Cranston, state champion and also co-champion in the Big Six; Walt Smith, 2-year letter man and strongest contender for the 135-pound berth; Leonard Wilson and Frank Linn, both 145-pound veterans; Ralph Ruggles and Bob Buck; John Catron and Al Stoecker, both heavyweights.



HUGO OTOPALIK

Last year the Cyclones shared second place honors in the Big Six with the Wildcat grapplers from Kansas State.

Championship Baseball Veterans Back for '36

With two first string pitchers and a sprinkling of veteran fielders on hand, the championship Cyclone baseball team will be back this

spring defending its conference crown in a schedule not yet completely decided upon.

Capt. Torvald Holmes, who will also be captain of the Cyclone basketball team when it

takes the floor next month to defend its title, will be on hand to do the hurling for the baseball team next spring as will Bob Scott, who pitched several excellent games in the Iowa State title drive of 1934.

Lost to the Cyclone nine, however, are Capt. Art Roberts, stellar catcher on the 1934 squad, Jim Griffin, first baseman, and Waldo Wegner, who played center field on the diamond as well as center on the championship basketball team of last year. Veteran short stop Bert Aldrich also finished his competition last year.

Joe Truskowski, now occupied on the gridiron, will be back coaching the baseball team next spring in an attempt to live up to the record established in his first year as baseball mentor for the Cyclones.



JOE TRUSKOWSKI

ATHLETIC WEAR

TROJAN

HONOR SWEATERS

AWARD BLANKETS

OF HIGHEST QUALITY

Silk-Faced Game, and Service Football Jerseys of all Types.

Shell Pants with the Trojan Improved Socket Knee for Maximum Protection.

Side-Line Jackets, Knee Guards, Football Hose.

Heavy and Baby Shaker Sweaters, Jerseys, Leather-Sleeved Jackets for Honor Awards.

Wrestling Tights

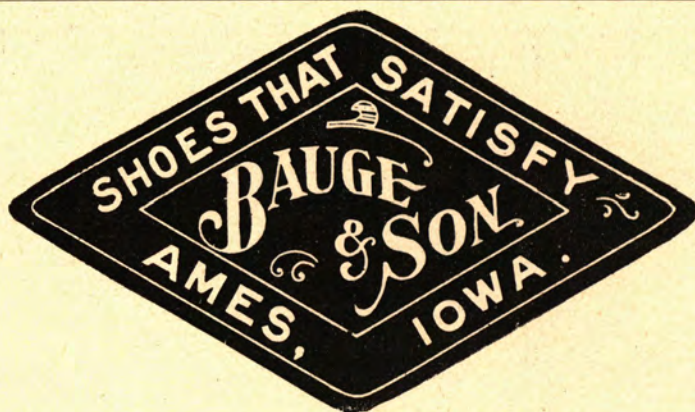
Basketball Suits

Trojan Athletic Wear Company

MANUFACTURERS

BAY CITY MICHIGAN

WE WILL GLADLY SUBMIT SAMPLES AND PRICES



We had a good team last year and we're going to have
a good one this year. They will do their
part if you do yours

Olmstead College Shop

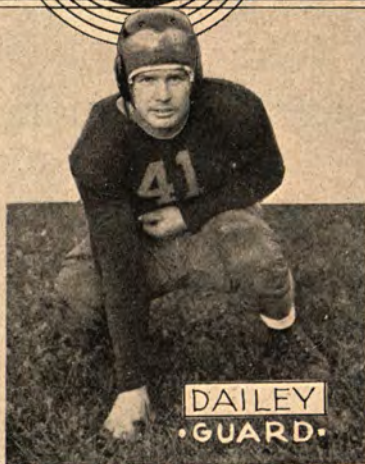
MEN'S WEAR

A GOOD PLACE TO TRADE

1935

• IOWA STATE •

CYCLONES



DAILEY
• GUARD •



AMES
• BACK •



COUNDIFF
• GUARD •



SCHAFRATH
• TACKLE •



GUSTINE
• END •



NORGORDT
• CENTER •



THOMAS
• BACK •



SNELL
• BACK •



ANDERSON
• CENTER •

KIMLER Ice and Coal Company

IN THE FUTURE,
AS IN THE PAST,
WE ARE BACKING

IOWA STATE COLLEGE

PHONE 241 132 GRAND

"Power to the CYCLONES"

CHEVROLET

BUICK

Allen Motor Company

SALES

SERVICE

PHONE 395

5TH & DOUGLAS

"Guaranteed Used Cars"

Hawkeye Laundry Company

2810 WEST ST.

For Complete Laundry and
Dry Cleaning

We Call for and Deliver

PHONE 9 OR 98

O'Neil Dairy Company
manufacture quality ice cream
and have catered to the student trade
for twenty years. Our milk is Pas-
teurized in a good plant under the su-
pervision of I.S.C. graduates.

Call upon us for any service in our
line and you will be pleased with both
product and service.

O'Neil Dairy Company

PHONE 62

This Program . . .

was produced in Ames in the plant of the Tribune Publishing Company. We have one of the finest plants in Iowa, manned by a staff of competent craftsmen.

This business produces a living for fifteen families in Ames.

We will be happy to serve YOU when you need printing, whether you want a visiting card or a text book.



TRIBUNE PUBLISHING COMPANY

Phone 2400

Ames, Iowa

Statement

Some time ago the Federal Congress passed an act providing for a tax on admissions to athletic events, the tax being ten per cent (10%).

Attorney General Edward L. O'Connor has ruled that this tax does not apply to athletic contests and exhibitions of Iowa State College of Agriculture and Mechanic Arts. However, a test suit has been instituted by the govern-

ment in West Virginia and pending the outcome of this suit, ten per cent (10%) will be held in trust. In case the Court rules in favor of the government, this ten per cent (10%) will be paid to the government. If the Court sustains Attorney General Edward L. O'Connor's position, then this ten per cent (10%) will be returned to the purchaser.



FOR IOWA STATE'S HEAVY SCHEDULE



THE GYM FLOOR FINISH THAT CAN "TAKE IT"

IOWA STATE and more than 3500 other schools now have Seal-O-San finished gymnasium floors. For Seal-O-San is the one floor finish that can take the punishment inflicted by all gym activities and come through unharmed.

Especially for basketball is a Seal-O-San floor ideal. Because Seal-O-San makes any wood floor 100% non-slippery. By preventing skids and falls, it assures faster floor play, speedier dribbling, and more confident shooting.

But there are many other advantages of Seal-O-San. It provides a beautiful floor, yet it costs much less than other types of finish, because it is applied without skilled labor. It seals the floor against dirt and moisture, thus eliminating costly scrubbing. And it is easy and economical to maintain.

Seal-O-San offers the correct solution to the gymnasium floor problem. Coaches and school officials are invited to write for complete information.

The **HUNTINGTON**  **LABORATORIES Inc.**

DENVER

HUNTINGTON, INDIANA

TORONTO

SEAL-O-SAN

THE IDEAL WEAR-RESISTING FINISH FOR GYMNASIUM FLOORS

DON'T *take a Chance*
on your
COAL!



Order it by Name

**OLD BEN PURITY
GREEN MARKED COAL**

(TRADE MARK REG. U.S. PAT. OFF.)

**We've Taken the Gamble and Guesswork
Out of the Buying of Fuel**

One of our favorite fuels, Franklin County's best, now comes to you color marked, so that you can identify it. Take a look at it after our careful drivers have placed it in your bin—see the "green marks."

We unhesitatingly recommend this coal. Its high quality lies in its heat value and low ash content. Call us today and your order will be taken care of promptly.

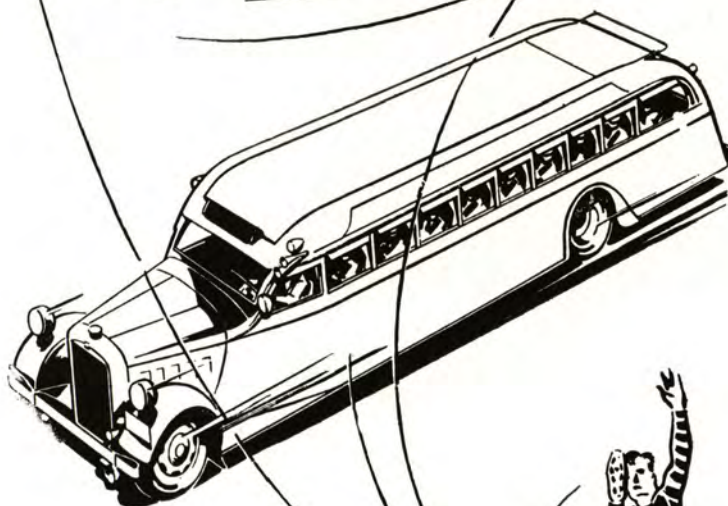
EDWARDS COAL COMPANY

Phone 20

2312 Lincoln Way

Ames, Iowa

BETHERE
FOR THE *kick-offs!*



**SAVE TIME, MONEY, TROUBLE
GOING BY BUS**

There are so many reasons why you will find this the ideal way to go to the game. Buses leave from handy downtown depots, take you to within walking distance from the stadium. Frequent schedules mean extra convenience. Low fares mean extra savings. And you travel swiftly and comfortably, forgetting the traffic and parking problems. Next time try the buses. You'll agree, "it's a good tip."



INTERSTATE TRANSIT LINES



Memorial Union
... Our College Club
Where Cyclone fans gather
... after the game

All Cyclone
TRAINING MEALS
are served at
Memorial Union

DINNER DANCING
This Evening
Good Food
Good Music
Good Floor