

IOWA STATE **OKLAHOMA**

SATURDAY, OCTOBER 31, 1970 • 1:30 P.M.



HOMECOMING 1970

75¢

CLYDE WILLIAMS FIELD • AMES, IOWA

IOWA ROAD BUILDERS

● CYCLONE SCOUTING REPORT

Football fans in the stadium today will see a ground game featuring speed and strength as played by the Sooners from Oklahoma.

Two weeks ago, it was a passing game with Lynn Dickey of Kansas State taking the spotlight.

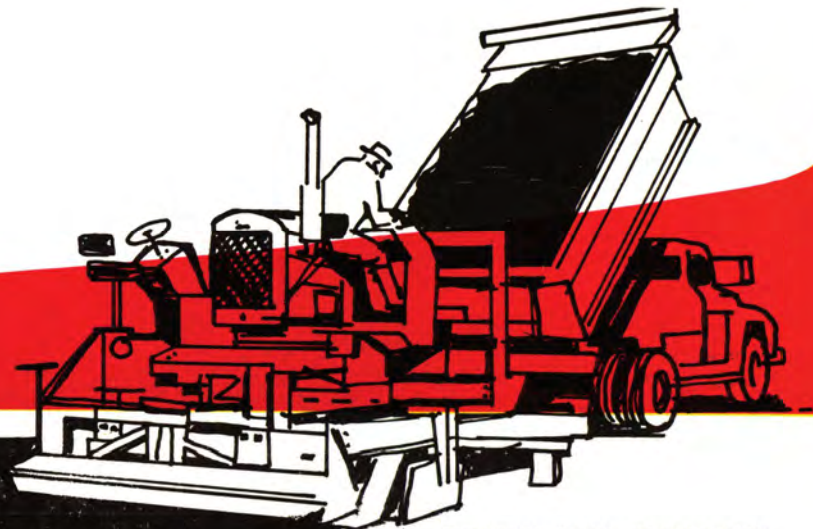
Last week, Mr. Dickey kept Oklahoma off balance with swing passes and brought his Wildcats from Kansas State out on the long end of the 19-14 score.

Oklahoma operates out of a wishbone formation going right or left, the Sooner speed allows backs to run wide plays as well as quick ones into the line. As the Iowa State scout said, Oklahoma stays on the ground and runs you to death. They do little passing, mainly because they have not needed a passing game to date.

Quarterback Jack Mildren runs the offense with speedy backs on the move. Joe Wylie has been the top runner with a 7.2 yard average per carry. However, in the Kansas State contest, Roy Bell did a major share of the carrying. Fullback Crosswaite got the hard gains when they were needed on short yardage occasions.

So, look for a lot of running inside and outside since Oklahoma's speed dictates this kind of attack.

Defensively, Oklahoma is pretty much like Iowa State with four up front, a lot of stunting and an aggressive secondary going after the ball or the ball carrier. Wylie's kicking is effective and another dangerous Sooner weapon.



IOWA ROAD BUILDERS
AMES IOWA Phone 233-2005

- ★ READY MIX CONCRETE
- ★ ASPHALT SURFACING
- ★ CEMENT & TAR FOR ALL OCCASIONS

Today on your way home, listen to —

FOOTBALL SCOREBOARD

Bill Riley has Central Iowa's fastest
and most complete rundown of scores

Next week, listen to—

THE IOWA STATE GAME

Pete Taylor covers all Cyclone Games
this season (with Danny Grimm in Ames)

KRNT RADIO

55 70 100 135 150 160

THE NEW SOUND  IN TOWN

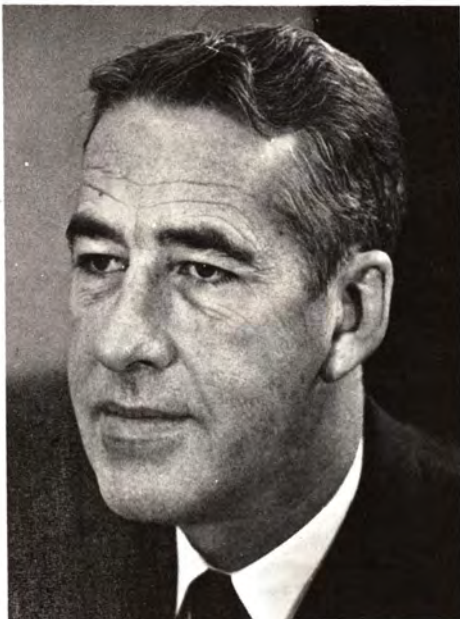
Tomorrow, watch —

IOWA STATE HIGHLIGHTS

with Coach Johnny Majors
and Pete Taylor

See Cyclone Game Films in color of all games, both at home and away,
every Sunday immediately following the NFL Game on CBS.

**TV 8 • KRNT
DES MOINES**



Dr. W. Robert Parks
President Iowa State University



Maurice Soult
I.S.U. Faculty Representative
to the Big Eight Conference



Clay Stapleton
Director of Athletics
Iowa State University



EMPLOYEE OWNED



FOOD STORES

112 So. Sheldon—207 So. Duff
Weekdays: 8 a.m. - 9 p.m.
Sundays: 9 a.m. - 6 p.m.



TONY WASHINGTON
Dearborn, Mich. - Senior



☆ UNIFORMLY PERFECT U.S.D.A.
CHOICE STEAKS
☆ DINING ROOM
☆ FREE PARKING

HIGHWAY 30 WEST
OPEN 11 a.m.-9 p.m. PHONE 292-4033

BOB WILLIAMS
Omaha, Neb. - Senior



Durlam & Durlam

"Known For Good Clothes"

226 Main Street • Ames



hotel sheldon munn

town pump

town house

WELCOME TO THE TOWN PUMP AND
TOWN HOUSE RESTAURANT

In The Hotel Sheldon-Munn

YOUR CYCLONE CLUB HEADQUARTERS
AFTER ALL HOME FOOTBALL GAMES.



JOHN GRIGLIONE
Des Moines - Senior

**Schoeneman
Brothers
Lumber Company**

"QUALITY SERVICE AND PRICE"
LUMBER AND BUILDERS HARDWARE

PHONE 232-2372 AMES, IOWA



ROY SNELL
Canton, Ohio - Senior



HENRY'S
INSTANT SERVICE DRIVE-IN

HOURS:
Open: 10 A.M. to 11 P.M.
Fri. - Sat. 10 A.M. to Midnight



**WORLD'S LARGEST MANUFACTURER
OF SAND, GRAVEL, STONE & ORE
WASHING EQUIPMENT**

- DREDGING EQUIPMENT
- CLAY WORKING EQUIPMENT
- MUNICIPAL & HIGHWAY CASTINGS

MACHINE SHOP

FOUNDRY

PATTERN SHOP

SINCE 1872



First Choice of Leading Sand & Gravel
Producers the World over

EAGLE IRON WORKS

Engineers . . . Manufacturers

129 Holcomb

Des Moines

Iowa

K. J. BARTELS, P.E.
BSCE '55

SAM JENNISON, P.E.
BSCE '57

Ames Ready-Mix Concrete, Inc.

"Welcome To Cyclone Country"

MIAMI BRICK — READY-MIX CONCRETE — BUILDING
MATERIALS — LUMBER — SAND & GRAVEL

Serving Cyclone Country From Six Locations

Ames Ready-Mix Concrete
Nevada Ready-Mix
Story City Ready-Mix
Hubbard Ready-Mix
State Center Ready-Mix
Zearing Lumber & Ready-Mix

"Call Us For Your Brick And Other Building Needs."

Homecoming Queen Finalists

Who's The Homecoming Queen?

Here are the five finalists. Because of the late date for voting, the Queen selection was not available to us at press time. So, listen to the man on the public address system. Refer to this page and you'll know who is the 1970 Homecoming Queen.



JANE BARTELS
Sheldon, Iowa
Family Environment junior
Kappa Delta
Sponsored by Alpha Gamma Rho



GWEN FREDERICK
Anamosa
Telecommunicative Arts sophomore
Friant House, Maple Hall
Sponsored by Hanson House, Storms Hall



CHRISTY GIESSING
St. Louis, Missouri
Physical Education for Women sophomore
Kappa Alpha Theta
Sponsored by Adelante



KIM POWELL
Traer, Iowa
Elementary Education sophomore
Alpha Omicron Pi
Sponsored by Alpha Omicron Pi



ANN RUEDY
Edina, Minnesota
Home Economics Education sophomore
Delta Delta Delta
Sponsored by Theta Delta Chi

IOWA STATE FOOTBALL COACHING STAFF



KEITH KEPHART



RAY GREENE



JOE MADDEN



JOE AVEZZANO



JACKIE SHERRILL



KING BLOCK



ARCH STEEL



GORDON SMITH



JIM DYAR



GEORGE HAFFNER

Johnny Majors can point with exceptional pride to his Iowa State football coaching staff. He has brought men together who have played the big time and coached it, men who know what has to be done to bring the winning spirit to Cyclone Country.

Majors is both a fighter and a winner. He comes from a great football family and has been seasoned with great football playing experience both in high school and college. He is one of the all-time Tennessee greäts, and All-American choice and the best in the Southeast conference as a player. As a coach he has helped produce outstanding teams at Tennessee, Mississippi State, and Arkansas—a feat he plans to duplicate now that he is the head coach at Iowa State.

Joe Avezzano was an outstanding student as well as an athlete in Miami, Fla., prep circles and carried on in both phases as a guard and center at Florida State. After a look at professional football he started coaching in high school. He earned his B.A. degree in criminology while coaching at Florida State.

King Block was a great fullback in Idaho and later a many-sport man at the University of Idaho. His coaching career started in high school then included both head coach and assistant positions at Arkansas State, Nebraska, Washington State, and now Iowa State. He coaches the offensive backs.

Jim Dyar is a native of Enterprise, Ala., but played his college football for the University of Houston. He had a shot at professional football before deciding on coaching as a career. He was the property of the Atlanta Falcons. He served as a graduate assistant at Houston before coming to Iowa State in the same capacity. He coaches the defensive line.

Ray Greene has a varied athletic and coaching background that even included tennis on the high school level. He majored in both speech and physical education and was all-conference and the defensive captain at the University of Akron. He coached in high school and as a graduate assistant at the University of Miami where he earned his M.A. degree. He became the freshman coach this past summer.

George Haffner was a quarterback at both Notre Dame and McNeese State. He was activated for the Baltimore Colts the year both Unitas and Cuozzo were injured. He had graduate assistant experience at McNeese and was an assistant at Lakes Charles, La., high before coming to Iowa State. He coaches the quarterbacks.

Keith Kephart is the graduate assistant on the Majors' staff this year. He played his prep football at West Branch and did his collegiate playing at Dubuque. He coached a year in high school before joining the Cyclones.

Joe Madden was a three-sport high school star in Washington, D.C., and is a graduate of the University of Maryland. He coached in high school before going to Mississippi State as a graduate assistant to get started in the college field. He was defensive coach at Wake Forest when Majors called him to Iowa State. He directs work of the defensive secondary.

Jackie Sherrill was a great all-around athlete in Biloxi, Miss., where he earned prep All-America honors. He was the captain of the Alabama Orange Bowl team that beat Nebraska in 1967. He coached at Alabama and Arkansas. He heads the defense and coaches the linebackers.

Gordon Smith was a tough man for the Cyclones to handle when he played end for Missouri but is making up for that now with his work as leader of the offense. He is responsible for the receivers in his specialized coaching duties. A native of Phoenix, Ariz., he played at Missouri and was a tight end for the Minnesota Vikings for five years before going to Arkansas as an assistant coach. He came to Iowa State along with Majors.

Arch Steel is the veteran of the Cyclone coaching staff. He came to Iowa State in 1954 and has served under four head coaches. A native of Scotland, Steel was a football and basketball star in River Rouge, Mich., high. He added baseball to his list at Bowling Green University. His college coaching started at Eastern Michigan. He serves as the Academic Counselor for the athletic department and works with the Cyclone backs.

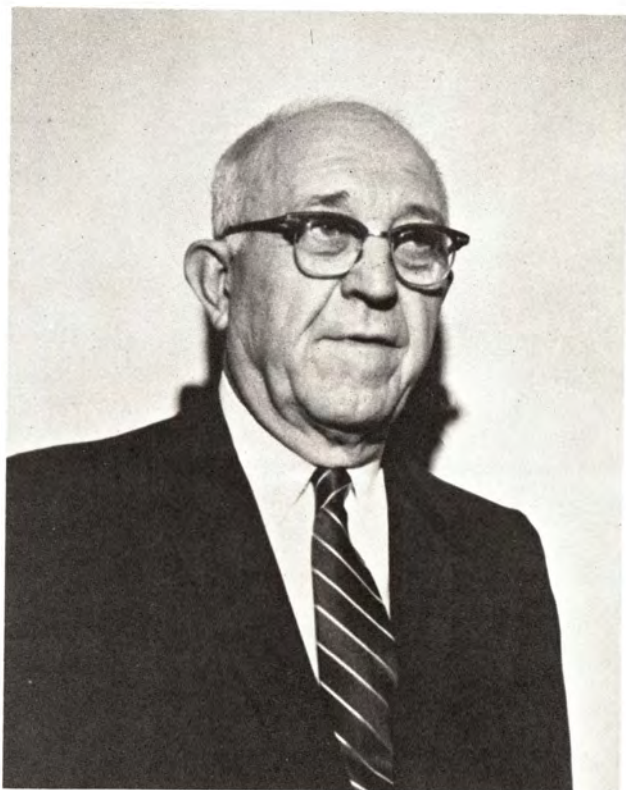


American Dairy Association
and the
Iowa Dairy Industry Commission

"For the big lift
that lasts—drink milk."

Jimmy Majors

CY'S FAVORITE ALUM



H. D. "Pete" Wilson
Sioux City, Iowa

1926 Graduate in animal science.

Developed his own company, the Sioux City Livestock Commission Company, and is one of the leading agencies in livestock business in Iowa.

He and his wife Helen have had three daughters graduate from Iowa State:

Mrs. Robert (Joan) Mead, 1953, now lives in Bozeman, Montana;

Mrs. William (Nancy) Percy, 1954, Corvallis, Oregon;

Mrs. Stanley (Sally) Judd, 1956, now lives in Fairbury, Nebraska.

"Pete" has developed one of the finest companies in the Sioux City stockyards. He has always had time to promote excellent

relationships between the stockyards and Iowa State University by entertaining Iowa State student marketing classes. He has done a great deal to promote the annual livestock judging classes in Sioux City area.

He has been director of the National Cyclone Club since its beginning and was an alumni representative on the Athletic Council from 1951-1954. His activities in the Sioux City area won for him the Alumni Achievement Award.

Louis Menze, who was athletic director during time Pete served as alumni representative, says "Pete was one of our real solid, loyal alumni members and was always ready with a suggestion that was best for Iowa State".

Dave A. Noble, a friend at the Sioux City stockyards has expressed himself as being especially proud to see Wilson selected for this high honor. "Pete has done a lot for Iowa State and the Sioux City people and has always had time to interest our better high school athletes in attending Iowa State University."

Athletic Director Clay Stapleton says that "Pete Wilson has been Mr. Iowa State in western Iowa. He has made generous, tangible contributions to our program in addition to being a loyal backer. More than most alumni, Pete has thrilled by our victories and been humble when we lose, but he is always ready to help. We are pleased he is our 1970 Cy's Favorite Alum."

The Majors football story began 30 years ago. It still goes on and on, chapter after chapter, sequel added to sequel.

Father Shirley Majors started it all in 1941. And he still coaches, turning out distinguished teams at the University of the South (Sewanee).

John, eldest of five sons and now head coach at Iowa State, was a great All-America runner at Tennessee in 1956. Bobby, the youngest son, now a junior at Tennessee, also is a dazzling runner, safetyman and punter.

It all began because the father, Shirley, married to the former Elizabeth Bobo, detested farming.

He had a "piece of ground," as he puts it, in Middle Tennessee, not far from Nashville, but he hated to farm. He loved football. Shirley, a taciturn fellow who

by TOM SILER, Sports Editor, Knoxville News-Sentinel

Football's Amazing Majors Family



SHIRLEY MAJORS

likes to hunt quail and rabbits and chew tobacco, didn't even have a college degree, but he got a chance to coach in 1941. He grabbed it.

Just One Loss

He coached at Franklin County High and at Lynchburg. Huntland (population 258) lured him away in 1949, by which time Johnny was ready to ramble with a football. Johnny scored an incredible 564 points while he played for his father, going on to the University of Tennessee in 1953. Huntland went on winning, losing one game in six years.

There was always a Majors in the lineup. Joe played next for his father, then Bill. Just to

break the "monotony" there was a daughter, too—pretty Shirley Ann, and, as you might guess, she was a cheer leader and later married a football player. Larry starred for his father, too, but Bobby, the one now at Tennessee, did not. He came along too late.

In 1957, Sewanee hired Shirley Majors. Sewanee gives no athletic aid, has lofty academic levels, and stresses classical studies as a sort of prep for the Episcopalian ministry. But Shirley cracked the whip and won with the players available. He had an undefeated team his second year there, now has a 13-year record of 66-34-5.

John led Tennessee to an un-

defeated season in 1956 and the No. 2 ranking in the nation. He finished second in the Heisman Trophy voting and ranks as one of the brilliant single wing tailbacks of all time.

Brother Joe shunned Tennessee, figuring he was too slow for the single wing. He tried Alabama, then transferred to Florida State. His greatest thrill there was in quarterbacking his team to a 10-0 victory over Tennessee in 1958. He's now a lawyer in Tullahoma, Tenn.

Bill vs. Joe

Bill enrolled at Tennessee in 1957, playing against Brother Joe in that big upset a year later. Bill was a great defensive player and single wing tailback, finishing in 1960. UT hired him as a coach. He lost his life along with two other coaches in 1965 when their car was hit by a train at a grade crossing in suburban Knoxville.

Larry, considerably smaller than John, Joe or Bill, played for his father at Sewanee, helping to defeat Washington and Lee, Hampden-Sydney, Millsaps and such. He went into coaching, too, and has produced fine teams for high schools in East Tennessee.

Bobby, the baby of the family and the largest as a college player, rolled up fantastic feats in high school in football, basketball, baseball and golf. He finished up at Castle Heights Military Academy in 1967, and followed John and Bill to Tennessee the next fall.

As a 195-pound sophomore, Bobby was used as a flanker back and punt returner. He is not particularly fast but he has a deceptive gait that leaves tacklers reaching. This fall he'll return punts again, do the punting and play the all-important safety position on defense.

Saturday is always an exciting day to the Majors family. No one can rest until he gets the news on Shirley's Sewanee team, on how Bobby and the Tennessee Vols did and how Johnny's Iowa State team came out.

The Majors thrill to every victory and suffer in every defeat, and it'll be that way until their unique story ends — which is likely to be a long way off.

Quality has no substitute in equipment as well as players and coaches. We're proud to supply part of the equipment used by the Iowa State Cyclones. In stock for all seasons, 47 models of adidas shoes, for football, basketball, track, tennis, and soccer

**We Also Supply All Sports
In All Seasons!**

VIC YOUNG
GEORGE TURNER

Vic YOUNG *Sporting Goods*

415 Ninth Street, Des Moines, Iowa 50309



BOB BELLUZ
Lompoc, Calif. - Junior



The YES Bank



IOWA-DES MOINES NATIONAL BANK

SIXTH & WALNUT 50308 / 4505 DOUGLAS 50310 / 2505 EAST EUCLID 50317

PHONE 284-8586

PHONE 277-4333

PHONE 285-5372

Member Federal Deposit Insurance Corporation

WILLIE HARRIS
Muskegon, Mich. - Senior

Holiday Inn

PLAYS HOST TO
CYCLONE COUNTRY

316 SO. DUFF AVE. • AMES • PHONE 232-1810



OWEN AUSTREHEIM
Ames, Iowa - Soph.

**RAH!
CYCLONES**

We're all rooting for

Johnny and the team

GO GET 'EM!!

Collegiate MFG. CO.

AMES, IOWA



GOLF IN SPAIN

\$286.15 7 DAYS

Play in the IOWA WINTER OPEN tournament! Sun and have fun in February. Includes round trip jet fare, deluxe hotel. Prices from \$286.15 per person double occupancy.

GET DETAILS NOW

TRANS-TRAVEL

5th and Clark Ames 232-3131

We want to golf in Spain!

Name

Address

City

SOONERS TO FEATURE SPEED

Iowa State and Oklahoma meet this afternoon with both teams coming off Big Eight Conference losses last Saturday. The Cyclones were tripped up in the last six minutes of their game with Kansas and came out on the short side of a 24-10 score.

Oklahoma met Kansas State and was upset by a 19-14 decision. Oklahoma ran well all afternoon out of its wishbone formation but could not stop the passing of Lynn Dickey. Dickey had the Wildcats on the board in the first three minutes. In the second half, he used short swing passes to keep the Sooners off balance.

This afternoon, the Cyclones will have to keep an eye on the running of Joe Wylie, averaging 7.2 yards per carry, and Roy Bell who has come to the fore as one of the backfield work horses. Bell carried most of the time in the Kansas State game. When these two are not taking the ball from quarterback Jack Mildren, Crosswaite, running from the fullback spot, picks up the short yardage when needed.

Speed is the Sooner trademark this season. The Sooner squad is young and has eight sophomores in the first 22 starters. The offense is fast and the defense is aggressive. Using a four man front and a lot of stunting, the defense goes after the ball and the ball carrier with equal gusto. If there is one weakness, it may be in pass defense, as was the case against Kansas State.

Iowa State's defense will have a busy afternoon pursuing the speedy Oklahoma backs. If they can contain the running game, as they have done against other opponents this season, the afternoon could turn out to be an interesting one for fans attending the Homecoming contest.

One other thing: Oklahoma has a kicking game that can keep you back in your own territory. Wylie, who kicks as well as he runs, got off an 80-yarder against the Wildcats. And, his average punts are not too bad, either. The punt return is another effective Sooner device.

IOWA STATE

CYCLONES



21 - JEFF ALLEN
Chicago, Ill.
Coach - Carl Bonner
Physical Education



12 - GEORGE AMUNDSON
Aberdeen, S.D.
Coach - Don Reshatar
Engineering Operations



99 - OWEN AUSTREHEIM
Ames, Iowa
Coach - Phil Johnson
Zoology



59 - BOB BANGER
Des Plaines, Ill.
Coach - Ken Olsen
Industrial Administration

22 - RALPH BARACZ
Cleveland, Ohio
Coach - Bill Jacobs
Physical Education

79 - TOM BARNES
Antigo, Wis.
Coach - Dale Peterson
Physical Education

66 - HAROLD BASSETT
Cedar Rapids, Iowa
Coach - Harold Wilkinson
Physical Education

69 - BOB BELLUZ
Lompoc, Cal.
Coach - Jim Soruill
Physical Education





78 - JERRY BERNA
Chicago, Ill.
Coach -
Bernard O'Brien-Henry Saltizesky
Physical Education



71 - BOB BOGNAR
Hammond, Ind.
Coach - Frank Lentvorsky
Electrical Engineering



74 - BILL BOUSQUET
Knoxville, Iowa
Coach - Kerry Pezzetti
History



56 - JERRY BOYINGTON
Clarion, Iowa
Coach - Wayne Bergstrom
Farm Operation



93 - STEVE BURNS
Sioux Falls, S.D.
Coach Jack Schever
Distributed Studies



23 - BRIAN CANNON
Neenah, Wis.
Coach - Ben Meixl
Physical Education



53 - KEN CARATELLI
Oak Park, Mich.
Coach - Al Fracassa
Industrial Administration



CYCLONES

15 - DEAN CARLSON
Rushford, Minn.
Coach - Butch Grob
Physical Education

70 - JIM CHRISTENSEN
Lansing, Ill.
Coach - Al Freyman
Physical Education

92 - THERMAN COUCH
Chapel Hill, N.C.
Coach - Bob Culton
Physical Education

97 - MIKE DELY
Miami, Fla.
Coach - Don Smith
Physical Education





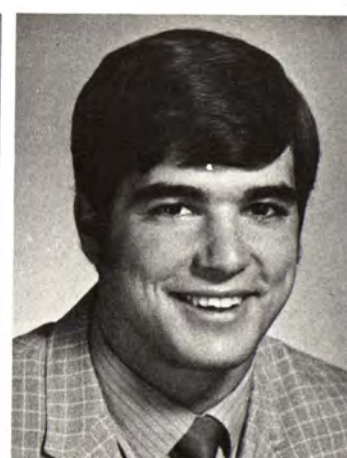
20 - BOB DWYER
Lansing, Ill.
Coach - Al Freyman
Sociology



61 - ELVE EVERAGE
Alton, Ill.
Coach - Ed Younkus
Physical Education



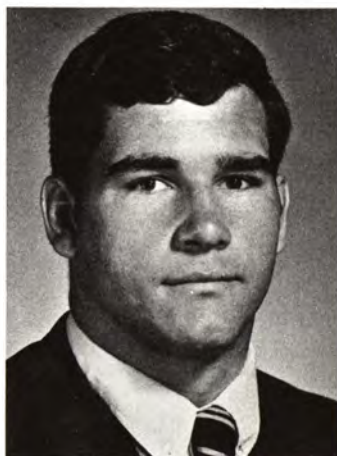
17 - MIKE FONTANINI
Des Moines, Iowa
Coach - Jim Miller
Computer Science



26 - RON GATTONE
Temple, Pa.
Coach - Paul Koch
Industrial Administration



CYCLONES



65 - JOHN GRIGLIONE
Des Moines, Iowa
Coach - Jim Williams
Physical Education



40 - MARIS GRINVALDS
Hackettstown, N.J.
Coach - Al Applegate
History

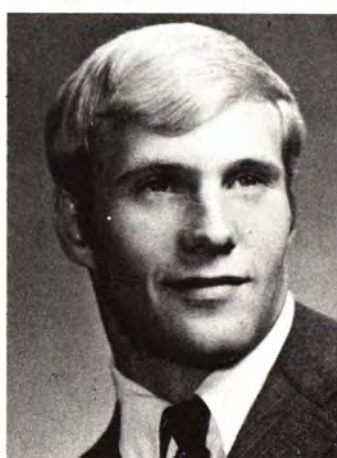
72 - RAY HARM
Closter, N.J.
Coach - Dom Srgo
Mathematics



48 - WILLIE HARRIS
Muskegon, Mich.
Coach - Roger Chiaverni
Physical Education



28 - TOM HILDEN
Glencoe, Ill.
Coach - Ed Heikenen
Industrial Administration



46 - VAN HOLLOWAY
Beloit, Kan.
Coach - Terry Masterson
Pre-Med





19 - STEVE JACOBSEN
Harlan, Iowa
Coach - Terry Eagen
Physical Education



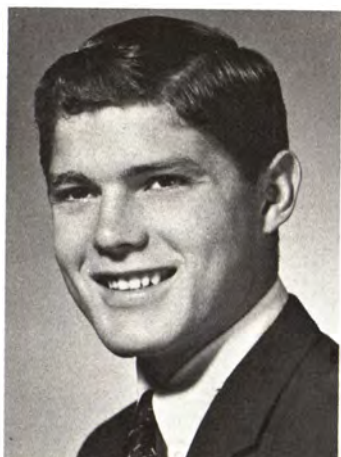
97 - DAVE JAHNKE
Iowa City, Iowa
Coach - Frank Bates
Industrial Administration



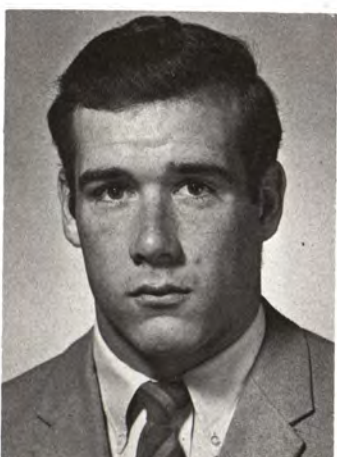
77 - DARRELL JANSONIUS
Ackley, Iowa
Coach - Pat Reysack
Farm Operation



44 - JOCK JOHNSON
Des Moines, Iowa
Coach - Bob Savage
Physical Education



49 - STEVE KARBEN
Grand Junction, Iowa
Coach - Lee Arrowsmith
Pre-Med



36 - JOHN KELLY
Des Moines, Iowa
Coach - Bob Savage
Aerospace Engineering



86 - MERV KRAKAU
Guthrie Center, Iowa
Coach - Larry Brandt
Physical Education



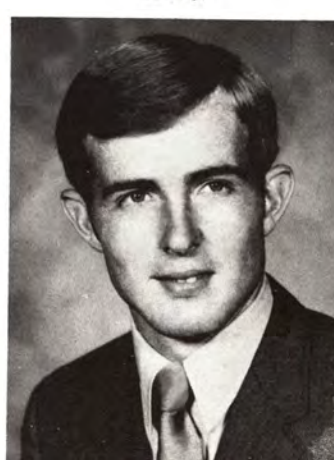
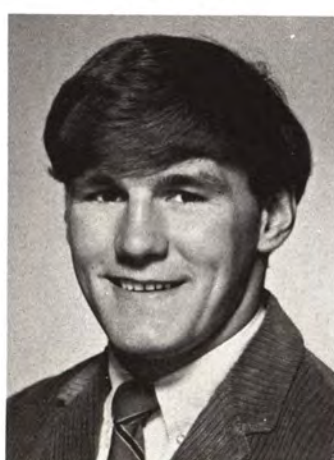
CYCLONES

80 - TOM LORENZ
Reinbeck, Iowa
Coach - John Nartung
Physical Education

73 - JOE MARCONI
Chicago Heights, Ill.
Coach Ed Mack
Distributed Studies

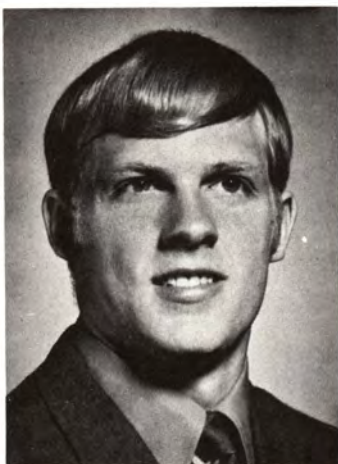
68 - BOB MARTINSON
Bemidji, Minn.
Coach - K. E. Wilson
Architecture

94 - REGGIE SHOEMAKE
Laurel, Miss.
Coach - Glen Wells
Zoology

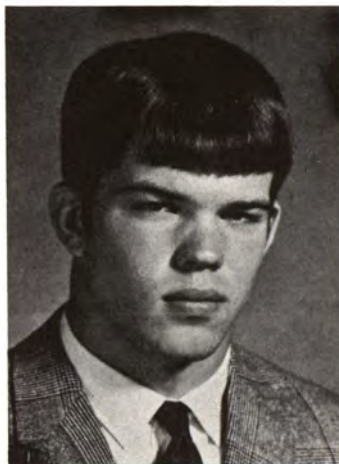




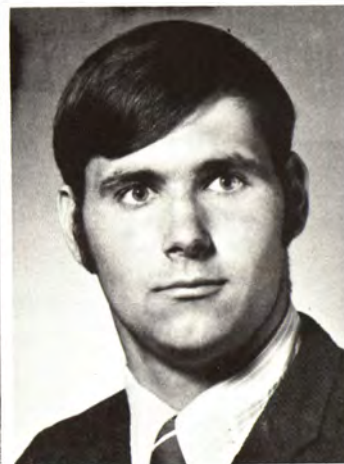
58 - BOB MATEY
Youngstown, Ohio
Coach - Reg Angelo
Physical Education



82 - DAVE McCURRY
Grinnell, Iowa
Coach - Ray Boyd - Charles Bunn
Distributed Studies



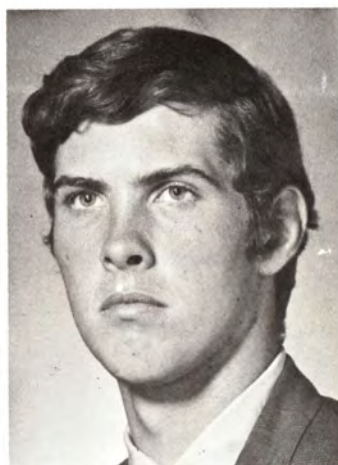
33 - DENNIS McDONALD
Morning Sun, Iowa
Coach - Bob Dorah - Jerry Knausse
Pre-Veterinary



50 - JOHN McKILLOP
Pleasantville, N.J.
Coach - Lou Paludi
Industrial Administration



CYCLONES



16 - BILL MILLER
Panama Heights, Ohio
Coach - Jim Fritsche
Industrial Administration



84 - LES MITCHELL
Cleveland, Ohio
Coach - Sam Ruvolo
Physical Education



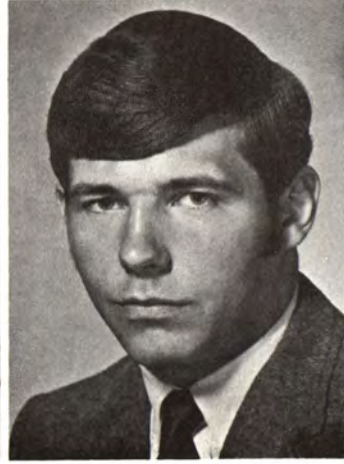
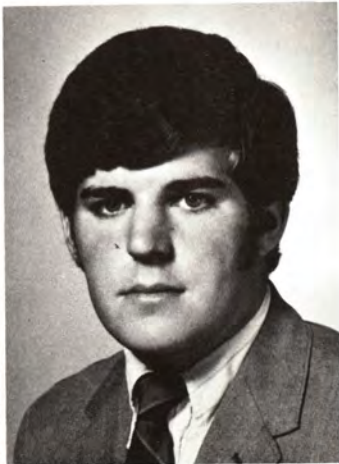
63 - JIM MRAZ
Lombard, Ill.
Coach - John Lovin
Pre-Veterinary

29 - GARY MUELLER
Paullina, Iowa
Coach - Ray Messerole
Political Science

95 - GREG MULHALL
Ames, Iowa
Coach - Phil Johnson
Science Journalism

75 - GEARY MURDOCK
Wichita, Kan.
Coach - Jim Mahan
Physical Education

83 - TOM PADJEN
Lansing, Ill.
Coach - Al Freyman
Industrial Administration





24 - MIKE PALMER
Steubenville, Ohio
Coach - Abe Bryan
Sociology



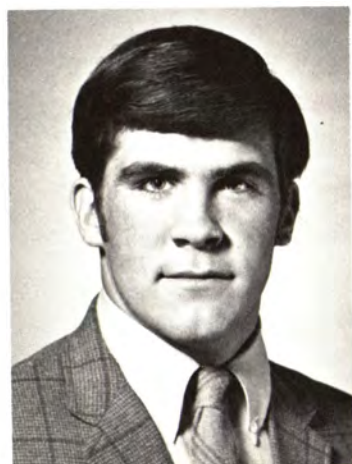
88 - BOB RICHARDSON
Hamilton, Ontario
Coach - Jim Wilson
Physical Education



18 - DOUG PARSONS
Des Moines, Iowa
Coach - Lloyd Klinzman
Distributed Studies



87 - BRIAN PAULING
Paullina, Iowa
Coach - Ray Messerole
Mechanical Engineering



54 - DAVE PITTMAN
Struthers, Ohio
Coach - Bob Commings
Mathematics



10 - BILL REDING
Algona, Iowa
Coach - Beanie Cooper
Science Journalism



CYCLONES

39 - CRAIG SABATINI
Oak Lawn, Ill.
Coach - Bob Knude
Industrial Administration

57 - KEITH SCHROEDER
Davenport, Iowa
Coach - Bob Liddy
Physical Education

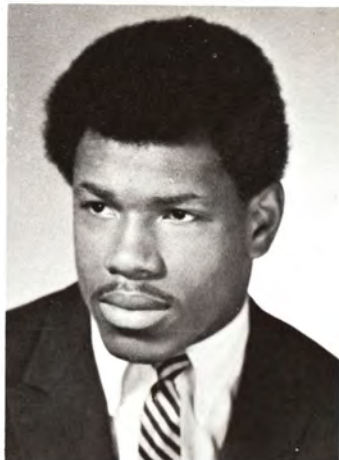
37 - JOHN SCHWEIZER
Burlington, Iowa
Coach - Harold Tackelson
Industrial Administration

64 - SCOTT SEELIGER
Madison, Wis.
Coach - Otto Breitenbach
Industrial Administration





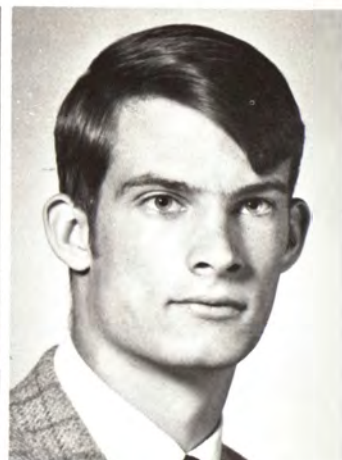
45 - BILL SHELLABARGER
Burlington, Iowa
Coach - Harold Tackelson
Industrial Administration



90 - ROY SNELL
Canton, Ohio
Coach - Ron Chisniak
History



47 - BRADD STECKMESSER
Manitowoc, Wis.
Coach - Bill Twitchell
Engineering Operations



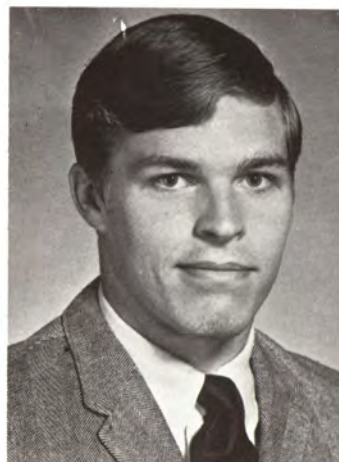
27 - JIM STEINMUELLER
White Bear Lake, Minn.
Coach - Dwayne Dertz
Distributed Studies



CYCLONES



85 - OTTO STOWE
Springfield, Ill.
Coach - John McCoy
Physical Education



62 - STEVE STROUP
Butler, Pa.
Coach - Art Bernardi
Industrial Education



11 - SKIP SULLIVAN
Oak Lawn, Ill.
Coach - Bob Knude
Physical Education

52 - TERRY SUTTON
Missouri Valley, Iowa
Coach - Al McAvoy
Physical Education

60 - MIKE TERRIZZI
Hawthorne, N.J.
Coach - Al Rotella
Physical Education

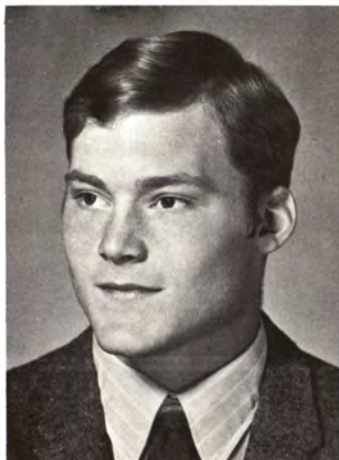
14 - OBERT TISDALE
Waterloo, Iowa
Coach - Howard Vernon
Sociology

41 - JOHN USMIAL
Muskegon, Mich.
Coach - Roger Chiverini
Physical Education





51 - BRUCE VAN LANGEN
Omaha, Neb.
Coach - Al Salerno
Home Economics



91 - ANDY WALLER
Poynette, Wis.
Coach - Walter Schoenherr
Urban Planning



43 - STEVE WARDLAW
Abbeville, S.C.
Coach - Ron Davis
Physical Education



13 - TONY WASHINGTON
Dearborn, Mich.
Coach - Hal Muldowney
Industrial Administration



81 - CHUCK WILKINSON
Downers Grove, Ill.
Coach - Jim Guzzo
Industrial Administration



31 - BOB WILLIAMS
Omaha, Neb.
Coach - Bill Hoyt
History and Government



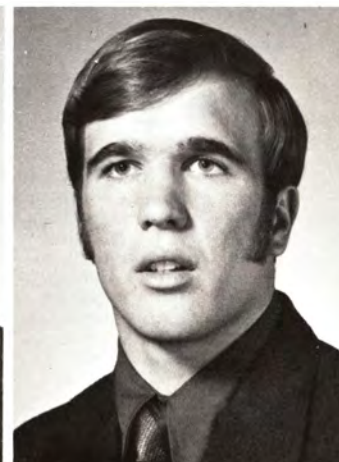
CYCLONES

55 - MARK WITHROW
Edina, Minn.
Coach - Steve Canakes
Architecture

89 - TOM WOOLWINE
Wilmington, Ill.
Coach - Gordon Gillespie
Mathematics

67 - MIKE YBARRA
Warren, Mich.
Coach - Ron Ruzzin
Industrial Administration

32 - MIKE ZUK
Belvidere, N.J.
Coach - Dominick Colagelo
History



IOWA STATE UNIVERSITY FOOTBALL ROSTER

No.	Name and Position	Hgt.	Wgt.	Age	Class	Home Town
10	BILL REDING, o-qb	6-3	190	21	Junior	Algona, Iowa
11	SKIP SULLIVAN, o-qb	6-0	185	19	Soph	Oak Lawn, Ill.
12	GEORGE AMUNDSON, o-qb	6-3	210	19	Soph	Aberdeen, S.D.
13	**TONY WASHINGTON, d-s	6-1	178	21	Senior	Dearborn, Mich.
14	**OBERT TISDALE, d-m	6-2	193	21	Senior	Waterloo, Iowa
15	DEAN CARLSON, o-qb	6-3	220	20	Junior	Rushford, Minn.
16	BILL MILLER, o-qb	6-3	186	19	Soph	Cleveland, Ohio
17	*MIKE FONTANINI, o-qb	5-11	176	20	Junior	Des Moines, Iowa
18	DOUG PARSONS, o-qb	6-1	198	20	Soph	Des Moines, Iowa
19	*STEVE JACOBSEN, d-lb	6-3	206	20	Junior	Harlan, Iowa
20	BOB DWYER, o-rb	6-1	191	20	Soph	Lansing, Ill.
21	**JEFF ALLEN, d-hb	6-0	192	22	Senior	Chicago, Ill.
22	*RALPH BARACZ, d-hb	6-0	182	21	Senior	Cleveland, Ohio
23	BRIAN CANNON, o-rb	5-11	190	19	Soph	Neenah, Wis.
24	*MIKE PALMER, o-rb	5-10	193	21	Senior	Steubenville, Ohio
26	RON GATTONE, d-s	6-0	185	20	Soph	Temple, Pa.
27	JIM STEINMUELLER, d-s	5-11	175	18	Soph	White Bear Lake, Minn.
28	*TOM HILDEN, d-hb	6-0	188	21	Senior	Glencoe, Ill.
29	CARY MUELLER, d-hb	6-0	190	19	Soph	Paullina, Iowa
31	**BOB WILLIAMS, d-m	5-11	175	21	Senior	Omaha, Neb.
32	MIKE ZUK, o-rb	6-1	195	19	Soph	Belvidere, N.J.
33	*DENNIS MC DONALD, o-rb	6-1	202	20	Junior	Morning Sun, Iowa
36	*JOHN KELLY, d-lb	6-1	200	21	Junior	Des Moines, Iowa
37	JOHN SCHWEIZER, d-hb	5-11	165	19	Soph	Burlington, Iowa
39	CRAIG SABATINI, o-e	6-2	193	18	Soph	Oak Lawn, Ill.
40	MARIS GRINVALDS, d-lb	6-1	208	19	Soph	Spencer, Iowa
41	JOHN USMIAL, d-hb	6-0	173	22	Junior	Muskegon, Mich.
43	STEVE WARDLAW, d-hb	5-10	185	21	Soph	Abbeville, S.C.
44	*JOCK JOHNSON, o-rb	6-0	193	21	Senior	Des Moines, Iowa
45	BILL SHELLABARGER, d-lb	6-1	195	19	Soph	Burlington, Iowa
46	VAN HOLLOWAY, o-rb	6-0	185	20	Soph	Beloit, Kan.
47	BRADD STECKMESSER, d-lb	6-2	200	20	Soph	Manitowoc, Wis.
48	*WILLIE HARRIS, o-fb	6-3	207	23	Senior	Muskegon, Mich.
49	*STEVE KARBEL, d-s	6-0	185	20	Senior	Grand Junction, Iowa
50	JOHN MC KILLOP, d-lb	6-2	210	20	Soph	Pleasantville, N.J.
51	BRUCE VAN LANGEN, o-e	6-3	230	20	Soph	Omaha, Neb.
52	TERRY SUTTON, o-e	6-1	203	22	Soph	Missouri Valley, Iowa
53	KEN CARATELLI, d-lb	6-1	215	20	Soph	Oak Park, Mich.
54	DAVE PITTMAN, o-e	6-2	206	19	Soph	Struthers, Ohio
55	*MARK WITHROW, d-lb	6-1	205	21	Senior	Edina, Minn.
56	*JERRY BOYINGTON, d-t	6-2	216	21	Senior	Clarion, Iowa
57	*KEITH SCHROEDER, d-lb	6-0	210	21	Junior	Davenport, Iowa
59	BOB BANGER, d-l	6-0	208	20	Soph	Des Plaines, Ill.
60	MIKE TERRIZZI, o-g	6-2	224	22	Junior	Hawthorne, N.J.
61	ELVE EVERAGE, o-g	6-0	215	21	Soph	Alton, Ill.
62	STEVE STROUP, o-c	6-3	203	21	Junior	Butler, Pa.
63	JIM MRAZ, o-g	6-3	230	19	Soph	Lombard, Ill.
64	SCOTT SEELIGER, o-g	6-2	208	20	Soph	Madison, Wis.
65	*JOHN GRIGLIONE, d-t	6-2	217	22	Senior	Des Moines, Iowa
66	HAROLD BASSETT, d-t	6-1	217	20	Junior	Cedar Rapids, Iowa
67	MIKE YBARRA, o-g	6-0	212	20	Soph	Warren, Mich.
68	BOB MARTINSON, d-t	5-11	200	21	Soph	Bemidji, Minn.
69	BOB BELLUZ, o-g	6-2	230	20	Junior	Lompoc, Calif.
70	JIM CHRISTENSEN, o-t	6-2	221	19	Soph	Lansing, Ill.
71	BOB BOGNAR, o-t	6-1	207	20	Soph	Hammond, Ind.
72	*RAY HARM, o-g	6-3	225	21	Junior	Closter, N.J.
73	JOE MARCONI, o-t	6-1	222	20	Soph	Chicago Heights, Ill.
74	BILL BOUSQUET, d-t	6-3	225	19	Soph	Knoxville, Iowa
75	GEARY MURDOCK, o-t	6-3	240	19	Soph	Wichita, Kan.
77	DARRELL JANSON/US, d-t	6-3	263	21	Senior	Ackley, Iowa
78	**JERRY BERNA, o-g	6-1	220	21	Senior	Chicago, Ill.
79	*TOM BARNES, o-t	6-4	233	22	Senior	Antigo, Wis.
80	*TOM LORENZ, o-e	6-2	213	21	Senior	Reinbeck, Iowa
81	*CHUCK WILKINSON, d-e	6-1	205	21	Senior	Downers Grove, Ill.
82	DAVE MC CURRY, o-fl	6-2	190	19	Soph	Grinnell, Iowa
83	TOM PADJEN, o-e	6-2	203	20	Soph	Lansing, Ill.
84	LES MITCHELL, o-e	6-1	180	20	Soph	Cleveland, Ohio
85	*OTTO STOWE, o-fl	6-2	185	21	Senior	Springfield, Ill.
86	MERV KRAKAU, d-e	6-3	223	19	Soph	Guthrie Center, Iowa
87	BRIAN PAULING, o-e	6-2	216	19	Soph	Paullina, Iowa
88	BOB RICHARDSON, o-e	6-5	235	21	Junior	Hamilton, Ont.
89	TOM WOOLWINE, o-e	5-10	170	20	Soph	Wilmington, Ill.
90	*ROY SNELL, d-lb	6-1	198	21	Senior	Canton, Ohio
91	*ANDY WALLER, d-e	6-2	220	21	Senior	Poynette, Wis.
92	*THERMAN COUCH, d-e	6-3	219	21	Senior	Chapel Hill, N.C.
93	STEVE BURNS, d-lb	6-1	205	19	Soph	Sioux Falls, S.D.
94	REGGIE SHOEMAKE, k	5-10	170	20	Junior	Laurel, Miss.
95	GREG MULHALL, o-e	5-10	175	19	Soph	Ames, Iowa
96	DAVE JAHNKE, d-e	6-2	205	20	Soph	Iowa City, Iowa
97	MIKE DELY, d-e	6-3	205	19	Soph	Miami, Fla.
99	OWEN AUSTRHEIM, k	5-5	150	20	Soph	Ames, Iowa

* Lettermen

Legend—o - offense; d - defense.

c - center; e - end; fl - flanker; g - guard; hb - halfback; k - kicker; lb - linebacker;
m - monster; qb - quarterback; rb - running back; s - safety; t - tackle.

For every Big 8 Conference game, Frontier Airlines flies support in by the plane load. Loyal fans that go to away games and make themselves heard.

Why do they fly Frontier? We save them

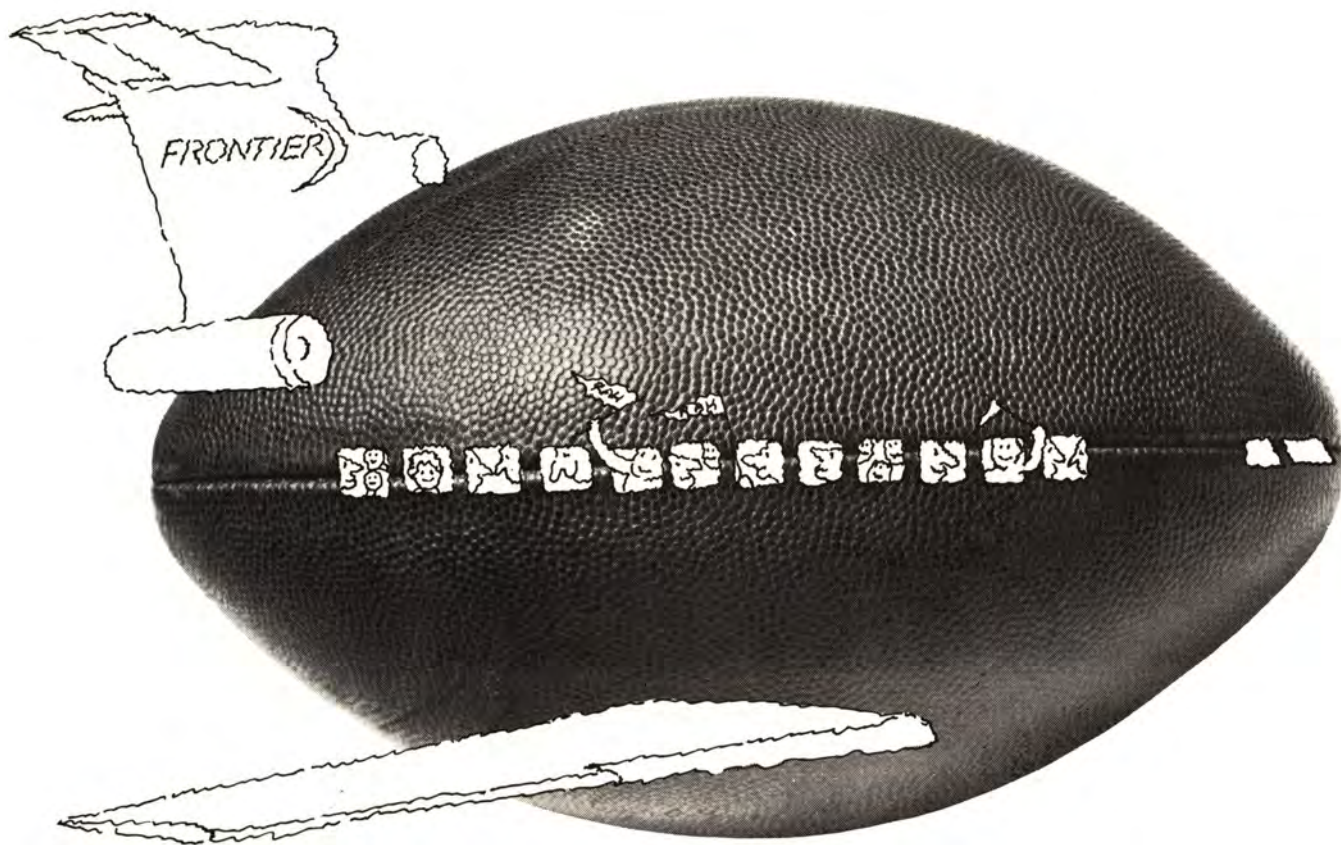
money, for one thing. A group going together can save up to 30%. And our family plan is good seven days a week.

Frontier flies to 7 Big 8 cities. Take to the air for your team.

FRONTIER AIRLINES

a better way to fly

Air Support.





Pepsi's got a lot to give!



"Pepsi-Cola" and "Pepsi" are registered trademarks of PepsiCo, Inc.



OFFENSE	
85 OTTO STOWE	SE
73 JOE MARCONI	LT
72 RAY HARM	LG
54 DAVE PITTMAN	C
78 JERRY BERNA	RG
75 GEARY MURDOCK	RT
80 TOM LORENZ	TE
12 GEORGE AMUNDSON	QB
24 MIKE PALMER	TB
82 DAVE MCCURRY	FL
44 JOCK JOHNSON	FB

IOWA STATE

DEFENSE	
81 CHUCK WILKINSON	LE
65 JOHN GRIGLIONE	LT
66 HAROLD BASSETT	RT
92 THERMAN COUCH	RE
55 MARK WITHROW	LB
57 KEITH SCHROEDER	LB
53 KEN CARATELLI	LB
43 STEVE WARDLAW	LH
21 JEFF ALLEN	RH
14 OBERT TISDALE	M
13 TONY WASHINGTON	S

IOWA STATE SQUAD

10 Reding, o-qb	56 Boyington, d-t
11 Sullivan, o-qb	57 Schroeder, d-lb
12 Amundson, o-qb	59 Banger, d-lb
13 Washington, d-s	60 Terrizzi, o-g
14 Tisdale, d-m	61 Everage, o-g
15 Carlson, o-rb	62 Stroup, o-c
16 Miller, o-qb	63 Mraz, o-g
17 Fontanini, o-qb	64 Seeliger, o-g
18 Parsons, o-qb	65 Grigolone, d-t
19 Jacobsen, d-lb	66 Bassett, d-t
20 Dwyer, o-rb	67 Ybarra, o-g
21 Allen, d-lb	68 Martinson, d-t
22 Baracz, d-lb	69 Belluz, o-g
23 Cannon, o-rb	70 Christensen, o-t
24 Palmer, o-rb	71 Bogner, o-t
26 Gattone, d-s	72 Harn, o-g
27 Steinmueller, d-s	73 Marconi, o-t
28 Hilden, d-lb	74 Bousquet, d-t
29 Mueller, d-lb	75 Murdock, o-t
31 Williams, d-m	76 Connor, d-t
32 Zuk, o-rb	77 Janssonius, d-t
33 McDonald, o-rb	78 Berna, o-g
35 Fitzpatrick, d-lb	79 Barnes, o-t
36 Kelly, d-lb	80 Lorenz, o-e
37 Schweizer, d-lb	81 Wilkinson, d-e
38 Parker, d-lb	82 McCurry, o-fl
39 Salvatini, o-e	83 Padjen, o-e
40 Grimalds, d-lb	84 Mitchell, o-e
41 Usmlal, d-lb	85 Stowe, o-e
42 Wardlaw, d-lb	86 Krakau, d-e
43 Johnson, o-rb	87 Pauling, o-e
45 Shellabarger, d-lb	88 Richardson, o-e
46 Holloway, o-rb	89 Woolwine, o-e
47 Stockmeyer, d-lb	90 Snell, d-lb
48 Harris, o-rb	91 Waller, d-e
49 Karber, d-lb	92 Couch, d-e
50 McKillop, d-lb	93 Burns, d-lb
51 Van Langen, o-c	94 Sheenake, k
52 Sutton, o-c	95 Mulhall, o-e
53 Caratelli, d-lb	96 Jahnke, d-e
54 Pittman, o-c	97 Dely, d-e
55 Withrow, d-lb	99 Austrheim, k

OKLAHOMA SQUAD

Mildren, qb	52 LaRosa, og
Harrison, fl	53 Dewberry, c
Shotts, s	54 Brahaney, c
Robertson, qb	55 Mason, de
Ruster, s	57 Hawpe, lb
Crosswhite, d-lb	58 Mullen, lb
O'Shaughnessy, d-lb	59 Driscoll, lb
Nordgren, d-lb	60 Unruh, og
Derr, k-fl	61 Tarlton, og
King, d-lb	66 Dav, dt
Wylie, rb	67 Jensen, ot
Dayton, d-lb	69 McLaughlin, ot
Marshall, rb	70 Saunders, dt
Johnson, s	71 Todd, ot
Roach, d-lb	72 Jones, og
Pruitt, se	73 Emmert, og
Kearney, s	75 Grady, dt
Hulstine, d-lb	76 Watson, ot
Shelley, s-fl	77 Foster, dt
Bell, lb	78 Stacy, og
Halfman, lb	79 Sims, de
Jamar, s	80 Franklin, se
Phillips, lb	81 Qualls, de
Smith, rb	82 Chandler, oe
Dodd, lb	85 McLaughlin, oe
Thurms, lb	88 Delaney, de
Aycock, lb	89 Perryman, oe
Castel, lb	96 Hamilton, de-dt
Christman, lb	97 Moore, dt
Mistead, lb	99 Nicholson, dt
Beccus, lb	

OFFENSE

82 AL CHANDLER	TE
60 DEAN UNRUH	QT
61 STEVE TARLTON	QG
54 TOM BRAHANEY	C
72 KEN JONES	SG
76 JOHN WATSON	ST
80 WILLIE FRANKLIN	SE
11 JACK MILDREN	QB
22 JOE WYLIE	LH
35 ROY BELL	RH
17 LEON CROSSWHITE	FB

OKLAHOMA

DEFENSE

96 RAY HAMILTON	LE
75 KEVIN GRADY	LT
97 DERLAND MOORE	RT
55 RICK MASON	RE
38 FORB PHILLIPS	SLB
43 STEVE AYCOCK	MLB
59 MARK DRISCOLL	WLB
19 GEOFFREY NORDGREN	LCB
21 GLENN KING	RCB
33 JOHN SHELLEY	SS
25 MONTY JOHNSON	FS





Get a status symbol that carries some weight.

The time is past when people thought of a truck as strictly a workhorse.

In fact, Chevy pickups are being used for so many personal and leisure time activities that they've become a kind of symbol for a new life-style.

It's easy to see why.

Our pickups combine the luxury and utility today's on-the-go

generation wants. You can order such conveniences as an automatic transmission, power steering and power brakes.

Even air conditioning, bucket seats and carpeting.

And with it all you get the practicality of a "trunk" up to 8½ feet long. Try that out for size on your next shopping trip. Or vacation

trip. Or football outing.

The man to see is your Chevrolet dealer. He'll show you more reasons why Chevy pickups are so popular.



Putting you first, keeps us first.

OKLAHOMA UNIVERSITY FOOTBALL ROSTER

No.	Name and Position	Hgt.	Wt.	Age	Class	Home Town
11	*JACK MILDREN, qb	6-0	196	20	Junior	Abilene, Tex.
12	JON HARRISON, fl	5-9	157	20	Junior	Abilene, Tex.
14	STEVE SHOTTS, s	6-0	185	20	Soph	Weatherford, Okla.
15	DAVE ROBERTSON, qb	6-2	196	19	Soph	Garden Grove, Calif.
16	DAN RUSTER, s	6-2	187	19	Soph	Littleton, Colo.
17	LEON CROSSWHITE, dnb-fb	6-2	194	19	Soph	Hennessey, Okla.
18	*STEVE O'SHAUGHNESSY, dnb	5-11	180	20	Junior	Midland, Tex.
19	*GEOFFREY NORDGREN, dnb	6-2	198	21	Junior	Covington, La.
20	**BRUCE DERR, k-fl	6-0	194	22	Senior	Harvey, Ill.
21	*GLENN KING, dnb	5-9	192	20	Junior	Jacksboro, Tex.
22	JOE WYLIE, rb	6-1	180	19	Soph	Henderson, Tex.
23	MAX DAYTON, dnb	6-1	192	19	Soph	Tulsa, Okla.
24	*EVERETT MARSHALL, rb	5-10	185	20	Junior	Inglewood, Calif.
25	*MONTY JOHNSON, s	6-1	194	20	Senior	Amarillo, Tex.
26	LARRY ROACH, dnb	6-0	183	19	Soph	Watonga, Okla.
30	GREG PRUITT, se	5-9	177	19	Soph	Houston, Tex.
31	VIC KEARNEY, s	6-0	204	20	Soph	Milwaukee, Wisc.
32	KEN HULSTEIN, dnb	6-3	196	19	Soph	McCook, Neb.
33	*JOHN SHELLEY, s-fl	6-0	190	20	Junior	Oklahoma City, Okla.
35	*ROY BELL, fb	5-11	199	21	Junior	Clinton, Okla.
36	PETE HALFMAN, fb	6-1	194	19	Junior	Sacramento, Calif.
37	*GARY JAMAR, s	6-1	180	23	Senior	Ada, Okla.
38	**FORB PHILLIPS, lb	6-1	195	21	Senior	Tulsa, Okla.
39	MIKE SMITH, rb	6-2	203	21	Junior	Durant, Okla.
40	STEVE DODD, fb	6-2	211	19	Soph	Lindsay, Okla.
42	GARY RHYNES, lb	6-1	213	19	Soph	Ada, Okla.
43	*STEVE AYCOCK, lb	6-2	207	20	Junior	Midland, Tex.
44	**STEVE CASTEEL, lb	6-3	201	21	Senior	Garland, Tex.
46	**GARY CHRISMAN, lb	6-1	202	21	Senior	Carrollton, Tex.
49	JON MILSTEAD, lb	6-1	205	19	Soph	Athens, Tex.
51	GARY BACCUS, lb	6-4	216	19	Soph	Brownfield, Tex.
52	*VINCE LaROSA, og	6-2	225	21	Senior	Brooklyn, N.Y.
53	*JEEP DEWBERRY, c	6-1	210	19	Junior	Clinton, Okla.
54	TOM BRAHANEY, c	6-2	218	18	Soph	Midland, Tex.
55	*RICK MASON, de	6-2	210	22	Senior	DeLeon, Tex.
57	*MIKE HAWPE, lb	6-3	218	20	Junior	White Deer, Tex.
58	DANNY MULLEN, lb	6-0	207	19	Soph	Galveston, Tex.
59	MARK DRISCOLL, lb	6-0	202	20	Junior	Ponca City, Okla.
60	DEAN UNRUH, og	6-3	234	19	Soph	Lakewood, Colo.
61	**STEVE TARLTON, og	6-1	210	21	Senior	Ft. Worth, Tex.
66	*LIONELL DAY, dt	6-0	239	20	Junior	Houston, Tex.
67	ROBERT JENSEN, ot	6-5	245	20	Soph	Yukon, Okla.
69	JOHN McLAUGHLIN, ot	6-1	219	19	Soph	Westminster, Calif.
70	TOMMY SAUNDERS, dt	6-2	223	19	Soph	Garland, Tex.
71	*NELSON TODD, ot	6-2	231	20	Junior	Arlington, Tex.
72	KEN JONES, og	6-4	224	20	Soph	Omaha, Neb.
73	*DARRYL EMMERT, og	6-2	220	19	Junior	Tulsa, Okla.
75	*KEVIN GRADY, dt	6-3	239	21	Senior	Santa Ana, Calif.
76	**JOHN WATSON, ot	6-5	237	21	Senior	Tulsa, Okla.
77	EDDIE FOSTER, dt	6-4	245	19	Soph	Monahans, Tex.
78	RON STACY, og	6-4	242	21	Junior	Pryor, Okla.
79	**JERRY SIMS, de	6-3	232	22	Senior	Kermit, Tex.
80	WILLIE FRANKLIN, se	6-2	195	20	Junior	San Diego, Calif.
81	*ALBERT QUALLS, de	6-3	214	21	Junior	Houston, Tex.
82	ALBERT CHANDLER, oe	6-3	221	19	Soph	Oklahoma City, Okla.
85	MIKE McLAUGHLIN, oe	6-5	214	19	Soph	Cherokee, Okla.
88	*BRUCE DeLONEY, de	6-5	213	20	Junior	Oklahoma City, Okla.
89	A. G. PERRYMAN, oe	6-1	238	20	Soph	Lubbock, Tex.
96	RAYMOND HAMILTON, de-dt	6-1	230	19	Soph	Oklahoma City, Okla.
97	DERLAND MOORE, dt	6-4	240	18	Soph	Poplar Bluff, Mo.
99	JOHN NICHOLSON, dt	6-4	242	21	Senior	Denver, Colo.

*No. of letters earned.



Adding beauty to the campus and physical facilities for the students is the striking Drama Building on the University of Oklahoma campus.

About the University of Oklahoma

Established in 1890 by an act of the Territorial Legislature, the University of Oklahoma opened its doors to the first 52 students

in 1892.

At that time, few of the students were qualified to do college level work, and the University operated a preparatory school in its one-building campus in downtown Norman.

The citizens of Norman raised money to buy a 40-acre tract south of the city as a site for the University. From those bare beginnings Oklahoma's leading educational institution has grown to include several thousand acres with one of the finest physical

plants in the Southwest.

Enrollment has grown to more than 18,000 and the University offers programs not only on the main campus but also in extension centers throughout the state.

Drawing its student body from every state in the Union and from a broad range of foreign countries, the University community represents a cultural cross section. Its housing and recreational facilities are excellent.

University of Oklahoma

FOOTBALL COACHING STAFF



COACH CHUCK FAIRBANKS



1970 OKLAHOMA FOOTBALL COACHING STAFF—Front row (l to r), Warren Harper, Jim Johnson, Larry Lacewell, head coach Chuck Fairbanks, asst. head coach Barry Switzer, Bill Michael and Galen Hall. Back row—Jim Dickey, Jack Baer, Jerry Pettibone, Leon Cross, Don Boyce, Gene Hochevar, Bob Warmack, and Don Jimerson.



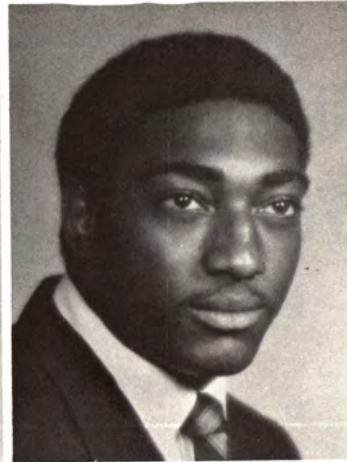
GREG PRUITT



MONTY JOHNSON



STEVE CASTEEL



ROY BELL



KEVIN GRADY



JON HARRISON

SOONERS

ALBERT CHANDLER



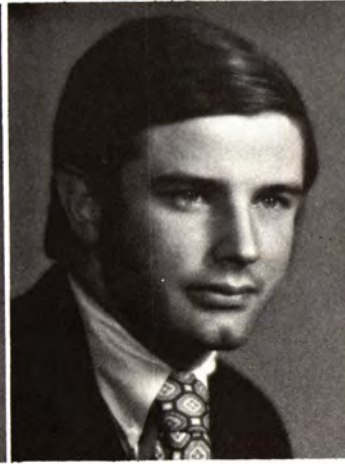
JACK MILDREN



GEOFFREY NORDGREN



STEVE AYCOCK





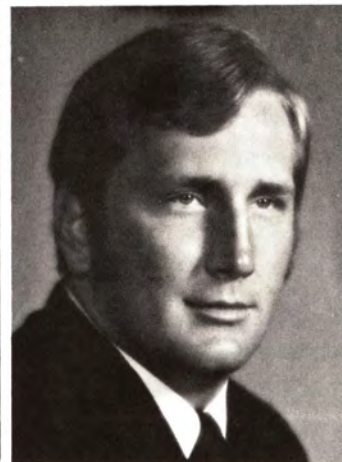
STEVE TARLTON



JOE WYLIE



JOHN WATSON



ROBERT JENSEN

SOONERS



GLENN KING



DERLAND MOORE

EVERETT MARSHALL



JEEP DEWBERRY



KEN JONES



BRUCE DELONEY



IOWA STATE UNIVERSITY

Department of Intercollegiate Athletics

Cardinal and Gold

SCHOLARSHIP PROGRAM

Hundreds of student-athletes have had their education at Iowa State University financed through contributions of Cyclone Club members. More and more, the success of major college athletic programs is dependent upon the financial support of alumni and friends. The Iowa State University Department of Intercollegiate Athletics is proud to honor the individuals and firms on these pages who have contributed one or more \$1,000 GOLD Full Scholarships or \$500 for a CARDINAL Half Scholarship.

The Gold Full Scholarship Donors

PEPSI COLA
GENERAL BOTTLERS
INC.
Des Moines

RUSSELL
ANTHONY
D.V.M.
Cedar Rapids

E. M. DUESENBERG,
INC.
Clear Lake

HOAK
CONSTRUCTION CO.
Des Moines

P & M STONE CO.,
INC.
Humboldt

RALPH AULMANN
MEMORIAL
SCHOLARSHIP
Ted Aulmann
Des Moines

FEED SPECIALTIES
COMPANY
Des Moines

IOWA CORN
BY-PRODUCTS
COMPANY
Colo

CHARLES W.
SHIREY
Waterloo

DR. A. G. BILISKIS
Villa Park, Ill.

FEILEN MEAT
COMPANY
Des Moines

EVALD J. and
BERNARD L. JENSEN
Memorial Fund
Des Moines

UNIVERSITY
BANK and TRUST
COMPANY
Ames

CARL BLUEDORN
Waterloo

FIRST NATIONAL
BANK
Ames

KENYON
CONSTRUCTION
COMPANY
Des Moines

ROBERT WERSHAY
Ames

LLOYD R. BOCK
Des Moines

GIBBS-COOK
EQUIPMENT
COMPANY
Des Moines

MEREDITH
CORPORATION
Des Moines

FRED WINKLER
& SONS
Ames

RICHARD L. COX
Ames

GREEN
CONSTRUCTION
COMPANY
Des Moines

A. W. MOREHOUSE
DeKALB AG
RESEARCH, INC.
Humboldt

ZEIDLERS, INC.
Waterloo

The Cardinal Half Scholarship Donors

AMES DAILY
TRIBUNE
Ames

DES MOINES
COLD STORAGE
Des Moines

JOHN F. HILMES
Des Moines

MID-CONTINENT
BOTTLETS, INC.
Des Moines

AMES READY-MIX
CONCRETE, INC.
Ames

DES MOINES
REGISTER
and TRIBUNE

H. R. HILSTROM
Sycamore, Ill.

RALPH OLSEN
Ellsworth

BANKERS TRUST
COMPANY
Des Moines

ROBERT DILLON
Des Moines

IOWA
DES MOINES
NATIONAL BANK

RUAN
TRANSPORT
CORPORATION
Des Moines

JAMES W. BELL CO.
Cedar Rapids

EAGLE
IRON WORKS
Des Moines

IOWA
MANUFACTURING
COMPANY
Cedar Rapids

B. C. "Barney"
SIMMONS
Waterloo

BRAND
HYDRAULICS, INC.
Omaha, Neb.

ECONOMY
FORMS
CORPORATION
Des Moines

JACKSON CONST.
CO.
Nevada

JAMES THOMPSON
& SONS
Ames

BUCK DENTAL
CLINIC
Ames

RAY ENGEL
Marshalltown

WILLIAM LANPHERE
Storm Lake

H. D. "Pete"
WILSON
Sioux City

BERT CARNEY
Ames

ENGINEERED
EQUIPMENT CORP.
Waterloo

McCLURE
ENGINEERING
COMPANY
Fort Dodge

ROBERT A. WRIGHT
Carroll

CENTRAL NATIONAL
BANK
AND TRUST CO.
Des Moines

GJELLEFALD
ASSOC., INC.
Forest City

MAINLINE
EQUIPMENT
COMPANY
Des Moines

YOUNKER
BROTHERS
Des Moines

C. W. CUNNINGHAM
Omaha, Neb.

RAY HAGIE
Clarion

MANAGEMENT
RECRUITERS
of DES MOINES, INC.

A Friend of
the Cyclones

LOOKING

for a bank that can give you
Complete Financial Service?

LOOK

to the **FIRST!**

TWO LOCATIONS

CAMPUSTOWN—

2320 Lincolnway

DOWNTOWN—

5th and Kellogg



FIRST NATIONAL BANK

AMES IOWA

MEMBER OF FEDERAL DEPOSIT INSURANCE CORPORATION

OBERT TISDALE
Waterloo - Senior

FOLLOW THE CYCLONES
IN THE

**Ames Daily
Tribune**

317 FIFTH STREET, AMES, IOWA



JOCK JOHNSON
Des Moines - Senior

**H & F
REALTY**

COMPLETE REAL ESTATE SERVICE

GLEN LOWMAN 232-8680

MERLE DALEY 232-7526

LUCILLE E. UBBEN 232-7293

DEAN HUNZIKER 292-3011

NORTH GRAND SHOPPING CENTER

803 24th ST. 232-4214



MARK WITHROW
Edina, Minn. - Senior

**J. C. PENNEY
COMPANY**

YOUR SATISFACTION IS OUR GOAL

326 MAIN STREET • AMES • PHONE 232-2650



TOM BARNES
Antigo, Wis. - Senior

Bledsoe's

FIRST IN QUALITY —

FIRST IN FASHION

**MAIN AND BURNETT DOWNTOWN
120 WELCH CAMPUSTOWN**



BEFORE AND AFTER
THE GAME GO
TO THE PIZZA
DEN.

SANDWICHES
PIZZAS
FRIED FOOD
COLD BEER
&
SOFT DRINKS

Campustown
121 Welch

PIZZA
DEN

ISU

GEORGE AMUNDSON
Aberdeen, S.D. - Soph.



Our experienced
travel consultants
can arrange foreign
or domestic tours,
transportation, and
accommodations perfect
for your travel plans
—at no extra cost to you!

WORLD WIDE travel center, inc



103 WELCH
CAMPUSTOWN

232-5310
AMES



Herb Harmison, Sr., owner-manager ISU '24

ANOTHER GREAT TEAM

IT'S FUN TIME AT THE GAME
WITH



DISTRIBUTED BY



PURVEYORS OF QUALITY
MEAT AND PROVISIONS
U.S. GOVT. INSPECTED

MEAT AND PROVISION COMPANY, INCORPORATED
1131 Dayton Road, Ames, Iowa 50010 — 232-2273

REGGIE SHOEMAKE
Laurel, Miss. - Junior

MID-WEST TRAVEL AGENCY

PERSONAL SERVICES

Air — Ship — Rail — Tours — Cruises
Hotels — Car Rentals — Business Trips

Instant Reservations
by American Airlines
SABRE SYSTEM

232-6640

KASI Building 413 Main



DEAN CARLSON
Rushford, Minn. - Junior

Where do the "Inn" people of
Ames go for good lodging, good
food, cocktails and the best en-
tertainment in town?

To The

RAMADA INN

Luxurious

Entertainment Starts 9:30 P.M.
1206 S. Duff ☆ Ames, Iowa ☆

232-3410



THE CYCLONE CENTURY CLUB

The Iowa State University Department of Intercollegiate Athletics salutes the members of the CYCLONE CENTURY CLUB . . . a growing group of significant contributors to Iowa State Athletics. These indi-



viduals and firms have contributed \$100 or more annually to help us in our efforts to reach a goal of athletic excellence for Iowa State University.

ADAIR

Adair Motor Lodge
D. G. McQueen

ALGONA

Everds Bros., Inc.
F. R. and J. C. Everds
J. I. Merryman
Dr. D. J. Shey

AMES

Dr. A. R. Abbott
Bruce M. Adams
John F. Adams
Allan Machine Shop
Wendell L. Allan
Bob Allen Motor Co.
Bob Allen
Allen Motor Company
F. B. and Jim Allen
G. Roger Alley
Ames Building and Loan Assn.
C. A. Hanlin
Ames Advertiser
Rudy VanDrie, Publ.
Ames Daily Tribune
Hollis Nordyke, Publ.
Ames Imports, Inc.
Ames Lodge BPOE 1626
Ames Ready Mix Concrete, Inc.
K. J. Bartels
Ames Travelodge
Robert Piper
D. Lee Anderson
Glendon Anderson
Dean Floyd Andre
J. D. Armstrong
Dr. John Bacon
Dr. William A. Baird
Mrs. William A. Baird
Dr. William H. Barnett
Mrs. William H. Barnett
James Barr
Bates Jewelry
Maury Bates
Ben Franklin Store
C. M. Peterson
Charles L. Benson
Robert T. Binkley
Dr. Charles Birdsell
Dave Blackburn

Donald T. Bledsoe

Bliss Construction Co.
Richard K. Bliss
Dr. William R. Bliss
Mrs. William R. Bliss
Merlin O. Borke
Bourns, Inc.
Robert B. Boyd
Mrs. Robert B. Boyd
Thomas L. Brayton
James Brewer
The Broiler
John Pfeffer
Jack Bruin
Dr. James A. Buck
Robert Buck
W. J. Buck
Dr. William M. Buck
Verle Burgason
Wise Burroughs
William B. Campbell
Carney Brothers
Bert Carney
Carr Hardware
Art Ketelson—Jim Daffin
Carriage House
Bud Nichol and Marv Walter
Carter Press, Inc.
George L. Carter
Chef's Inn
Robert McMahon
City of Ames
J. R. Castner
Andy Christensen
Dr. George C. Christensen
George E. Clemons
Ev Cochrane
Coe's House of Flowers
Paul and Dave Coe
Collegiate Manufacturing
Ray Cook Construction Co., Inc.
Ray Cook, Jr.
Harold A. Cowles, Jr.
Richard L. Cox
Credit Bureau of Story Co.
Richard Wiebe
Joseph R. Coupal, Jr.
Robert L. Crom
Eugene Criss
Cyclone Country Ambassadors
Robert Mickle

Cyclone Inn

John Whattoff
John Dasher
Harold W. Davey
Dr. Ervin Denisen
Diesel Service Company
Ray O. Donels
Dr. John R. Doran
Doughboy Industries
Russ Solheim
Harlan R. Dubansky
Lloyd C. Dumenil
Motor Sales and Service
Norm Dunlap
Zac Dunlap
Durlam and Durlam
Mike Durlam, Jr.
George R. Duvall
C. R. Elder
John E. Engeldinger
Arthur H. Eschbach
James L. Ethington
Everts Flower Shop
Harold Newell
L. C. "Bill" Faust
Dr. R. Earl Feldman
Robert Fellingner
First National Bank
Robert Stafford, Pres.
Robert A. Folkmann
Frangos Restaurant
Angelo and Steve Frangos
R. Friedrich and Sons
Robert and Reinhard Friedrich
Froning and Deppe
Robert Deppe
Arnold Gaarde
Dr. Tom Gartin
William Gibbons
Earl Gibbs
Grand Ave. Service
L. W. Scheuermann
Dr. John A. Grant
Carl Hamilton
Wayne V. Harrell
Marion Haynes
Dr. G. J. Hegstrom
Theodore B. Heggen, Jr.
Dr. John Herrick
Hibbs Phillips 66
Herb Hibbs

Dr. Howard H. Hildebrand

Robert L. Hildebrand
Dr. William Hoeffle
Dr. James H. Hilton
Byrl Houck
H and F Builders, Inc.
E. A. Hunziker
Home Furniture & Appliance
Warren Israel
Holiday Inn
John Needham, Mgr.
John Huber Clothing
Hy-Vee Food Stores
Lowell Darnell
Iowa Concrete Products, Inc.
Robert Zack
ISU Vet. Med. Alumni Assoc.
C. A. Iverson
Jameson's University Shop
Harold Jameson
F. Blaine Jenkins
James S. Jennison
Frank B. Johnston
Jones Luggage and Leather
Marion Jones
Paul R. Jones Sheet Metal
Paul R. Jones and Jerry Jones
Worth Karns
KASI Radio
Dale Cowle
Don Kelley
Kentucky Fried Chicken
James D. Miller
King's Terrace
Murl Whattoff
Dr. Ralph L. Kitchell
Knapp Insurance
A. B. Knapp
Daniel L. Krieger
Kuehl's House of Insurance
George P. Kuehl
William S. LaGrange
Homer K. Larson
Jordan L. Larson, Jr.
Dr. Walter W. Larson
Dr. C. D. Lee
Kenneth E. Lewis, C.L.U.
Lorenz Construction Co.
Duane Lorenz
Glen Lowman
Mrs. Ann McCormack

THE CYCLONE CENTURY CLUB



McDowell's Agency, Inc.
Al Stoll

Jack M. McGuire

J. Brenton McKee

John Mahlstedt

John Majors

Mathison Motor Company
Art and Dick Mathison

Randall Matson

Harold Maxwell

Memorial Union
Don Stevens, Dir.

Louis Menze

Vernon M. Meyer

B. O. Mickelson

Midwest Transportation, Inc.

Midwest Travel Agency
Darrell E. Smith

Frank E. Miller

Montgomery Ward and Co.
Jim Cornwell, Mgr.

Wayne R. Moore

Robert C. Mulhall

Alfred H. Munn

H. L. Munn Lumber Co.

Harold J. Nichols

Hollis Nordyke

Jack Nordyke

Norge Laundry & Dry Cleaning
Mert Daulton

Northwestern Bell Telephone Co.

John E. Nutty

Olive's
R. B. Gauley

Olson Manufacturing Co.
Dean Huston

Edward L. Ornberg

Oslund Drug Company
Art Oslund

Dr. R. Allen Packer

Dr. W. Robert Parks

Pasley, Singer, Seiser and Pasley
Don Payer

J. C. Penney Co., Inc.
Richard Wolfe, Mgr.

Pizza House
Dave Lepovitz

Neal Popelka

Dr. Elroy Peterson

J. C. Picken, Jr.

Paul W. Poppe

Ramada Inn
Al Hildebrand, Mgr.

Erwin L. Redmiles and Assoc.

Richards Restaurant
Myrlin J. Richards

Lynn D. Richardson

Clair E. Rierson

Rodson S. Riggs

Norman Rudi

Scanlan Oldsmobile-Cadillac, Inc.

Harry J. Schmidt

Mal Schmidt

Schoeneman Bros. Co.
Bill Allen, Mgr.

Sears Roebuck and Co.
Ray Seitz, Mgr.

Severson Insurance Agency

Sheldon Munn Hotel
John Lasche, Mgr.

Shaughnessy's
Pat Shaughnessy

Paul H. Sidles

Skeie Motor Company

Dr. Margaret W. Sloss

Stuart N. Smith

Walter A. Smith

Mrs. Walter A. Smith
Chuck Sondrol

Mrs. Charles Sorenson

Maurice Soultis

Dr. M. L. Spear

Dr. Robert Sprowell

Robert W. Stafford

Clay Stapleton

Stephenson's Dry Goods, Inc.
Conrad Stephenson

William L. Stewart

Student Supply Store
Don Ross

Swank's Jewelry
Fred Swank

Jerome H. Symons

W. West Talcott

James Thompson and Sons, Inc.

Gary Thompson Oil Company
Gary Thompson

Dr. William H. Thompson

L. C. Timm

Town and Campus
Arloe Hagge

Dean George R. Town

Trans-Travel
Tom Murrane

Triplett Real Estate and Ins., Inc.
J. E. and D. S. Triplett

Trow Milk and Vending
Earl Trow

Twentieth Century Bowling
Floyd Penkhus

Dr. M. A. Ukena

Union Story Trust and Savings
Art Lucht, Pres.

United Real Estate & Insurance

University Bank and Trust Company
Dean Knudson, Pres.

University Shop
William Pelz

Richard A. Vanderloo

Van Voorhis Heating and Cooling

Donald E. Voelker

William B. Vogt

Robert Vohs

Dr. Robert Walsh

A. Weldon Walsh

Warehouse Market
Karl Pannkuk, Mgr.

J. William Waters

Waldo W. Wegner

Robert Wershay

Whattoff Motor Company
Vern Whattoff

Wheelock's Conoco Service
Phil Wheelock

White's Spectator Shop
R. N. White

Dale R. Williams

Wayne and Jan Wilson

Fred Winkler & Sons

World Wide Travel Center
Herbert A. Harmison

Kenneth V. York

William R. Yungclas

ANITA

Nichols Angus Farms
Dave Nichols

ARCADIA

Collison Brothers

ATLANTIC

John Budd

Wayne L. Camblin

BELMOND

Hugh H. Clarke

R. B. Thompson

Dwight Tyrrell

BLAIRSTOWN

Henry Grunewald

John Grunewald

BOONE

Nystrom Motors
Jack Nystrom

Redecker Furniture Company
Rees-Peterson Motor Co.

Red Rees-Herb Peterson

Vogler-Nieman Chev.-Buick
Harold Vogler & George Nieman

BREDA

Breda Veterinary Clinic

BURLINGTON

Robert H. Tiemeyer

CALENDAR

Howard Loehr

CARROLL

Carroll Veterinary Clinic

Crouse Cartage Company
Paul Crouse

William Farner

Leo Fitzpatrick

Carroll Lane

Herald Publishing Company
Howard B. Wilson

Robert A. Wright

CEDAR FALLS

Cordes-Jones Pontiac, Inc.
Francis Jones

Myron and Julie Jepson

CEDAR RAPIDS

Chester N. Affeldt

Dr. Russell H. Anthony

James W. Bell Company



THE CYCLONE CENTURY CLUB

Blahnik Construction Co.
Robert Blahnik

Builders Material Company
E. C. Doty

Van C. Coleman
Concrete Material Company
Fred Bellamy T

Crites and McConnell

Dr. J. O. Downing

Dr. Dean C. Frey

Ilten and Taege, Inc.

Iowa Manufacturing Company
Howard Hall, Pres.

Iowa Steel and Iron Works
R. B. Fleischhaker

Loomis Bros., Inc.

Gene M. Mason

Metal Crafters
Donald E. Derr

Dr. Kenneth Paulsen

Peoples Bank and Trust Company
John M. Sagers

Henry P. Wilder

CHARITON

R. Lynn Johnson

CHARLES CITY

Ken Michelson

Dr. John G. Salsbury

CHEROKEE

Thomas B. Grundman

Dr. A. W. Krause

CLARENCE

Dr. S. G. Paul

CLARION

Robert L. Davison

Ray W. Hagie

C. Rodney Johnson

Ray E. Steffy

CLEARFIELD

George Bailey

CLEAR LAKE

E. M. Duesenberg, Inc.

CLINTON

Edward Howes

CONRAD

Green Products Co.
Jerry Schryver

COON RAPIDS

Charles W. Thomas

COLO

Iowa Corn By-Products Co.
William Ringheim

CORNING

Dr. James E. Shaw

COUNCIL BLUFFS

Harold L. Tompkins

DALLAS CENTER

John R. Mortimer

DANBURY

Barry Ford Co.
Robert C. Barry
Farmers Savings Bank

DAVENPORT

David D. Kling

DAYTON

Jens Rugaard

DENISON

Farmbest, Inc.
Kenath B. Koch
James R. Lodwick

DES MOINES

American Republic Insurance Co.
Watson Powell, Jr., President

Robert B. Ash

Backman Sheet Metal Works
Vim Backman

Bankers Trust Company
Robert Sterling, President

Richard H. Beatty

Lloyd R. Bock

Bolton and Hay
Robt. Bolton & James Speicher

Joseph E. Borg

Richard G. Bullard

Central National Bank and Trust
Bernhard Grangaard, President

Century Industries
Monroe Beatty

W. O. Conyers
Charles Cownie

Howard W. Crist

Orville E. Crowley

Cunningham-Reis Co.
Earl Anderson

John Dempster

Des Moines Cold Storage Co.
E. C. Muelhaupt, Jr.

Des Moines Register and Tribune

Des Moines Savings and Loan Assoc.

Dickson Industries, Inc.
Arthur D. Dickson

Robert Dillon

Eagle Iron Works
Ted Aulmann, Pres.

Economy Forms Corporation

O. Robert Eddy

Bill K. Ellis

Engineering Products Corp.
A. David Bear

Feilen Meat Company
Harvey Feilen

Fletcher-Moist and Co.
William Moist

Robert F. Galligan

Gibbs Cook Equipment Co.
M. F. Coonan, Pres.

Edward Glazer

Globe Machinery and Supply
Richard Morgan

Goodwin Companies

Green Construction Co.
Ralph Green

Allyn E. Hagen

Heating Wholesalers Company
James M. Green

E. George Henningsen

Charles Herbert

E. Howard Hill

John F. Hilmes

Harry L. Hoak

J. Leo Hoak

Holmes, Murphy and Assoc.
Ray Murphy

Home Federal Savings and Loan
Jonathan Fletcher, Pres.

Hosts Incorporated

Iowa Des Moines National Bank
John Fitzgibbon, Pres.

Iowa Road Builders Co.
Steve Howard

C. R. Irvine

John D. Iverson

Jensen Foundation

Mrs. Margie B. Jensen

Robert E. Jester

Carroll L. Johnson

Kenyon Construction Co.

Dr. Austin T. Knosby

La Grave Adv. Agency

C. B. Laird

George A. LaMair

Mrs. Rueben Lauritsen

L. B. Liddy

Garry Lobaugh

Byron W. Lodwick

Robert H. Lounsberry

James Lynch and Assoc., Inc.

J. Robert MacNaughton

Eugene E. McAnelly

Mainline Equipment Co.
Nick Dozorst

George F. Malcolm

Management Recruiters
of Des Moines, Inc.

Massey-Ferguson, Inc.

Charles J. Maxwell

Meredith Publishing Company
Darwin Tucker, President

Mid-Continent Bottlers, Inc.

Midwest Visual Education Service
W. James Orth

Dudley J. Mills

Dr. Wm. Morrissey

Harold C. Neumann

Harold C. Neumann, Jr.

Walter N. Neumann, Jr.

Pepsi-Cola General Bottlers, Inc.

J. J. Perpich

Bill Reichardt

John Ringland

Dr. Van C. Robinson

Ronald L. Roth

Ruan Transport Corporation
John Ruan, Pres.

Robert E. Savage

Don D. Shafer

Robert Slinker

THE CYCLONE CENTURY CLUB



W. K. Sparks
Standard Distributors, Inc.
 Harold L. Harner
Sumner Pontiac
Dr. J. B. Synhorst
Taylor Refrigerator Co.
 Don Taylor
William Terry
George E. Turner, Jr.
Valley Bank and Trust Co.
 Neal Sands, Pres.
Vic's Tally-Ho
 Vic Talerico
Robert E. Walter
J. C. White Company
Allen Whitfield
Wilson H. Witt
George I. Wood
Vic Young Sporting Goods, Inc.
Yunker Brothers

DIXON
Harold R. Lohmann

DUBUQUE
William C. Brown Company
Homer V. Butt
Paul Dale
Interstate Power Company

DUNLAP
Dunlap Livestock Auction
Jim Schaben

EAGLE GROVE
Eagle Mills
 Gordon Hoath
Emerson Veterinary Clinic
M and M Products Co.
 James D. Myers

ELLSWORTH
Ralph Olsen

FOREST CITY
Gjellefald Assoc., Inc.
 O. N. Gjellefald

FORT DODGE
Dr. Hoyt H. Allen
Beaver Creek Distillery
 Fred Dalvey

C. M. Bodensteiner
Jack A. Bonnell
Ed DeBakey
John Evans
Mrs. Rachel Evans
Felco Land of Lakes
First National Bank
 Earl J. Underbrink
Neil Hinds
Floyd D. Huling
Fred Jacox
Kalite Athletic Track Co.
 George Schnurr & J. W. Kiliper
Franklin Larson
Levien Chevrolet Co.
Mrs. Helen McCarroll
McClure Engineering Co.
 Jon McClure
Starlite Village Restaurant
Union Trust and Savings Bank
 O. B. Lundgren
Ed Warren
Russell Whitney
John Weigman

GARNER
Donald Greiman

GLADBROOK
Gethmann Construction Co.
 Jack Gethman

GOLDFIELD
Dr. J. D. Stoakes

GOWRIE
Bernard Larson

GRAND JUNCTION
Robert Clause
Roger Clause
Melvin W. Karber

GREENFIELD
Lans Gibbs

GRINNELL
L. G. Keeney

HARLAN
Charles H. Foster

HUMBOLDT
Earl A. Clabaugh
Dr. Dean C. Harmon
M. E. Johnson
Robert Kirkpatrick
Mickey Ford, Inc.
 Bob Mickey
Albert Morehouse
P and M Stone Co.
 Burl Place
William Thomas

IDA GROVE
Ida Co. Fair Board
Ida Co. Pork Producers
 Dave Hessmann, Director

INDEPENDENCE
Jim Cordes Chev.-Buick

IOWA FALLS
Concrete Products Company
 Luke Altfillisch
Prestressed Concrete
 James Boehmler

JEFFERSON
American Equipment Co.
Kern Elerick
Home State Bank
 Mel Shanda

JEWELL
Dr. C. L. Nelson

KELLERTON
Harold Cooper

KELLEY
M. J. "Jake" Muehlenthaler

KELLOGG
Henry L. Kling

KIRON
Kiron State Bank

KNOXVILLE
Joseph P. Bousquet
Manning Trust and Savings
 William W. Burrell

LAKE CITY
Bowie-Derr, Inc.
 M. C. Bowie
Dr. James C. McCaulley

LA PORTE CITY
Anton Farms

LEGRAND
Maurice Johnson

MANNING
Leo J. Bruck
Manning Trust and Savings
 Byron Lodwick, Jr.
Ivan Opperman

MARSHALLTOWN
James H. Boyd
Walter E. Brown
Allyn R. Cooper
Clayton H. Cooper
Glenn G. Cooper
Raymond A. Engel
Charles Fjelland
Dr. John Garland
Verle J. Hunt
Carlton R. Mueller
Roscoe W. Packer
Tom Shive
William Whitehill, Jr.
D. Vincent Williams

MASON CITY
First National Bank
 R. J. Zimmer, Pres.
James W. Klemme
Wallace, Holland, Kastler and Schmitz
Ralph H. Wallace

MAQUOKETA
Maquoketa State Bank
 Edward L. Tubbs

MITCHELLVILLE
Lawrence H. Birchmier

MOORHEAD
Dr. Rex Jones

MOORLAND
Maurice Field



THE CYCLONE CENTURY CLUB

MT. AYR

Jack Elliott
Herman Fennema
Richard Routh

MT. VERNON

Dr. R. R. Voetberg

MOVILLE

Dr. E. E. Maxwell

MUSCATINE

Grain Processing Corp.
Frank Prochaska
Thomas J. Hoopes

NEVADA

Mert Coover Chevrolet
Arthur L. Harrison
Jackson Const. Co.
Nevada Evening Journal
W. H. Ledbetter

NEWTON

Richard M. Fritz
Getz Buick-Pontiac, Inc.
Les Getz
Herman T. Holmes
Mrs. Margaret Holmes
Newton Animal Clinic

OGDEN

Richard Freeman
Ogden Grain Company
Ralph Scott
Sherbring Chevrolet Co.

OELWEIN

Oelwein State Bank
William P. Wilson

OSKALOOSA

Garden Engineering Serv., Inc.
John W. Hesling
John W. N. Steddum
Mahaska Veterinary Clinic
PAMCO, Inc.
Cloyce Palmer
Pizza Den
Irwin J. Garland
Dr. Martin Roepke

PERRY

Lauterbach Chevrolet
Ray Lauterbach

RADCLIFFE

Greenway Farms
Byron Wegner

REDDING

Ralph Brammer

REINBECK

Peterson Contractors, Inc.
Jack M. Simonsen

ROLFE

Deane Gunderson

SHENANDOAH

Johnson's Clothing
Howard K. Johnson

SIOUX CITY

Dr. Carl Jacobs
Sioux City Stockyards Co.
Ray Rodeen, Pres.
Ray Van Buskirk
Dr. Dale R. Wassmuth
H. D. "Pete" Wilson
Dr. Daniel M. Youngblade

SPENCER

John C. Galvin
Garlan Odor

STANHOPE

Read Motor Company
Jack Read

STATE CENTER

Eric Dee and Bros.

STORM LAKE

William R. Lanphere

STUART

Morrison Chevrolet Co.
Harry and Hank Morrison

VAN METER

Fletcher Jennings

VILLISCA

David L. Williams

VINCENT

Carl Schmalenberger

WAPELLO

Wapello Vet. Clinic

WATERLOO

Carl Bluedorn
Jack Burrell
J. V. Collins
Engineered Equipment, Inc.

Milford L. Hurst

John G. Miller, Jr.
Charles W. Shirey Company
B. C. Simmons
Earl B. Spencer
Waterloo Savings Bank
Dale DeKoster, Pres.
John B. Young
Zeidlers, Inc.

WAVERLY

Alfred Janssen

WEBSTER CITY

Don Klucking
Elmer H. Larson
Naden Industries
Robert W. Naden
Dr. J. L. Ptacek

WEST BRANCH

Iowa Valley Milling Co.
Harold R. Spencer

OUT OF STATE

Kenneth F. Ames
Peoria, Illinois
Lee Anderson
Woodstock, Illinois
Ralph Anderson
Mission, Kansas
Arthur C. Balser
Omaha, Nebraska
Dr. Ronald C. Beckman
Murray Hill, N.J.
Walter C. Berger
Baltimore, Maryland
Dr. Albert G. Biliskis
Villa Park, Illinois
Edward J. Bock
St. Louis, Missouri
Robert W. Boeke
West Germany
Glen Brand
Omaha, Nebraska
N. V. Chehak
Springfield, Ill.
Chester W. Cunningham
Omaha, Nebraska
George L. Dawson, Jr.
Seneca Falls, N.Y.
Jack R. Doidge
Bloomfield Hills, Mich.
Charles W. Durham
Omaha, Nebraska
Robert C. Fields
Chicago, Illinois
Charles Fraser
Allen Park, Michigan
David C. Garfield
Westfield, New Jersey
Richard S. Grant
Toledo, Ohio
James N. Griswold
Venice, California
Samuel C. Hamilton
Hinsdale, Illinois
Durwin M. Hanson
Raleigh, N. C.
Edmund R. Hergenrather
Arcadia, California
H. R. Hilstrom
Sycamore, Illinois
Robert W. Hollin
Dallas, Texas
Torvald J. Holmes
Dayton, Ohio
Drs. Houck and Rydberg
Lake Geneva, Wisconsin
Robert S. Hughes
Los Angeles, California
Leland B. Johnson
Scottsdale, Arizona
James M. McKevitt
Glenview, Illinois
Ronald L. McVey
Houston, Texas
Rowland R. Manatt
Houston, Texas
Dave Marth
Rockford, Illinois
Arloe W. Paul
Milwaukee, Wisconsin
Gerald R. Petkus
Carmel Valley, California
Dan Reisinger
Austin, Minnesota
Clyde E. Shugart
Perry Hall, Maryland
Mrs. Ruth V. Shugart
Perry Hall, Maryland
Fred R. Soldwedel
Pekin, Illinois
Gerald L. Smith
Milwaukee, Wisconsin
Charles C. Tice
Neenah, Wisconsin
Ron Van Langen
Elkhorn, Nebr.
Alfred W. Warren
Glencoe, Illinois
Dr. Robert N. Warner
Palm, Pennsylvania
Thornton A. Wilson, Jr.
Seattle, Washington
W. Lee Wiltsie
Santa Ana, California
Jack W. Withrow
Edina, Minnesota

ISU TRAINING STAFF



Left to right, front row: Max Laird, Algona; Ray Bickerstaff, Ames, and Tom Peterson, Sioux City. Left to right, back row: Head Trainer Frank Randall; Lannie Weaver, Atlantic; Andy Mathis, Chicago, Ill.; Bob Schulz, Rock Rapids, and Mike Lafayette, Maquoketa.

What keeps Iowa State University teams in top condition?

Other than sensible diet and physical conditioning all season, it is prompt and efficient attention in the training room, on the field, before, during and after games. No detail is overlooked to prevent injury and no efforts are spared in treating injuries sustained by Cyclone athletes.

Iowa State is fortunate, indeed, to have the services of Frank Randall as head trainer with a competent staff of student trainers working for him.

Randall was a football and basketball letterman at Carlsbad, New Mexico, high school and then earned four letters in baseball and served as baseball captain at New Mexico State. He holds the bachelor and master of arts degrees from New Mexico State. He also attended Eastern and Western New Mexico universities. He has served as head trainer at New Mexico State and New Mexico Military Institute and the University of Idaho.

Happy Chef Restaurant

"The Family Restaurant"

- Full Menu
- Dining Room
- Pleasant Atmosphere

I-35 Story City Exit
Story City, Iowa

10 Min. from Ames on I-35 N.
Open 6:00 a.m. - 12:00 p.m. Daily



Don't Miss These Homecoming Events After the Game!!!

See your friends at the post-game coffee hour in State Gymnasium.

7:00—**Alumni-Student Seminar** at Shakey's Pizza Parlor west of Ames. Topic: "ISU and EDUCATION."

8:30—**A Saturday Night Happening** at Shakey's Pizza Parlor west of Ames.

9:00—"Oktober Fest," the informal Homecoming dance in Memorial Union.

For the Finest Meals
Before and After the Game
visit

PALMAS
RESTAURANT & LOUNGE
217 So. Duff

11:00 A.M. to 12:30 A.M.
Monday - Saturday
Sunday 11:00 A.M. to 8:00 P.M.
(formerly Capn's Galley)

Homecoming for Alumni

* After-Game Coffee

State Gym—Ground Floor Free coffee, cider and doughnuts, courtesy of the Alumni Association

* Concert

Henry Mancini and Nancy Wilson 7 and 9:15 p.m., Stephens Auditorium

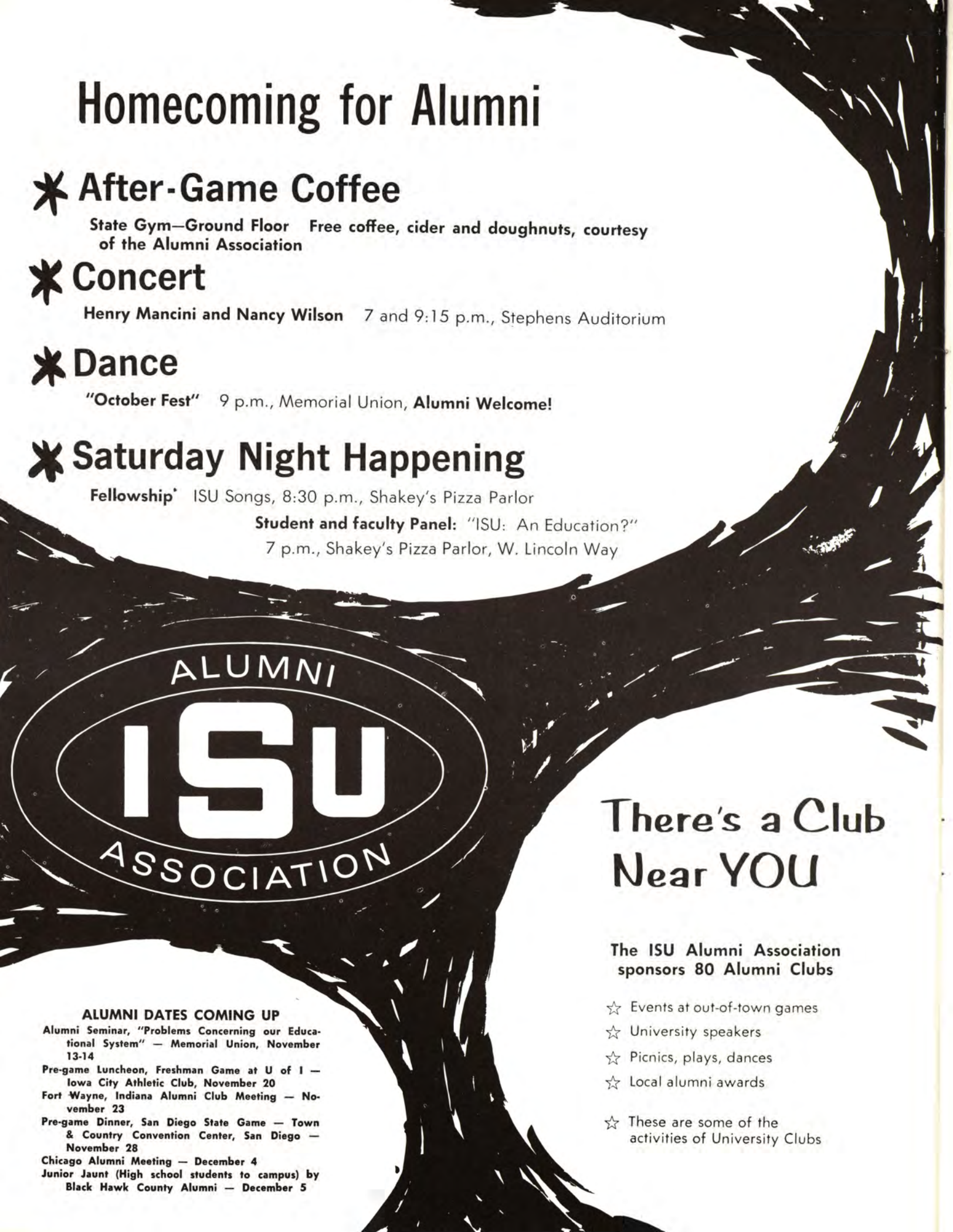
* Dance

"October Fest" 9 p.m., Memorial Union, Alumni Welcome!

* Saturday Night Happening

Fellowship* ISU Songs, 8:30 p.m., Shakey's Pizza Parlor

Student and faculty Panel: "ISU: An Education?"
7 p.m., Shakey's Pizza Parlor, W. Lincoln Way



ALUMNI
ISU
ASSOCIATION

There's a Club Near YOU

The ISU Alumni Association
sponsors 80 Alumni Clubs

- ☆ Events at out-of-town games
- ☆ University speakers
- ☆ Picnics, plays, dances
- ☆ Local alumni awards

- ☆ These are some of the activities of University Clubs

ALUMNI DATES COMING UP

Alumni Seminar, "Problems Concerning our Educational System" — Memorial Union, November 13-14

Pre-game Luncheon, Freshman Game at U of I — Iowa City Athletic Club, November 20

Fort Wayne, Indiana Alumni Club Meeting — November 23

Pre-game Dinner, San Diego State Game — Town & Country Convention Center, San Diego — November 28

Chicago Alumni Meeting — December 4

Junior Jaunt (High school students to campus) by Black Hawk County Alumni — December 5

STEVE KARBER
Grand Junction - Senior

MONTGOMERY WARD & CO.

RETAIL STORE 232-0260
CATALOGUE ORDER 232-7510

WARD PLAZA SHOPPING CENTER, AMES, IOWA



JERRY BERNA
Chicago, Ill. - Junior

DAVE'S LOUNGE

ENTERTAINMENT NIGHTLY

☆ DANCING
☆ COCKTAILS

☆ MIXED DRINKS ☆ DRAFT BEER

111 FIFTH STREET AMES, IOWA Phone 232-9818



OTTO STOWE
Springfield, Ill. - Senior

CYCLONE INN

ACROSS FROM THE STADIUM

STOP IN FOR A
SNACK AFTER THE GAME



CHUCK WILKINSON
Chicago, Ill. Senior

PHIL WHELOCK CONOCO

"TRY US FIRST FOR EVERYTHING"

- BRAKES ● TUNE-UPS
- MUFFLERS & TAIL PIPES
- WASH & GREASE

SO. 2nd & DUFF ● AMES ● PHONE 232-4521



It's Performance that Counts!



COMPLETE CAR SERVICE

GO FIRST CLASS — GO PHILLIPS 66



HAROLD BASSETT
Cedar Rapids, Iowa - Junior

GARY THOMPSON OIL CO.

Distributor

510½ Lincoln Way Ames
Phone 232-4666

HERB'S PHILLIPS 66

412 South Duff
South of Holiday Inn
Phone 232-5495



Iowa State

Courtesy Car Program

Twenty automobile dealers in Iowa are helping the Iowa State athletic program through the loan of courtesy cars. Like other programs which are a part of the Cyclone Club, this project enables Iowa State to make greater use of its funds. These sports-minded dealers around the state have earned a great debt of gratitude from the Iowa State University Department of Intercollegiate Athletics. They are a most important part of the "team", a team that includes players, coaches, administration, faculty, staff, students, alumni, and the men behind the courtesy car program.



SUMNER PONTIAC
J. D. RAMSEY
Des Moines
(Pontiac)



READ MOTOR COMPANY
JACK READ
Highway 17 Stanhope
(Chevrolet)



NYSTROM MOTORS, INC.
JACK NYSTROM
709 10th Boone
(Chrysler & Plymouth)



MOTOR SALES & SERVICE
NORM DUNLAP
Lincoln Way & Kellogg Ames
(Dodge & American)



SCANLAN OLDSMOBILE-CADILLAC, INC.
BOB SCANLAN
222 Duff Ames
(Cadillac & Oldsmobile)



MATHISON MOTOR COMPANY
ART & DICK MATHISON
323 5th Ames
(Ford)



VOGLER-NEIMAN CHEVROLET, INC.
HAROLD VOGLER - GEORGE NEIMAN
813 6th Boone
(Buick & Chevrolet)



REES-PETERSON MOTOR COMPANY
H. H. "RED" REES - HERB PETERSON
806 7th Boone
(Oldsmobile & Pontiac)



ALLEN MOTOR COMPANY
FLETCHER & JIM ALLEN
5th & Douglas Ave.
(Buick & Opel) Ames



BOB ALLEN MOTOR COMPANY
BOB ALLEN
128 Lincoln Way Ames
(Plymouth, Chrysler, Imperial)



COOVER CHEVROLET
MERT COOVER
Lincoln Way Nevada
(Chevrolet & Oldsmobile)



MICKEY FORD, INC.
BOB MICKEY
Highways 169 & 3 Humboldt
(Ford, Mercury, Lincoln)



LEVIEN CHEVROLET
LEO LEVIEN
Crossroads Center Ft. Dodge
(Chevrolet)



JIM CORDES CHEVROLET & BUICK
JIM CORDES
Highway 150 North Independence
(Chevrolet & Buick)



CORDES-JONES PONTIAC, INC.
FRANCIS JONES
7404 University & Main Cedar Falls
(Pontiac)



SHERBRING CHEVROLET COMPANY
MORRIS "SHERB" SHERBRING
Main-Lincoln Way Ogden
(Chevrolet)



BARRY MOTOR COMPANY
R. C. "BOB" BARRY
Main Street-Highway 175 Danburg
(Ford)



LAUTERBACH CHEVROLET
RAY LAUTERBACH
805 Railroad Street Perry
(Buick & Chevrolet)



MORRISON CHEVROLET COMPANY
HARRY & HANK MORRISON
Division Street Stuart
(Chevrolet)



LES GETZ BUICK-PONTIAC, INC.
LES GETZ
1910 First Avenue E. Newton
(Buick-Pontiac)

GO CYCLONES

AMES CYCLONE BOOSTERS

ADAMS FUNERAL HOME
WENDELL L. ALLAN
AMES BUILDING AND LOAN ASSOCIATION
AMES CITY EMPLOYEES CREDIT UNION
AMES FRUIT & GROCERY — 2nd & Elm
AMES FRUIT & GROCERY — 24th & Grand
AMES FRUIT & GROCERY — 113 Colorado
AMES MILLWORK
AMES STATIONERS
AMES TRAVELODGE
AMES TUNE-UP SERVICE
ARLAN'S
BATES JEWELERS, INC.
BEATY REAL ESTATE & INS.
BEN FRANKLIN STORE
BERCK'S CYCLONE SHOP
BERNEL HAIRSTYLING COLLEGE
BLISS CONSTRUCTION CO.
BOB'S MILEAGE SERVICE
BOURNS, INC.
BROWNS SHOE FIT CO.

BRUCE-ROSS
BUCK CONSTRUCTION CO., INC.
CAMPUS DRUG CO.
CASEY MOTEL
CENTRAL STATES ROOFING
CHARCO'S DRIVE-IN & DINING-IN RESTAURANT
CLINIC PHARMACY
RAY COOK CONSTR. CO., INC.
CROUSE TRANSFER & STORAGE
DOUGHBOY FEEDS
DURLAM & DURLAM
DYNA-KLEEN SERVICES OF AMES
EMERHOFF'S FOOTWEAR
ENGELDINGER'S
ESCHBACH MUSIC HOUSE
EVERTS FLOWER SHOP
FASTCO DRUGS
FIRST NAT'L. BANK
FRANGO'S RESTAURANT
GIFT & CHINA SHOP
GEORGE'S PIZZA
HALE FURNITURE
H & F BUILDERS, INC.
HACH CHEMICAL CO.
S. HANSON LUMBER CO., INC.
HENRY'S DRIVE-IN
HILL STUDIO PHOTOGRAPHY
HOME FURNITURE & APPLIANCE
HOTEL BARBER SHOP
JOHN HUBER CLOTHIER
IMPERIAL INN MOTEL & RESTAURANT
IOWA ELECTRIC LIGHT & POWER CO.
IOWA MOTEL
IOWA ROAD BUILDERS CO.
ISEMAN CORP. MOBILE HOME SALES
JAMESON'S MENSWEAR
JERRY'S STANDARD SERVICE
KENTUCKY FRIED CHICKEN
LANDSBERG PHARMACY
LAYNE WESTERN CO., INC.
PAUL LORENZ CONSTRUCTION CO.
McFARLAND CLINIC
MIDWEST TRANSPORTATION, INC.
BILL MOORE GULF OIL
MOTOR SALES & SERVICE INC.
H. L. MUNN LUMBER CO.
McGINNIS PLUMBING & HEATING
ROBERT McMAHON
NELSON LUMBER CO., INC.
NIMS SPORTSMAN'S OF AMES
PETERSON HARDWARE
RATLIFF'S APCO
RED RAM
RICHARD'S RESTAURANT
SCHILL AND HANSON BLDGS. INC.
SCHOENEMANS
SEARS, ROEBUCK, AND CO.
SEVERSON INSURANCE AGENCY
SHAKY'S PIZZA PARLOR
SKEIE MOTOR CO.
SOMEPLACE ELSE
MR. STEAK
STEPHENSON'S DRYGOODS INC.
STUDENT SUPPLY STORE, INC.
TACO-TIME
JAMES THOMPSON & SONS, INC.
TRAVELODGE MOTEL
TUTTLE GAS AND APPLIANCE INC.
TWENTIETH CENTURY BOWLING
WALT'S—AMES NEWS AGENCY, INC.
WELLHOUSE PHOTOGRAPHERS
WESTSIDE FRUIT & GROCERY
WHATTOFF MOTOR CO.
WHITE JEWELRY
WHITE'S
WIERSON TV & APPLIANCE
WORLD WIDE TRAVEL CENTER, INC.

For 54 consecutive football seasons
the University Bank "team" has enjoyed
serving Iowa State students, faculty and staff.
to Coach Johnny Majors and his team
go our best wishes for the 1970
Cyclone football season!



MEMBER OF THE
FEDERAL DEPOSIT
INSURANCE CORPORATION

◀ across from the stadium, in the heart of Cyclone Country

UNIVERSITY BANK and Trust Company

Campustown ▶

Downtown ▶

L. Way & Hayward

Main & Grand

TOUCHDOWN!

After the game make an end run down Lincoln Way
and touch down at either of the 2 convenient
Kentucky Fried Chicken locations . . . hand-off your
cooking chores to the expert . . . the Kentucky Colonel!



CHARCO'S DRIVE-INN RESTAURANT

309 S. Duff

232-3616

Kentucky Fried Chicken

2 Convenient Locations to Serve You

KENTUCKY FRIED CHICKEN TAKE HOME SERVICE

511 LINCOLN WAY

232-8800

- Charco Broiled Hamburgers
- Kentucky Fried Chicken
- Sandwiches, Fries and Coleslaw in Baskets
- Shrimp and Fish Dinners
- Malts - Shakes - Soft Drinks

- Bucket of Chicken
- Individual Dinner
- Snack Pack
- Cole Slaw - Baked Beans - Potatoes & Gravy
- Barrel of Chicken
- Family Party Box
- Biscuits - Drinks



A fan's guide to AstroTurf®

If you can't see the numbers on the players' shirts by the third quarter, you're looking at football about as out of date as the flying wedge. (Which was outlawed in 1905.)

Because great as this game is, it's always had one problem: it's played on ground. Ground gets wet. And ground plus wet equals mud.

That's why we came up with a kind of nylon grass for football fields. We call it AstroTurf® Stadium Surface.

With AstroTurf there's no mud. The players can pass better and receive better. They can run faster. In short, they can play better football. Football that's more fun for the fans to watch.

And AstroTurf costs a lot less than people think. That's why more than 2,500 games and practice scrimmages will be played on AstroTurf this fall.

AstroTurf Comes Home

It occurred to us that if one AstroTurf could take the mud out of a stadium, another might keep mud out of your home.

So we invented the AstroTurf Door Mat. It's made of polyethylene blades of "grass" and it whisks dirt and mud off shoes and boots like no other door mat

Then we thought about pools and patios and play areas. And we came up with AstroTurf Action Surface.

It's made of nylon like the stadium surface, and it's the answer for any place the action gets too tough for natural grass to take. Buy it at any department store, roll it out and cut it to fit. Easy.

AstroTurf Goes to Work

While we were designing great AstroTurf surfaces for stadia and homes, we remembered not to neglect the poor businessman.

We have an AstroTurf Landscape Surface especially for him.

It looks like real grass, but it's made of tough polyethylene. So it keeps the grounds around gas stations and factories and motels and so on fresh and green all year long.

With no mowing. No edging. No clipping. No watering. (If AstroTurf should get a little dirty, just hose it down.)

We even have a special AstroTurf Putting Surface, with all the characteristics of a perfectly kept green.

There's a lot more to tell about AstroTurf, but we've about reached the bottom of the page. If you'd like to hear it, write to Monsanto Company, St. Louis, Mo. 63166.



AstroTurf

SURFACES BY **Monsanto**