

KANSAS vs. IOWA STATE



SOUVENIR PROGRAM
NOVEMBER 3, 1934
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LET US EQUIP YOU

IOWA STATE COLLEGE OF AGRICULTURE AND MECHANIC ARTS . . OFFICIAL PUBLICATION

Welcome, Alumni . . .

ON behalf of Iowa State College, I extend to the alumni, parents, friends, and to our guests from the University of Kansas, a most cordial welcome. On the occasion of Homecoming, it is a great pleasure to have as our guests and opponents the members of the Kansas team.

We are happy to have again this opportunity to greet alumni and to renew old acquaintances. You are invited to familiarize yourselves with changes which have taken place about the campus since you were here last. Through the years we have endeavored to add to the beauty of the campus, to improve our teaching, and to add to our facilities. Only in this way can the College continue to keep pace with educational demands. We are proud of the high place which Iowa State continues to enjoy among the great technical institutions of this country.

While we have made changes, we have kept as a sacred trust the spirit of the College—that spirit which characterizes Iowa State and which alumni have helped to build and to perpetuate.

Iowa State College continues to be a servant of the State. Through teaching, research and extension we are endeavoring to meet problems

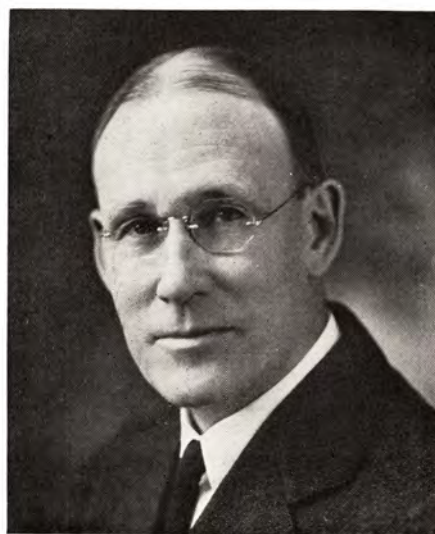
of Iowa industry and agriculture, the Iowa home, and to enrich the lives of her citizens.

As alumni you can help to maintain the great spirit of your College and the high quality of her graduates by calling to the attention of young men and young women the educational opportunities at Iowa State College.

Sincerely yours,

R. M. HUGHES

Nov. 3, 1934.



R. M. HUGHES

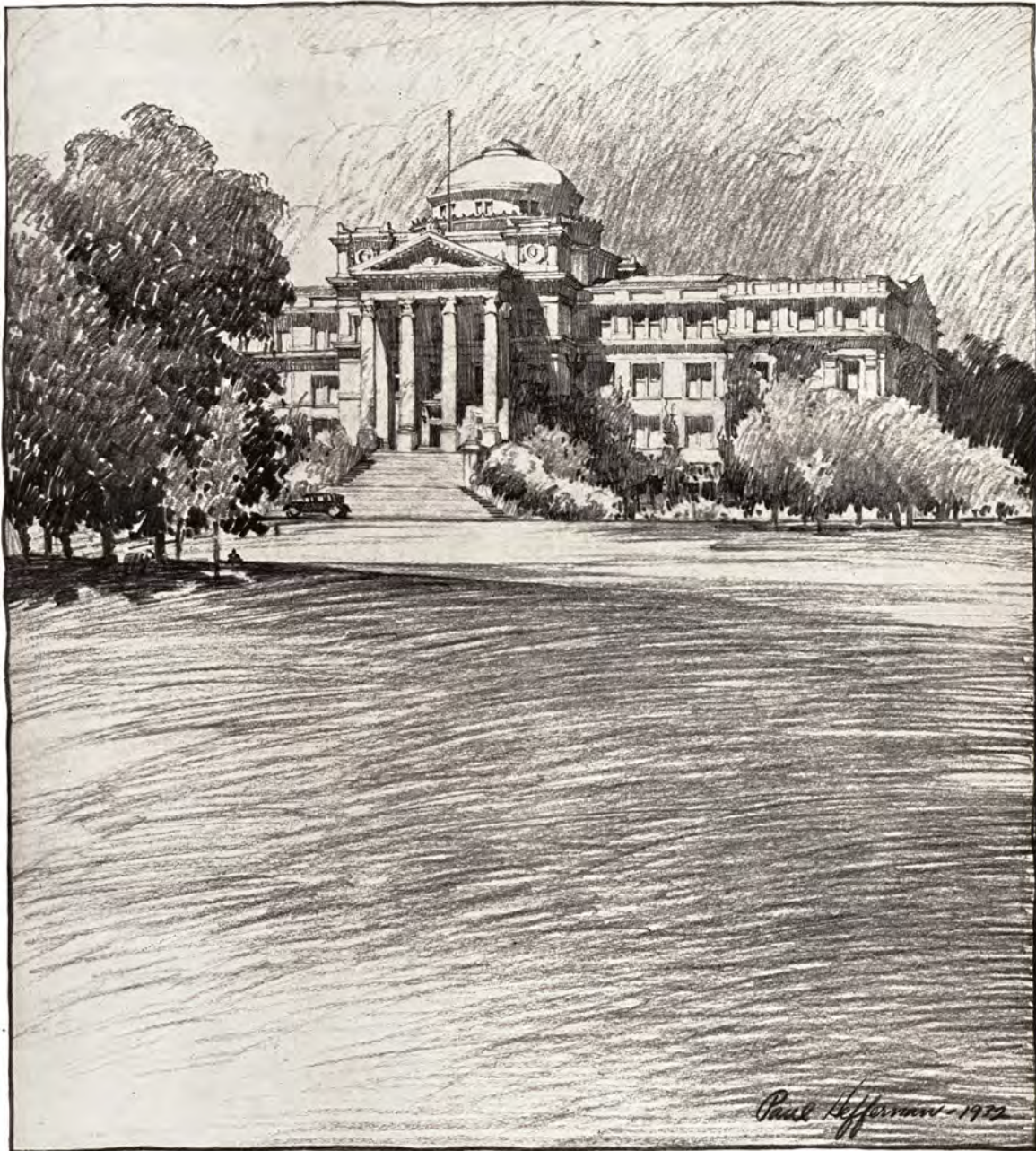
VOLUME XXXIII, NUMBER 22

OCTOBER 31, 1934

AMES, IOWA

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Page One



HERE is where Iowa State students begin their college careers. The administrative offices of the registrar and junior dean, as well as those of the president and business manager of the College are located in Central Building.

Union Story Trust and Savings Bank

Cyclone teams are backed by thousands of fans. Our bank is backed by capital and surplus and service that is rapid, pleasant and efficient.

There's Something to Cyclone "Spirit"

EDITORIAL BY HAROLD INGLE, SPORTS EDITOR OF
IOWA STATE STUDENT, MARCH 4, 1933

THERE must be something to this Iowa State Spirit at that! Last week an Iowa State basketball team defeated the highly-rated Missouri quintet; our wrestlers crowned state mat champions; and our track team outran Drake at Des Moines. These victories didn't just happen. True, they represented weeks of intensive preparation through training and drill, but the Cyclone representatives had something else to fight for—Cyclone Spirit.

This college spirit which we hear so much about, which we think of as dead, which we cannot see, but which is all around us every minute of every day, is the one point of difference between a mere educational factory, and a college we are proud to attend. This spirit instills in us the desire to excel both here, and when we are out, and that is why we want to maintain here that mystic current called college spirit, and leave it hovering over the campus for those who follow us. We must not fail in this.

Way back in the 70's our first students, a hardy lot and the originators of a noble line, gave birth to the college spirit of which we speak.

When we take note of the heroes who are now here and consider what they are doing to remain, we know that there has been planted here a virile seed that cannot die out. Repeat to us the hardships that our pioneer classes endured to plant this seed, and we will tell you of the proud and courageous children who are carrying on in the face of even greater difficulties.

It is not just accidental that one of these sons lives in a home-made house-on-wheels eat-

ing home-grown foods; it is not mere chance that another came along with a truck load of his father's sorghum to peddle for his college expenses. Neither should we forget next year's quarterback who has had but sixty hard-earned dollars to get through the first two quarters yet who is in the upper section of the college scholastically; nor how a plucky cowboy of South Dakota raised and drove a herd of steers to market to attend this college.

ALL these students are still here—and they will keep coming. For they are made of the same stuff as those who preceded them at Iowa State.

A new crop of sturdy athletes will tread gridirons on which battled past Cyclone heroes—the Aldrichs, Fosters, Wallaces, Barkers and Lindblooms. Still speedier runners will vie on the same track on which the Congers, Hagers, and Wolterses used to win great triumphs and the shoulders of new opponents will be pinned to the mats on which the Holdings, Pruntys and Coles fought.

In the classrooms and laboratories new students will reach greater heights in their accomplishments. They will keep the flag of Iowa State flying at the top of the mast.

There will be occasional days of defeat, of course, but they will serve to renew the courage, strength and determination of true students of Iowa State, for these students will be fighting to maintain the spirit and traditions established by their predecessors. They are sons of a noble line!

There is something to this Iowa State Spirit at that!

BRANNBERG & ALM

Cyclone spirit is hard to define, but it is that extra something expended which means victory. Witness: Brannberg & Alm, I. S. C.'s last minute victories over Denver and Missouri last fall, Drake's defeat in the second overtime basketball games, and indoor trackmen winning state titles.

317 Main FAMOUS FOOTWEAR FOR DRESS-SPORT-CAMPUS WEAR Phone 725-W

The First Cyclones . . .



THE bewhiskered boys are the original Cyclone team, rough looking customers who swept the valley before them in the year of '94, undefeated. They were dubbed "Cyclones" by a sports writer who watched the Iowa State (then Ames) team sweep a highly touted Northwestern University team into the cellar.

Saturday, Oct. 20, the original Cyclones came back to the campus to see another cyclone strike another highly touted team and leave them just as dizzy. Many of the bewhiskered boys of '94 have long since joined the bald-headed row; not one of them this fall of '34 could have tucked the pigskin under his arm and eluded Iowa's "marshmallow line;" but the line-up in pounds would still be enough to scare any opposition—on paper.

Rules have changed; the game has changed, but the spirit that carried the Cyclones to victory 40 years ago still lives in the Cyclones of '34.

TILDEN'S



The Mark of Dependability

Outfitters to Ames Men
and Women Since 1869

See page 107 & '95
Bomb.

An Aerial View of Iowa State . . .



NOT all of the 1,998 acres owned by the college can be seen in this picture. On all sides of the central campus where are located the principal buildings, there are experimental farms and plots—dairy husbandry, poultry, agronomy, veterinary, animal husbandry, apiary. Here the students in the divisions of Agriculture, Engineering, Home Economics, Veterinary Medicine and Industrial Science learn “science with practice,” and are given an opportunity to put their knowledge to the test under the supervision of experts in their particular fields

Central, the administration building, faces Agricultural Hall across the beautifully landscaped central campus. In the left foreground are the women’s dormitories; in the right, the “backyard” of the campus—the heating plant and related buildings.



A CAMPUS SCENE

JOHNS-
MANVILLE
ROOFS
AND
INSULATION

Boosters for Iowa State Teams for Forty-three Years

H. L. MUNN LUMBER CO.

Established 1891

107 EAST MAIN

PHONE 2

PITTSBURGH'S
WALLHIDE
PAINTS
GLASS

Fight, Ames, Fight . . .



THE stands fill. A coin is tossed. Onlookers are tense with excitement as the oval sails far down the field. The battle surges back and forth. Finally the balance wheel swings in favor of the invaders. A muffled groan—

Fight! Ames! Fight! Rising from a thousand loyal throats, that time-honored cry of old Iowa State thunders across the field, reverberating in the ears of eleven gold-clad warriors, electrifying them with a new zeal. The line tightens. The invaders are thrust back.

THE years pass. A man sits before a desk in a gloomy office, his head bowed in his arms. He is playing a much bigger game; the game of life. Here, too, the balance wheel has swung in favor of the invaders. Home and family are threatened with ruin. A barely audible groan escapes his tight lips.

A vision. The football field—crowded stands—five yard line. And ringing in his ears, the famous old cry—Fight! Ames! Fight! His shoulders square and determination lights his countenance. Once more the invaders are thrust back.

NEVER to admit defeat. Never to lie down and say, "The battle is too much for me." Never to cease giving every ounce of energy and effort, whatever the game. That is what is symbolized by Fight! Ames! Fight!

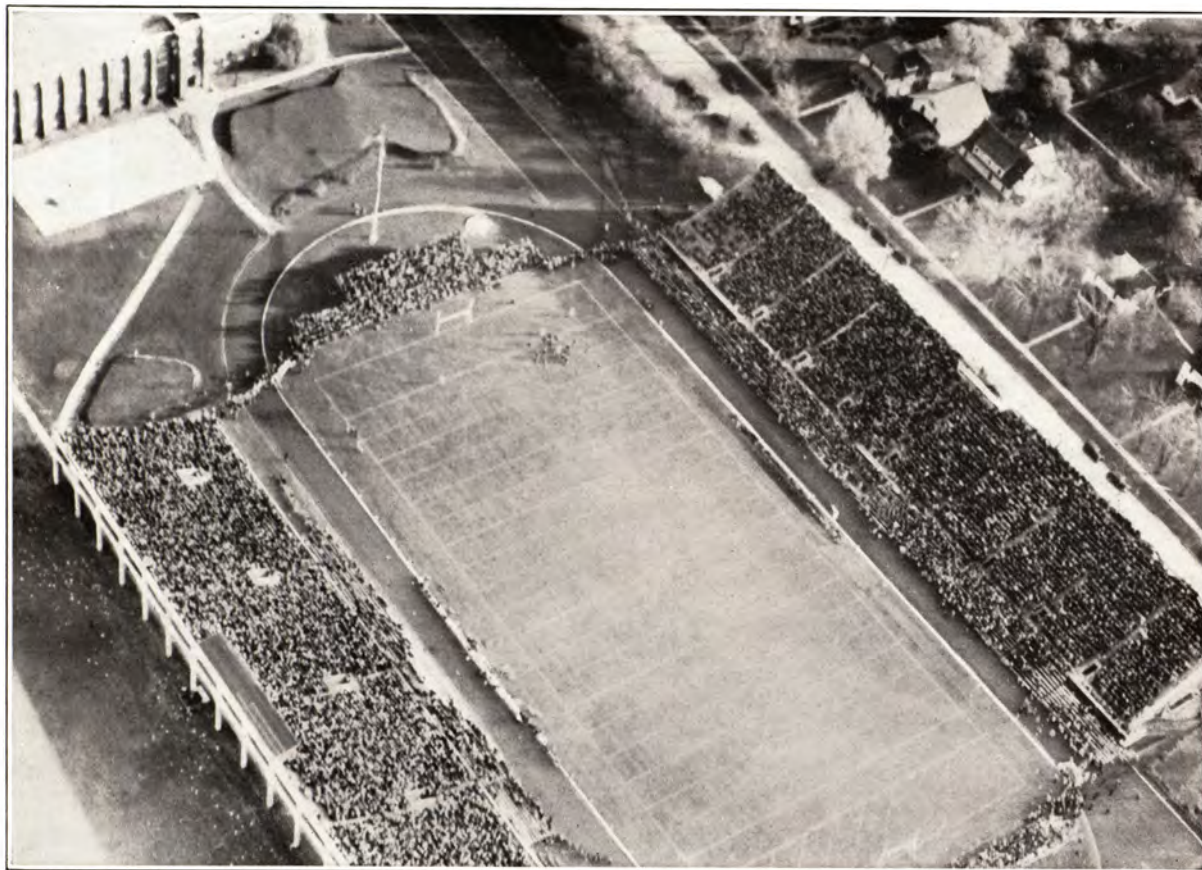
PALMER PLUMBING COMPANY

A SALUTE

To the athletes of past Cyclone history. They were of real service to the school. Palmer Plumbing Co. has given real service in the past and plan to continue in the future.

PHONE 1091

Iowa State Fights . . .



State Field, Iowa State College vs. Iowa U., October 20, 1934. Estimated attendance: 18,000, including about 1,500 High School students.

IT WAS Saturday, Oct. 20, 1934. Iowa State smothered the Hawkeyes 31 to 6.

Neal outshone Simmons and Crayne, scoring three of our touchdowns. Poole's kicking was superb, averaging 54.4 yards. But it was not a two-man victory. Here is what Ed Weir, former All-American tackle, and now Nebraska freshman coach, said, "In overwhelming the Hawkeyes, the Cyclones were superb. They clicked beautifully in every department. The line, except for Iowa's lone scoring drive, was invincible, the blocking and tackling represented perfection in football and the ball-car-

rying and punting were of the highest order." Yes, Iowa State fights!

REMAINING SCHEDULE

Iowa State 23; Luther 3
Iowa State 26; Grinnell 6
Iowa State 13; Missouri 0
Iowa State 31; Iowa U. 6
Iowa State 6; Nebraska 7
Nov. 3 Kansas U. at Ames
Nov. 10 Oklahoma at Norman
Nov. 17 Drake at Ames
Nov. 24 Kansas State at Manhattan

Judisch Brother's Drug Store

As Iowa State's athletes stand out in their field, so we stand out in ours. Use our Free Delivery.

PHONE 70

209 MAIN STREET

Slide Rules and High Boots . . .



BOYS with a mechanical turn of mind, or fellows who are interested in building bridges and roads, in electricity, in industrial, chemical, agricultural or architectural engineering and in the industrial arts find the courses they want in Engineering Hall or along "Engine Row."

COLLEGE SAVINGS BANK

Reliable and accurate. Just as good engineering demands strength and accuracy so does successful banking. So reliable that our doors have never been closed for financial reasons since we have been established.

Why Tommy Neal Is at Iowa State . . .

From the Des Moines Sunday Register, October 21, 1934

Glory on Grid Secondary to Tommy Neal Goes to Iowa State for Education

SIoux CITY, IA.—Iowa State college drew Tommy Neal, Sioux City's greatest athletic prize of 1932, because its course in mechanical engineering is considered one of the best in the nation.

A great natural athlete who is at ease in any sporting competition, Tommy chose Iowa State above all other schools simply because he sincerely wants an education. Athletics are secondary with him.

DON'T BELIEVE IT?

You don't believe it?

Consider: Tommy's dad is George A. Neal, vice president of the Sioux City Gas and Electric Co., and wealthy as are such public utility officials. So no school could—though several probably tried to—subsidize Tommy whose parental financial backing enabled him to choose his school.

At Iowa State, the Sioux City kid probably won't receive national recognition that would be his at a larger school, given to playing more important schedules, but at Iowa State he'll get the education he wants.

CENTRAL HIGH GRAD

When he attended Central High here in 1930, 1931 and 1932, Tommy never had below "A" in any subject. He was born in the east but his dad is a native Kansan who has

been a public utilities employe most of his life. The Neal family moved here in 1926, when offices of the Iowa Public Service Co. were transferred from Fort Dodge.

It was in 1932 that Tommy reached the zenith of his prep career. That season he was named on the Register's all-Iowa high school team at halfback. For Central he called signals, and, in the words of Coach Lloyd Martin, was "plenty smart."

COOL, BRAINY

Cool and brainy in the tightest



TOMMY NEAL

situations, Tommy nevertheless was an unorthodox field general who was forever plotting methods of outwitting the defense. He didn't call strange plays because of deficiency in football mentality, Coach Martin said, but was seeking to surprise the opposition, and he succeeded in many cases.

As a passer Tommy completed over 90 per cent of his throws to End Lou Bathan. He also did all the kicking and a great share of the ball running.

DISPOSITION?

Disposition?

Coach Martin said: "Tommy's the finest kid I ever coached. Quiet, obedient and willing to learn. Studying the game to add something to his mechanical ability. He is a good trainer and a great competitor."

Last summer Tommy was employed as a blacksmith's assistant in the street car shops here. Early to work, this scion of one of Sioux City's affluent families labored as hard as any of his fellow workmen. Tommy was popular with them for he's an unassuming kid who takes his athletic ability in stride. He was popular at Central High and found time to take part in such social activities as the school offers.

WANTED BEST COURSE

But Tommy wanted the best course in mechanical engineering—so he's at Iowa State college. So far, he has been able to mix athletics and education successfully for he is one young man who seems to have the proper perspective on sports.

Tommy is about 19 years old. He has two sisters younger than he, Nancy and Mary.

SHOES THAT SATISFY
BAUGE SHOE CO.
AMES, IOWA

A Touch of Autumn in the Air

The brisk and bracing winds of the fall, enjoyable as they may be out-of-doors, have no place inside the home.

Autumn's chills and winter's blasts can be kept in their place—outside the home—by satisfactory fuels.

PURITY Franklin County

A High-Quality, Moderate-Priced Coal, standard for many years in Ames.

Glen Rogers Briquets

A Modern Fuel, high in heat, low in ash, easy to fire.
These Coals Guarantee Your Winter Comfort. Buy them from

Edwards Coal Co. Phone 20

These Coals are mined by
OLD BEN COAL CORPORATION
CHICAGO

A Campus Walk . . .



NOT a bad place for a stroll in the late afternoon, after the work of classroom and laboratory is over for the day. These sumac bushes are particularly beautiful when they have turned red in the fall.

W. H. NUTTY GARAGE

See the new Dodge and Plymouth Record Holders at the

W. H. NUTTY GARAGE

Day and Night Service

414 MAIN STREET

PHONE 35

Iowa State's Social Center . . .



WHEN students want recreation before, after or between classes, they look for the ping pong and card tables in Memorial Union. Here they meet parents, visiting friends and dates; eat, dance and hold meetings. Trophies, plaques and other athletic awards, as well as photographs of teams and individual athletes—past and present—hang in the Men's Lounge.

HAWKEYE LAUNDRY

Complete Laundry and Dry Cleaning Service

We Serve the Union—Let us also Serve You

2810 WEST STREET

PHONE 9

Y. M. and Y. W. C. A. . . .



ALUMNI HALL, recreational center of the campus before the construction of Memorial Union, is now the headquarters of the Y. M. C. A. and Y. W. C. A. An employment service for students, a "used text book" sale, firesides and meetings are sponsored by the "Y's."

OLMSTEAD COLLEGE SHOP

LEW OLMSTEAD, Proprietor

Clothes you buy at Olmstead's may not be the highest priced but they are certainly your best buy in Ames. We have been giving satisfactory service to Iowa State men since we were established.

Noise Makers . . .



ON sunny autumn and spring days the band can be heard practicing on central campus. At other times their hang-out is the top floor of Botany Hall. Passers-by can hear the music floating down from above. In their natty gray-blue uniforms and gold-lined capes, the 75-strong make a pleasant appearance as well as a pleasant sound. The band plays for many campus affairs, and sometimes journeys with the football team to out-of-town games Oscar Hatch Hawley, professor of music, who has directed the band for many years, is a familiar figure. Professor Hawley has been with the band since it was organized 14 years ago.

In addition to the band, Director Hawley conducts the Symphony Orchestra which provides entertainment at one of the twilight musicales, takes part in the "Messiah" presented at Christmas time, and gives other concerts throughout the year.



OSCAR HATCH HAWLEY

Page Fourteen

A Sure Winner

An institution like ours
cannot match the promises
of the salesman of unsound
and questionable securities.

We merely present our record
of 20 years of safety and
sure return.

*"If an investment isn't safe—
nothing else about it matters"*

**Ames Building & Loan
Association**

Freshman Home on the Campus . . .

NEAR State Field, the Gym and the "engineering side" of the campus, is the Men's Dorm . . . the college home of over one hundred first yearmen. It is modern in architecture and furnishings.

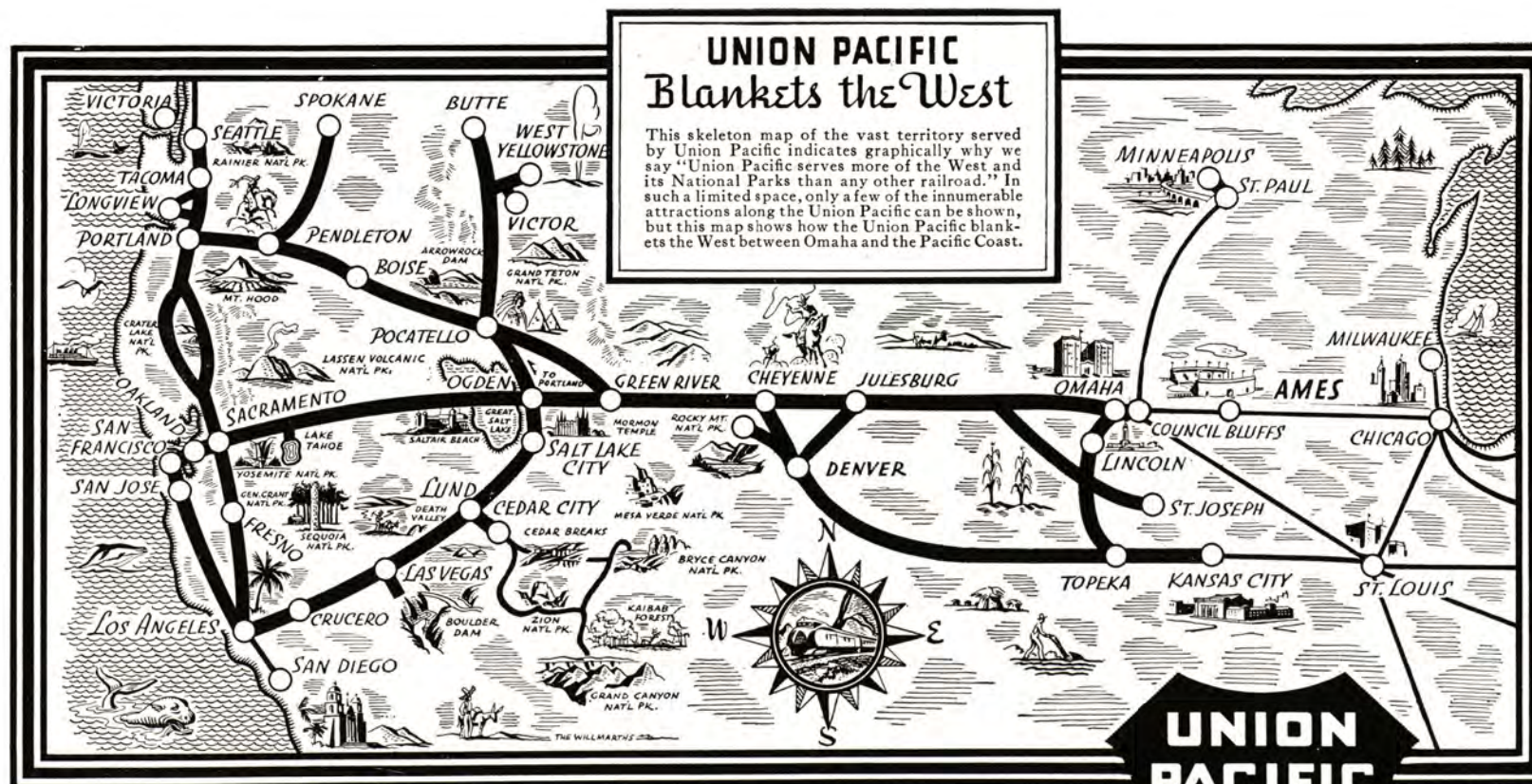


STUDENT SUPPLY STORE

Regardless of your skill on the athletic fields, you will need modern books and school supplies to shine in the classroom. The Student Supply Store, next to Ames Theater, has years of experience behind them.



THE Armory is headquarters for the R. O. T. C. units of the college. The drill ground lies beyond the Armory building.



WHENEVER you travel, whether it's to follow the team, to go home for the holidays, for week-end visits, or for vacation outings—Go by Train. Save time and cost. Go quickly, safely and in carefree comfort. Ask about low round-trip rail fares and regular one-way fare. For full information about fares, schedules, service features and illustrated literature on travel everywhere West, write

F. P. STAFFORD

General Agent, Union Pacific Railroad
407 Equitable Building 6th and Locust Streets
DES MOINES, IOWA



Travel by Train



The College Library

SERVICE: First, Last and Always
Iowa Electric Light & Power Company

131 Main

Phone 283

The Campanile



Bells of Iowa State

BY "JIM" WILSON

"Green hills for thy throne,
And for crown a golden melody
Singing in the hearts of all
Who bring thee love and loyalty;
Dear Alma Mater, make our
spirits great,
True, and valiant like the bells
Of Iowa State."

Fight

I. S. C.

Beat Kansas

The Fair
AMES FOREMOST STORE

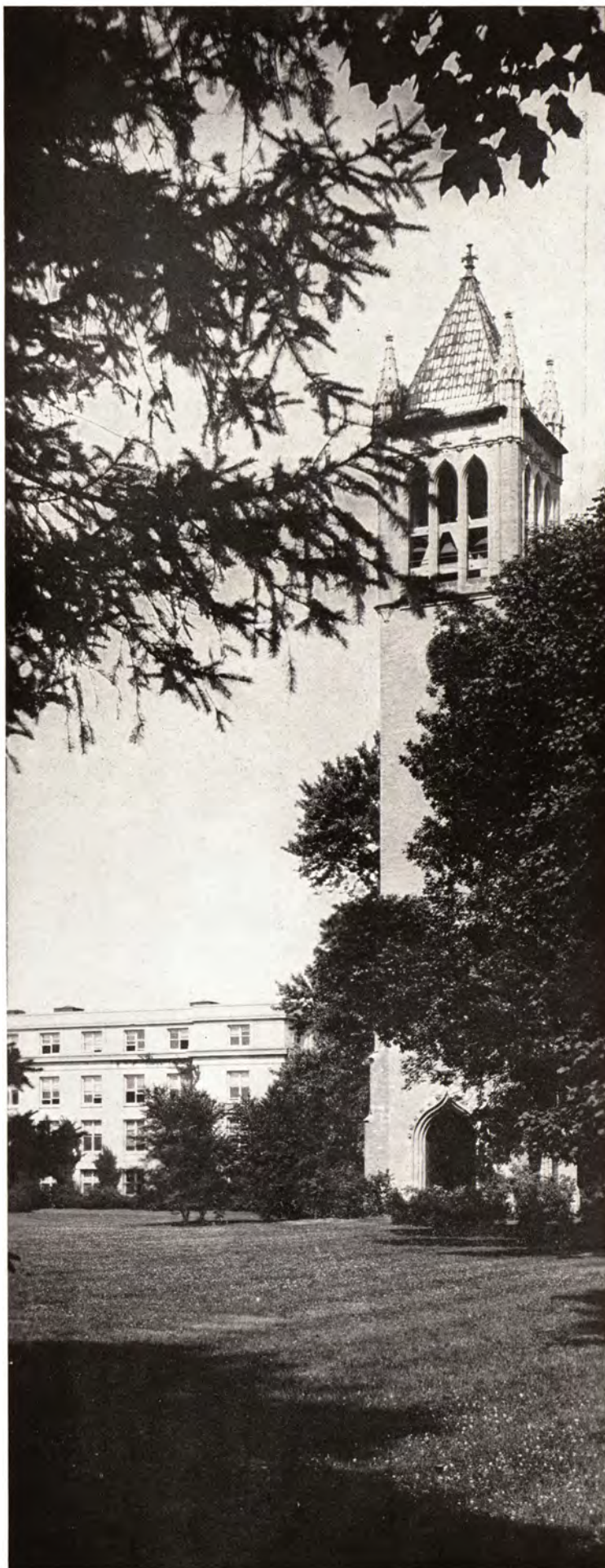
DRY GOODS

READY-TO-WEAR

MILLINERY

SHOES

BEAUTY PARLOR



Lake LaVerne . . .



L AKE LAVERNE, rejuvenated beauty spot of the campus, lies west of Memorial Union near the southern boundary of the campus. The walk around the lake and through the bit of woods on the west shore, the landscaping that has been done, the beautifully colored waterlilies and the prospect of ice skating this winter complete the engineering job of re-making the lake.



THE R. O. T. C. ON PARADE

TRUEBLOOD'S SHOE STORE

On the gridiron—Iowa State
. . . In the Shoe-world—Florsheim Shoes.

O. C. TRUEBLOOD

Trueblood's
WEST AMES SHOES

We'll Not Forget . . .

~ Jack Trice ~

*Who Died October 8, 1923, of Injuries Received
in the Ames-Minnesota Football Game*

"My thoughts just before the first real college game of my life:

"The honor of my race, family, and self is at stake. Everyone is expecting me to do big things. I will. My whole body and soul are to be thrown recklessly about the field.

"Every time the ball is snapped, I will be trying to do more than my part. Fight low, with your eyes open and toward the play. Watch out for crossbucks and reverse end runs. Be on your toes every minute if you expect to make good."

Jack.

JACK TRICE, a youthful colored boy was considered as one of the most promising line-men to be developed at Iowa State. He was a giant in size, and this coupled with his love of the game, made him a particularly desirable candidate for the Cyclone team. He was well thought of on the campus, and liked by everyone who knew him. Unfortunately his first big college game was his last. Minnesota was entirely absolved of any blame, and the whole thing was simply one of those unfortunate incidents that may occur once in a school's football history.

~ ~ ~

The following verse concerning Trice appeared in the Minnesota Daily—the University of Minnesota's student paper.

TRICE

Tribute to him, who, in the first fair flush
Of Glory, won upon a fatal field,
Fell, hurt, before the fierce contested rush
And joy of worthy battle; fell to yield—
Not to the charging line that swept along;
In body stricken; but with changeless mind
That gained respect of friend and foe in throng
Who witnessed it; and in the groups aligned.
A heart, that with a loyal aim beat fast
For that to which his fealty was pledged;
The honor of the deed was first; he, last
As in the plunging mass that form was
wedged.

Tribute to him; for in a worthy foe
The steel of character is just as pure,
Built on such precepts as we fail to know—
The bedrock of true manhood full as sure.
Honor to him, as truly modern knight
Who, striving, fell before the shock of fight,
Nor knew the shock alone; for either side
Bows saddened head for him, who, fighting,
died!

—C. A. W.

The Valiant . . .



GOLD Star Hall in Memorial Union is a memorial to the men and women of Iowa State who gave their lives in the World War. Cut in stone on its walls are the names of all who made the supreme sacrifice.

Homecomers find, beyond this impressive entrance to Memorial Union, a college club prepared to serve every Iowa State man and woman.

MAKE RESERVATIONS EARLY FOR DINNER DANCING AFTER GAME TODAY AND EVERY SATURDAY



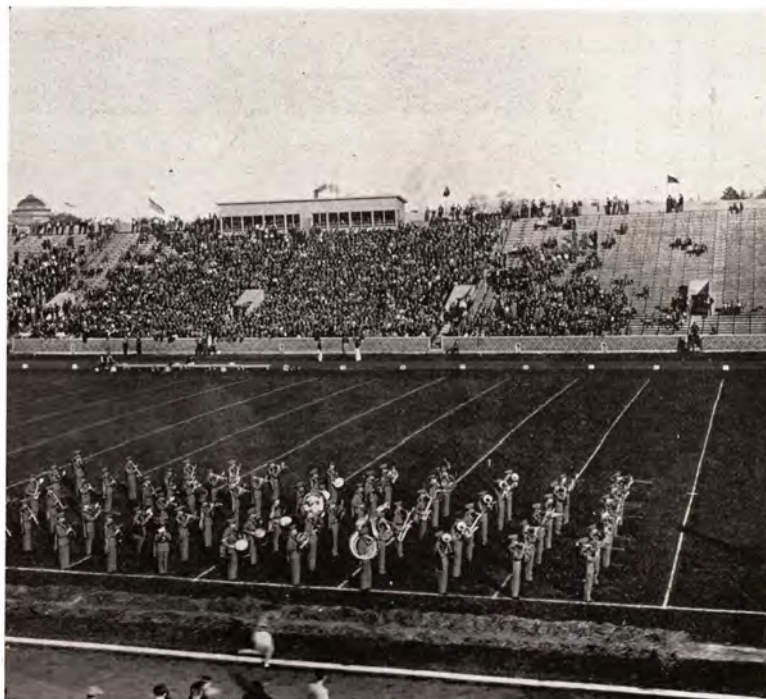
THE Cyclone football squad is scrimmaging on State Field; the Gym is in the background. Daily practices are held on a portion of the baseball field east of the stadium.

ALLEN MOTOR COMPANY

Allen Motor Company. Super power with speed on gridiron today—same results with our new Chevrolet. Ask for Demonstration.

PHONE 395

THE College Band—75 pieces and drum major—steps out in fine style between halves of the football games. They furnish music at convocations, basketball games and other student “occasions.”



Iowa State Deserved a Tie . . .

HUSKERS EDGE IN

By STAFF WRITER
The Kansas City Star

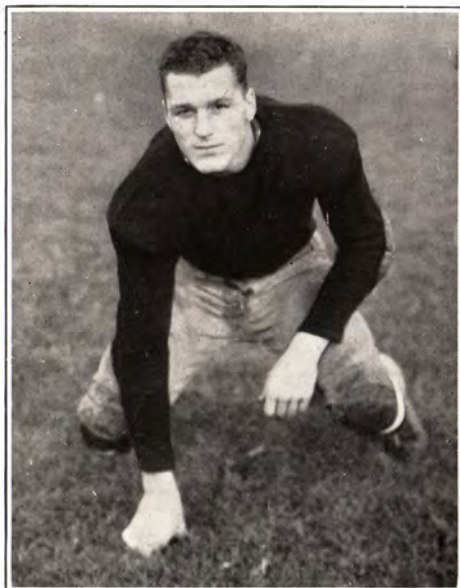
Fred Poole's educated toe, which would have been worth a vaudeville engagement, not to mention numerous indorsements for chiropodists, suffered a lapse in the last quarter today and because of that lapse the Nebraska Cornhuskers eked (yes, eked is the word) out a 7 to 6 triumph over the Iowa State Cyclones.

Once before this season the pedal prodigy of this Iowa State star muffed the conversion of the extra point, but there was not the tragedy in the wake of this failure as attended the one today. . . .

NEAL BOTTLED UP

Neal, the elusive sophomore who ran rampant against Missouri and the Iowa University, had been bottled up; Allender, one of those driving, twisting hard-to-down fellows, had not gotten away for many substantial gains.

But then, after a desultory third quarter, Miller with heaven-born inspiration, began a series of slashes through and around the right and weak side of the Husker line, nor did he stop until he had advanced beyond that last lined line.



WILBUR KROEGER
Reserve End

SURE POOLE WOULD MAKE IT

So there was joy as the Cyclones danced about while the ball was being carefully prepared for Poole.

Poole, with his intelligent toe. It had been that, too. All through the game he had skillfully planted his punts down in what is known as the "coffin corner."

"He'll make it sure," the spectators told one another. "That boy never misses."

A tie score would have been glorious and there was Poole, with his toe to send that slant-sided pigskin between the bars.

But it didn't go between them and this could hardly be described as a disappointing miss. That isn't the word. It was a cataclysmic miss, that's what it was.

A BLOW TO CYCLONES' HOPES

Twenty-seven thousand saw that ball veer over to the right of the crossbars, saw the referee's arms down.

Iowa State's bid was ended then and there. The remainder of the period saw Nebraska making some attempts to score, but never did Miller have the chance again to become that poisonous wraith. . . .

—From the Kansas City Star,
Sunday, October 28, 1934.

ALL AMERICA RATINGS

Issued Each Saturday by the
All American Board of Football.

By CHRISTY WALSH

Cards of merit have been issued to the following men in the line, all players at end positions who protected their respective ball-carriers, in outstanding fashion:

1. KELLEY, YALE.
2. STORRIE, DETROIT.
3. LARSEN, MINNESOTA.
4. AVERY, HOLY CROSS.
5. ERDELATZ, ST. MARY'S.
6. LOEBS, PURDUE.
7. DARNIN, NAVY.
8. VAIRO, NOTRE DAME.

9. POOLE, IA. STATE.
Rated All America by Sec Taylor, Des Moines Register, because he put on one of the greatest kicking exhibitions ever witnessed. Placekicked field goal from 41 yard line and kicked the converting points after four touchdowns. No Iowa player gained a yard around Poole.

10. BURNS, CARNEGIE TECH.

—From the Des Moines Register,
Saturday, October 27, 1934.

SITTIN' IN

By SEC TAYLOR

Sports Editor, Des Moines Register

"If a football team ever deserved a tie it was Iowa State in its game with Nebraska Saturday. There was so little difference between Cyclones and Cornhuskers that a tie would have adequately expressed the comparative strength of the two elevens as they battled on Nebraska sod Saturday.

"The Ames team outdowned its opponents 11 to 8, but the latter had an advantage in net yards gained, 232 to 203; one team fumbled four times and the other five, each lost the ball as a result of a fumble once.

"The figures were close all the way and so was the ball game.

"Fred Poole, whose accurate place-kicking has been a feature of the Iowa State play all season, should not be blamed for his failure to convert the extra point. As a matter of fact it may not have been his fault at all, since there are other factors in the success of a placekick other than the mere booting of it correctly. Anyway he was due to miss one and anyway it was a football crime that the failure came when it prevented the Cyclones from getting a deserved tie.

"In spite of its defeat I've made up my mind already that the 1934 Iowa State team is the best co-ordinated, most interesting I've seen at Ames in the 20 years I have been watching college football. . . ."

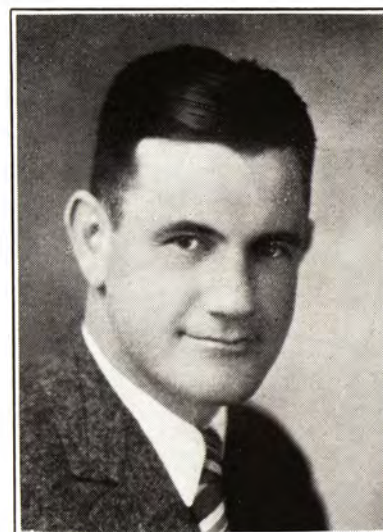


FRED POOLE
"Educated Toe"

IOWA STATE fans are fervently hoping that there will be no repetition of the last game that Kansas played here as Homecoming guests. In 1932, the athletic situation at the University of Kansas had become so acute that Bill Hargiss, then head man of the Jayhawk pigskin squad, resigned and Ad Lindsay, an assistant coach who had resigned at Oklahoma the year before, was immediately put on the job as head football coach. This occurred in the middle of the '32 football season, after the Kansas eleven had been kicked around by everyone they had played. The very first game that was played under Lindsay's direction was the one at Iowa State. The Cyclones were doped to win, for although Kansas had wonderful man power, they didn't seem to be able to click as they should. Homecomers who came to see the slaughter of the Jayhawks, saw instead a complete rout of the favored Iowans by the score of 26-0.

This was the Cyclones' first introduction to Ad Lindsay, the new Kansas coach. Today, Lindsay is bringing another Kansas team to an Iowa State homecoming, and again the Cyclones are favored, but the Cyclone fans feel certain that the 1932 feat will not be duplicated.

Lindsay captained the 1916 Kansas football team. After graduation, he played with the champion Eighty-ninth division team in the A. E. F., returned to his alma mater as freshman football and varsity baseball coach; was signed by the Pirates for a brief fling at baseball; coached for 5 years at Bethany College, Lindsborg, Kan., and then went to Oklahoma University, where he served as head coach from 1927 to 1931.

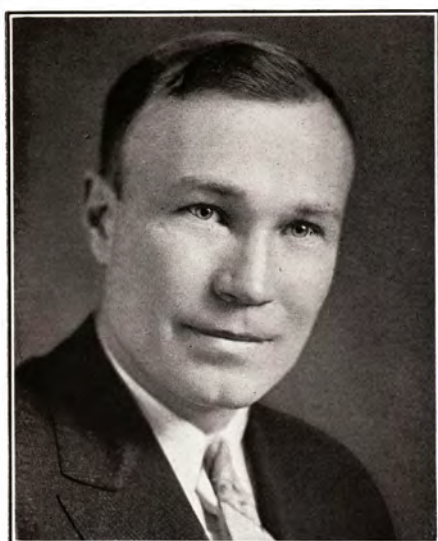


ADRIAN LINDSAY
Coach, Kansas U.

The "Brain-Trusters"

GEORGE F. VEENKER, in his fourth year as head football coach at Iowa State, has had one of the most colorful backgrounds of any coach in the country. Veenker graduated from a high school in Sioux Falls, S. Dak., where he first began to shine in athletics. He enrolled at Hope College and graduated in 1916. While at Hope, Veenker was literally a one-man athletic plant. He won letters in football, basketball, baseball and track. In his last 2 years he was not only the captain of the Hope football team, but also the coach.

His first coaching job was at the Grand Prairie Seminary at Onarga, Ill. After 1 year at this job, the Cyclone mentor went to Batavia, Ill., high school, and before the year was over, he had enlisted in the Air Service for the duration of the war. When he returned in 1919, he took over the coaching reigns at Hammond, Ind. In 1920, Veenker transferred to Gary, Ind., where he coached at Froebel High for 2 years, and at Emerson High School for 4 years. Speaking of record football teams, you need only to look at Veenker's regime at the Hoosier institutions. In the 7 years he was coaching at Hammond and Gary, his teams won the state championship 6 out of 7 years. For 2½ years at Emerson, his teams were not scored on a single time, and his 4 years' record at Emerson was marred by only one defeat.



GEORGE F. VEENKER
Cyclone Coach

In 1931, he was named head coach at Iowa State, and that year brought the luckless Cyclones up to second place in the conference. In 1933 Coach Veenker was also named athletic director. His record in football this year is known throughout the nation.



JOE E. TRUSKOWSKI

"Truck" is now head baseball coach at Iowa State, assistant varsity football coach, and freshman basketball coach. He came to Iowa State in the fall of 1932. Joe entered the University of Michigan in the fall of 1925. He was one of Michigan's greatest all-around athletes, winning 8 major letters, and 1 minor letter. He won three major letters in football and basketball. His sophomore year of baseball, he got a minor award, but earned two majors during the next 2 years. Joe played center his first year of football, and end his junior and senior years. He was captain of the team his senior year. In basketball, he played center, and he caught on the baseball team. After graduation, Truskowski became head coach at Olivet College in Michigan, and then came to Iowa State as an assistant in all departments of athletics.

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ne . . .

the talk of the nation. These boys particularly impressive against Luther, y downed the Iowa Conference team by of 23-3. Against Grinnell they looked mproved, and despite the fact that the s scored first, the Iowa Staters beat 6-6. The first Big Six game was a vic the expense of the Missouri team. The as 13-0 in favor of the Cyclones. Still was particularly impressed with Coach Veenker's aggregation. On the 20th of October, Iowa State faced a highly rated University of Iowa team in the Tall-Corn classic. The result of this game will probably go down in the nation's football annals as the year's greatest upset. The Hawkeyes were favored by at least

three touchdowns on the betting charts, and some of their more ardent followers even predicted a 40-point advantage for the boys from Iowa City. The packed stadium, most of them being here to see the Iowa team in action, were treated to a grand exhibition of football by the fighting Cyclones, and Iowa was given one of the worst shellackings in its history. The Cyclones won 31-6, and had another touchdown called back by an offside penalty.

The records of the teams to date are: Iowa State—won four, lost 1, and tied none. The Cyclones have scored 99 points to their opponents' 22. Kansas has won one, lost two, and tied two. They have scored 41 points to their opponents' 39.

Five seniors, who are playing their last conference game at home today, have been key men in this year's team. Capt. Don Theophilus and Marlowe Williams have been doing splendid work all year at the halfback positions. Paul Berger has been a standout at guard. He is a swell defensive man, and his blocking on offense leaves nothing to be desired. Frank Hood is one of the best ends of recent years. Harold Miller was the ball-lugging fool that made such a great showing against Iowa and Nebraska. In addition, Red Garner, Russell Gute, Vernon Loyd, Wilbur Winter and Howard Harlan have been of inestimable value as first-class replacements.

IS GAMES

.	11- 6
te	13- 0
.	7- 0
.	0- 0
.	7- 0
te	14- 7
e	13-10
e	20- 0
.	0- 0
1929—Kansas	33- 0
1930—Kansas	20- 6
1932—Kansas	26- 0
1933—Kansas	20- 6

victories over Luther, Grinnell, Missouri and Iowa, and then outplayed the Nebraska Cornhuskers, but were forced to accept the short end of a 7-6 score, due to the missed-kick-after-touchdown bugaboo.

Kansas started out as predicted by losing to Tulsa, 7-0, and Kansas State, 13-0. They tied a good Colorado team, beat St. Benedict's College by a 34-12 score, and then last Saturday, they rose to unexpected heights, and played Oklahoma to a 7-7 standstill at Lawrence. The Cyclones will enter the game as slight favorites, but the boys from Ames aren't going to forget the 1932 game when the same situation existed, and the lowly rated Kansas team ran up a 26-0 score on the Cyclones. Incidentally that particular game was the first game played by K. U. under their present coach, Ad Lindsay.

Critics have largely agreed that the present Iowa State team is the best Cyclone football team in the past 20 years. Coach George Veenker has built a team around four seniors, two juniors and five sophomores, that has rapidly

Another Victory . . .



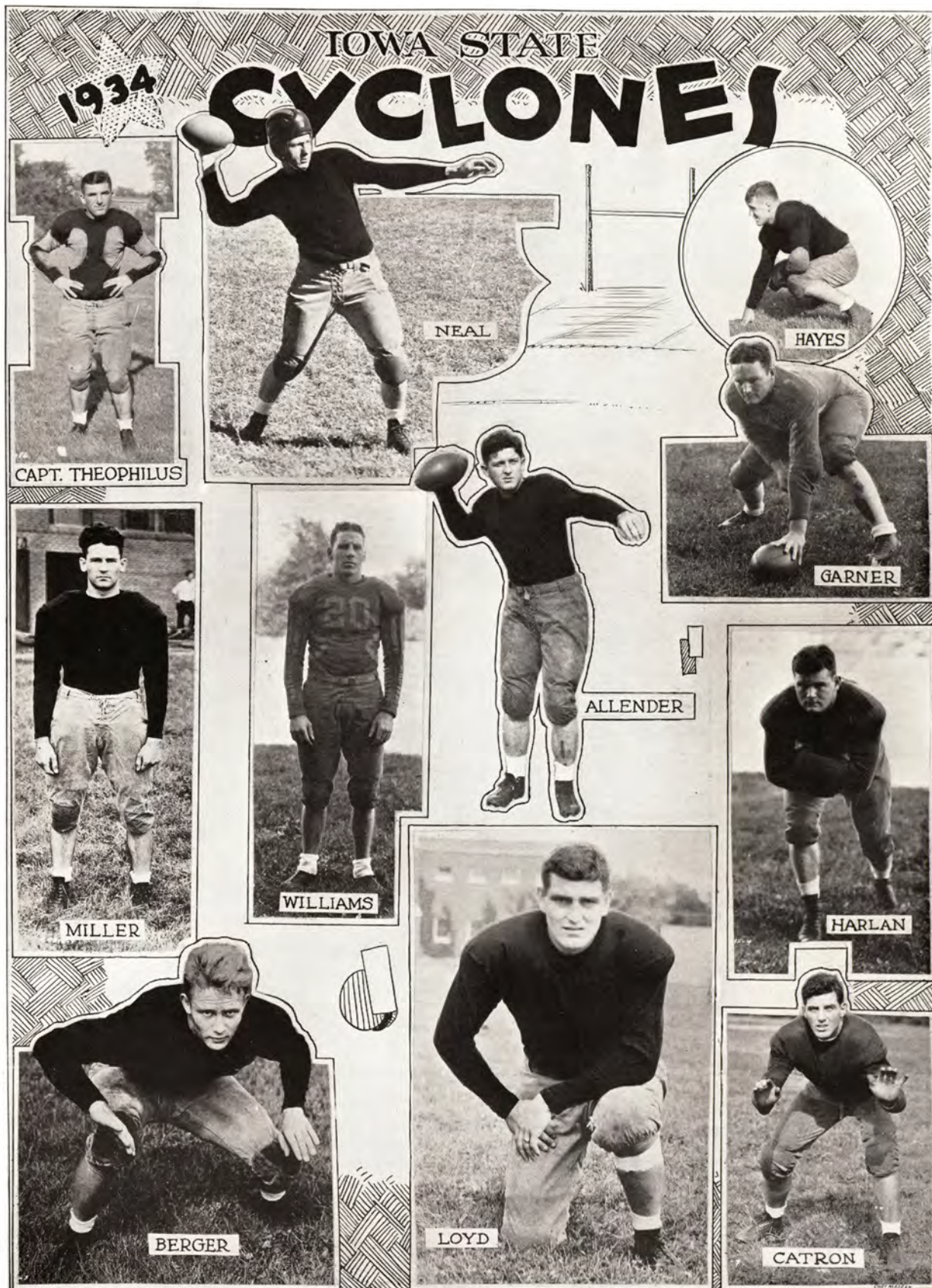
THE gladdest sound to the ears of those who couldn't go to the game . . . the Victory Bell, once used to call students to class, now signals a Cyclone victory.

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Look 'Em Over . . .



Thumb Nail Sketches . . .

DONALD THEOPHILUS, No. 61

182-lb. senior halfback. Home, Smithland, Iowa. He is captain of this year's football team. In high school, in Nebraska, "Theo" won all-state honors at a guard position. In college he is used offensively as a blocking halfback, and backs up the line on defense. He is one of the hardest tacklers that ever stepped on State field, and is an able ball carrier.

TOM NEAL, No. 25

158-lb. sophomore quarterback. Home, Sioux City, Iowa. Prepped at Central High in Sioux City, where he was an all-state football man and a state track champion. He is one of the country's leading ball carriers. He is at the top of the heap in Big Six scoring, and ran up three touchdowns against Iowa. He is a good blocker as well as a triple-threat back. One of the most "talked of" sophomores in the nation.

IKE HAYES, No. 56

158-lb. junior guard. Home, Newcomers-town, Ohio. Was the regular quarterback on the freshman team, but shifted to a guard position when he reported for varsity. He is the typical "watch-charm" guard that fits so well into the modern football system. He is fast and a swell blocker. He is a good defensive man despite his size, and is a morale builder de luxe.

HAROLD MILLER, No. 23

150-lb. senior quarterback. Home, Harris, Iowa. This is Jake's second year on the squad. He went to the State Teachers College before entering Iowa State. Alternating with Neal at quarterback, and starting most of the games, Miller's ball carrying has been phenomenal. He is a brainy signal caller and a real fighter.

MARLOWE WILLIAMS, No. 71

170-pound senior halfback. Home, Des Moines, Iowa. Prepped at Roosevelt High, where he was an all-around athlete. Is playing his third year as a regular back on the Cyclone team. Due to his blocking role, Williams doesn't get much publicity, but it is through this same role that the other backs' long runs are made possible. His specialty is coming up fast to make sensational tackles.

WILLIAM ALLENDER, No. 21

180-lb. junior fullback. Home, Atlantic Iowa. Allie was the leading Cyclone ground gainer of

1933. His ability won him a great deal of mention on all-conference selections. He is a triple-threat back, but this year Poole has assumed most of the kicking burden. Allender is the best passer on the squad, and is as good as anyone when he is going to town with the ball tucked under his arm.

DWIGHT GARNER, No. 24

188-lb. senior center. Home, Ida Grove, Iowa. One of the few third-year men on the squad. Red spent his sophomore year alternating between guard and center, his junior year at guard, and this year he is back at center again. He has won a letter both years, and is headed for his third award this fall.

PAUL BERGER, No. 73

190-lb. senior guard. Home, Manchester, Mo. In high school, Berger was an all-St. Louis football man, and was the holder of the Missouri shotput championship. This year he is a guard, although he played regularly at tackle in '32 and '33. Last year at Denver he was rated as one of the greatest linemen the Rocky Mountain sector had ever seen. He is fast, a good blocker, and a great tackler.

VERNON LOYD, No. 43

208-lb. senior tackle. Home, Ames, Iowa. Loyd is ending his football career this year, just as he started it—as a valuable tackle. Loyd, the biggest boy on the squad, has been a dependable tackle replacement for the past 3 years.

HOWARD HARLAN, No. 22

175-lb. senior halfback. Home, Stuart, Iowa. Another Cyclone man playing his last conference game at home. Harlan was a prep star in 1930, but an automobile accident made it impossible for him to compete in the fall of '31. He is one of the backfield replacements that is almost as good as the regulars.

JOHN CATRON, No. 31

200-lb. junior tackle. Home, Camp Crook, South Dakota. Prepped at a high school in Montana. Has started a number of games this fall at the right tackle position. Catron is a greatly improved player over last year, and is getting better every game. His unorthodox type of play as a prep caused the varsity to have gray hair and to lose sleep.

And Some More . . .



(Also see pages 28 and 29.)

Thumb Nail Sketches . . .

WILBUR KROEGER, No. 28

185-lb. junior end. Home, Eldridge, Iowa. Was a prep star at Davenport High School. Started the Grinnell and Missouri games. Is used mostly as a reserve end now. He is a great blocker, and a good defensive man. He has lots of fire and is valuable to the team morale. In the spring he rates as one of the best of the Cyclone weight men on the track team.

RUSSELL GUTE, No. 27

175-lb. senior guard. Home, Glidden, Iowa. For 3 years Gute has been used as a reserve guard. Last year he won a minor letter, and this year seems destined to earn the major award. The type of dependable griddier that gladdens any coach's heart. Works hard always, and the team isn't weakened a bit when he is inserted in the regular line-up.

HAROLD BIRNEY, No. 63

185-lb. sophomore fullback. Home, DeWitt, Iowa. Birney is one of the sophomore reasons why Iowa State is such an improved team this year. He is very fast despite his bulk, and is rapidly getting experience that will prove helpful to him. This fall he has improved his blocking and tackling, and has developed into about the number one passer on the squad.

FRANK HOOD, No. 34

206-lb. senior end. Home, Creston, Iowa. Hood is one of the veterans that returned to Coach Veenker this fall. He is a good pass receiver, good defensive man, and his size makes him capable of handling big tackles by himself. Has won two letters in basketball, and is captain of this year's team. He has started every football and basketball game since he became eligible for competition—a total of 48 games.

RUSSELL COUNDIFF, No. 59

185-lb. sophomore guard. Home, Gary, Ind. One of the many sophomore linemen that brightened the Cyclone outlook this fall. Was a regular guard at the start of the season, but a sprained ankle has kept him out of the earlier games. He is very fast despite his stocky build, and is the type of player that likes to tackle and block hard.

WILBUR WINTER, No. 57

167-lb. senior halfback. Home, Alden, Iowa. Was the regular Iowa State quarterback last

year, but this year with a pick-up in weight, Coach Veenker has shifted him to a blocking halfback position. He is one of the fastest men on the squad, and can carry the ball effectively.

MARVIN OBERG, No. 38

196-lb. sophomore tackle. Home, Fremont, Neb. Oberg has shared the duties at the right tackle post with Catron all year. Although a sophomore at Iowa State as far as football is concerned, Oberg is really a veteran, for he played at Midland College in Nebraska before matriculating at the Cyclone institution. He is a steady and reliable man.

FRED POOLE, No. 52

185-lb. sophomore end. Home, Ames, Iowa. Very likely the nation's outstanding punter. Rated by Ossie Solem, the Iowa coach, as the greatest kicker he has ever seen. Averaged over 54 yards per kick against the Hawkeyes and was still placing them out of bounds. Is a good defensive man and an able pass snatcher. Has added to the Cyclone scoring several times this year by booting long field goals.

HUNTER BROWN, No. 33

170-lb. sophomore center. Home, Red Oak, Iowa. Another transfer. He played at Tarkio College in Missouri before enrolling at Iowa State. Has held down the center job in every game, and through most of every game. Backs up the line on defense, and really does a good job of tackling. His passing is faultless, and his offensive blocking is above reproach.

HAROLD SCHAFROTH, No. 36

198-lb. sophomore tackle. Home, Des Moines, Iowa. Has held down the left tackle position throughout the season. He is big and rugged, and likes the game when the going is the roughest. He is a swell defensive man, and gets down the field under punts almost as fast as the ends do. As a freshman, he won numerals in football, basketball and baseball.

DONALD GREFE, No. 39

190-lb. junior end. Home, Ames, Iowa. Has understudied Hood most of the season, but he is a good end in his own right. Don is an excellent defensive man, and is a good pass defender. He is a brother of Dick Grefe, captain of the 1932 football team.

As thousands cheer



IOWA STATE

L.E.	L.T.	L.G.	C.	R.G.	R.T.	R.E.
Hood	Schafroth	Hayes	Brown	Berger	Oberg	Poole
34	36	56	33	73	38	52

L.H.B.
Williams
71

Q.B.
Miller
23

R.H.B.
Theophilus (C.)
61

F.B.
Allender
21

SQUAD

21 *Allender (F.B.)	35 Hanna (C.)	57 *Winter (H.B.)
22 *Harlan (H.B.)	36 Schafroth (T.)	58 Brisbin (H.B.)
23 *Miller (Q.B.)	38 Oberg (T.)	59 Countiff (G.)
24 *Garner (C.)	39 *Greife (E.)	60 Blumenstein (G.)
25 Neal (Q.B.)	43 Loyd (T.)	61 *Capt. Theophilus (H.B.)
27 Gute (G.)	44 Monlux (T.)	63 Birney (F.B.)
28 Kroeger (E.)	45 McPeak (F.B.)	66 Maubly (H.B.)
29 Frantz (G.)	51 Borg (C.)	69 Ames (E.)
30 Fitch (E.)	52 Poole (E.)	71 *Williams (H.B.)
31 *Catron (T.)	53 Peck (E.)	73 *Berger (G.)
32 Norgard (T.)	54 Gustine (E.)	99 Massa (E.)
33 Brown (C.)	56 *Hayes (G.)	
34 *Hood (E.)		

*Letter men.

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Umpire	 L. A. Wallace (Iowa State)
Head Linesman	 See Taylor (Wichita)



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UNIVERSITY OF KANSAS

L.E.	L.T.	L.G.	C.	R.G.	R.T.	R.E.
Wells	Dees	Moore	Phelps	Sklar	Clawson	Seigle
34	50	51	25	23	45	35

L.H.B.
Stukey
24

Q.B.
Kell
31

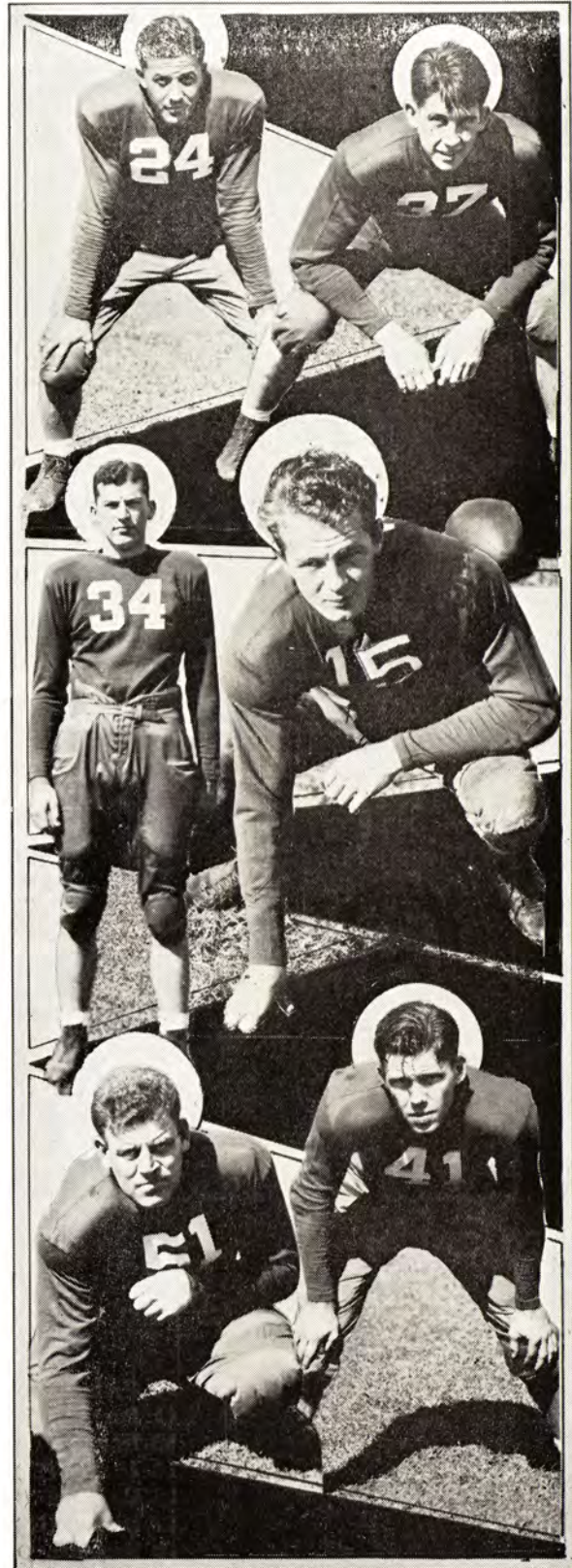
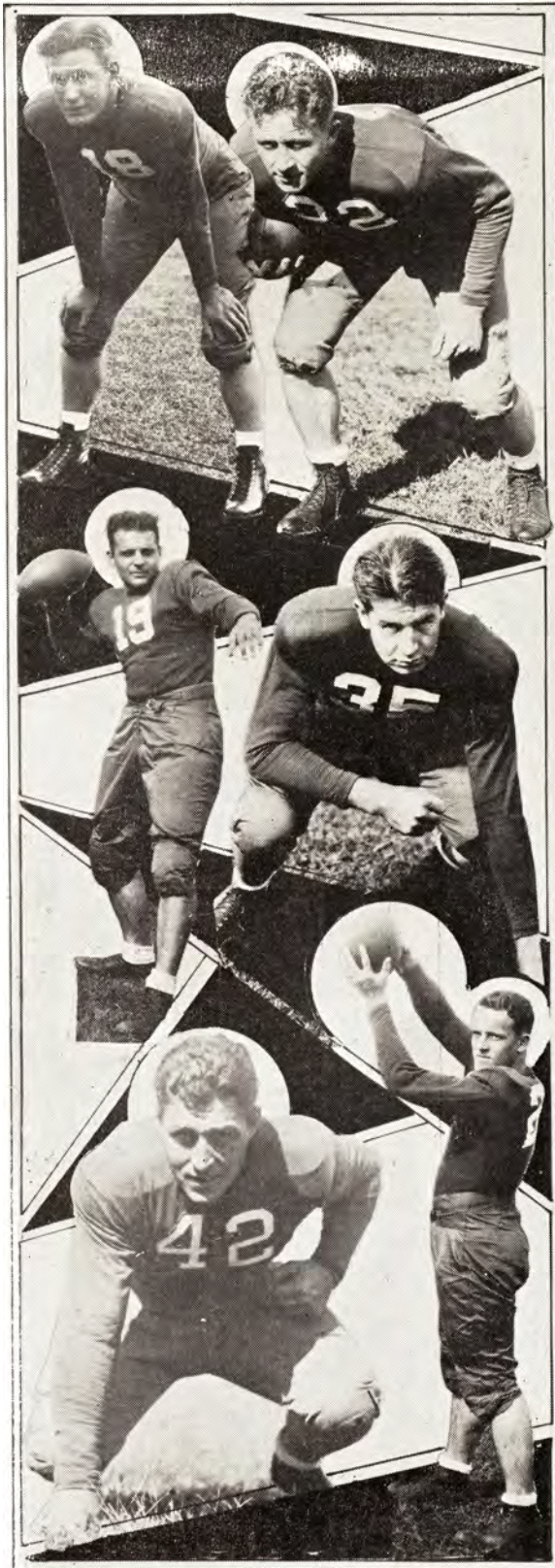
R.H.B.
White
20

F.B.
Peterson
32

SQUAD

10 Green (G.)	23 Sklar (G.)	36 Hammers (E.)
11 Decker (Q.B.)	24 Stukey (H.B.)	37 Lutton (C.)
12 Harris (Q.B.)	25 Phelps (C.)	39 McCall (G.)
14 Linley (T.)	26 Smith (G.)	40 Watkins (C.)
16 Haggood (Q.B.)	27 Lemster (F.B.)	41 Minter (C.)
17 Denny (G.)	28 Gough (H.B.)	45 Clawson (T.)
18 Nesmith, O. (H.B.)	29 Humphreys (E.)	46 Pitts (E.)
30 Antonio (F.B.)	31 Kell (Q.B.)	47 Hayes (E.)
32 Peterson (F.B.)	34 Wells (E.)	48 Geist (G.)
35 Seigle (E.)	35 Seigle (E.)	49 Nesmith, D. (T.)
		50 Dees (T.)
		51 Moore (G.)

Jayhawkers . . .



. . . . And More Jayhawkers

OLE NESMITH—18	MANO STUKEY—24	MILO CLAWSON—45
Halfback	Halfback	Tackle
6'1"—180 lbs.	5'11"—175 lbs.	6'—197 lbs.

JOHN PETERSON—32	DAVE LUTTON—37	TOM MCCALL—39
Fullback	Center	Guard
6'2"—180 lbs.	6'2"—190 lbs.	5'10"—195 lbs.

J. GIANNANGELO—19	DICK WELLS—34	GEORGE HAPGOOD—16
Halfback	End	Quarterback
5'8"—165 lbs.	6'2"—190 lbs.	5'8"—155 lbs.

JOHN SEIGLE—35	BOB WHITE—15	R. HAYES—47
End	Quarterback	End
6'4"—200 lbs.	5'11"—155 lbs.	6'—165 lbs.

ELWYN DEES—42	PAUL MINTER—41	BILL DECKER—11
Tackle	Center	Quarterback
5'10"—200 lbs.	6'1"—180 lbs.	5'8"—155 lbs.

E. HUMPHREYS—29	CLYDE MOORE—51	FRANK WATKINS—40
End	Guard	Center
5'8"—173 lbs.	6'3"—250 lbs.	6'—180 lbs.



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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.

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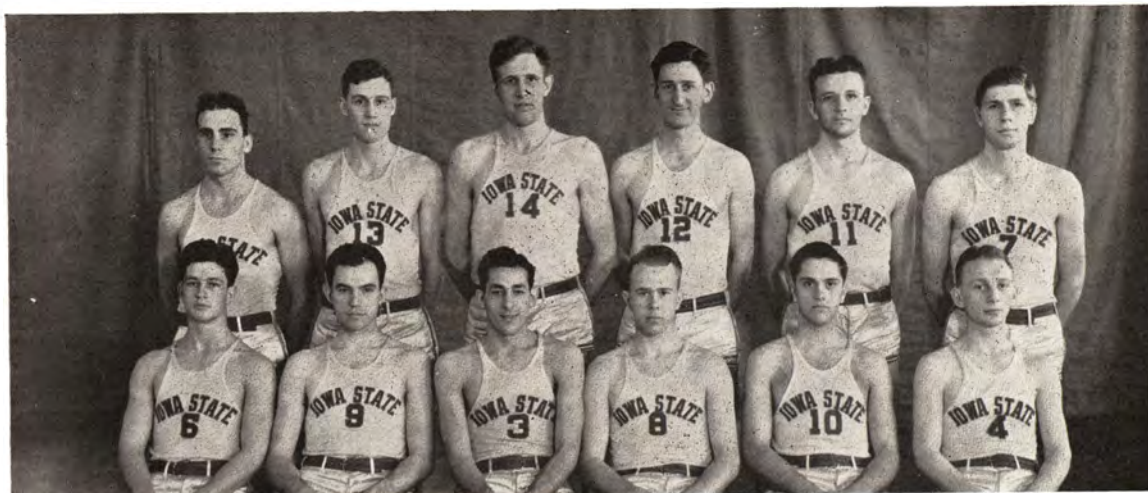
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PHONE 62

O'NEIL DAIRY COMPANY.

Basketball . . .



Williams
Peterson

Cowan
Craghead

Wegner
Doty

Cowan
Anderson

Hood
Sweetzer

Hargreaves
Batman

IOWA STATE'S 1934 basketball season was one which will linger in the minds of Cyclone fans for some time—in large part because of the greatest display of pep and enthusiasm which has ever rocked the brick walls of State Gymnasium.

What the 1935 basketball season will bring is only a matter of conjecture. Coach Menze says, however, that though we must not be too optimistic we are going to have a team that will be "hard to beat." Waldo Wegner, Iowa State's gigantic 6 foot 4 inch center, will be on the floor to defend his honors as All-Big Six and All-Iowa selections for the pivot position. Assisting him will be four other lettermen, all regulars on last year's team: Captain Frank Hood, Torvald Holmes, John Cowan and Jack Cowen.



L. E. MENZE

The 1935 basketball schedule is as follows:

Dec. 7	Coe here	Jan. 21	Oklahoma here
Dec. 11	Coe there	Jan. 26	Missouri there
Dec. 14	Grinnell here	Feb. 9	Kansas there
Dec. 20	Drake there	Feb. 11	Oklahoma there
Jan. 1	Iowa here	Feb. 15	Drake here
Jan. 4	Missouri here	Feb. 18	Kansas here
Jan. 12	Nebraska there	Feb. 23	Nebraska here
Jan. 14	Kansas State there	March 4	Kansas State here

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SMOOTHNESS

One of the most frequent substitutes for "it." The 1934 Cyclone hoopsters were smooth basketball players. Martin and Caswell sell smoothness in form of the very latest in men's garments.

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Baseball "Nine" . . .



Perry Winter Doty R. Grefe Harder Loufek Griffin Roberts
Coach Menze Hansen Jones Werring Van Meter Ossian Todd

BASEBALL drills are being conducted daily this fall on the field west of the Armory and under the tutelage of Art Roberts, captain-elect of the team. Joe Truskowski, newly appointed baseball coach, is having his hands full with football but will take over the squad when spring practices are begun some time in early March. His job will be to bring back to Iowa State the baseball supremacy which we have not had for a decade.

It is assured that five regulars will answer the call next spring: Jim Griffin, first baseman; Waldo Wegner, fielder; Torvald Holmes, pitcher; Bert Aldrich and Ed Doty. In addition, there will be Dean Horning, Ken Medin, Wayne Bicklin and a promising bunch of sophomores. Outstanding among the latter are: Morris Johnson, Maurice London and Raymond Gathmann.

Though the 1934 nine didn't have the "stuff" to complete a wholly successful season, Roberts is particularly optimistic for the future. In the fall workouts, special stress is being placed on hitting. Last spring a real hitter was found in the captain-elect who hung up an average of .355.



JOE TRUSKOWSKI

WILSON & LINDQUIST

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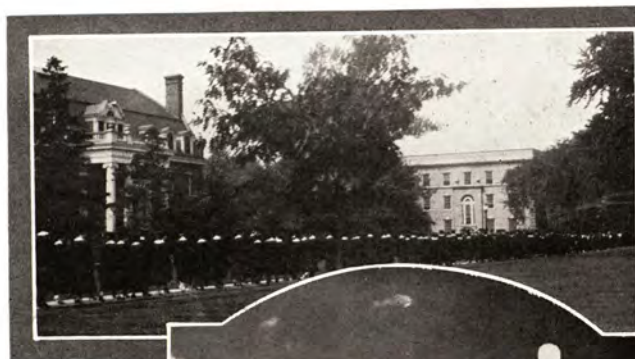
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Spring . . .

GATHERING for the graduation march . . . the faculty starting the procession from Central seniors on the way to the Gymnasium for their sheepskins night scenes on the campus . . . spring . . . ah . . . spring.



Victory—a Habit . . .



Coach Otopalik Thayer Matthews Paulson Hatch
Manager Golden Ruggles Wilson Yarger

PLENTY of manpower but no experience—that is the material with which Coach Hugo Otopalik started late in the fall quarter to mold the 1934 Cyclone wrestling squad.

This year Coach Otopalik is more optimistic. At the present time 75 men are “working out” under East Stadium where Iowa State is reputed to have the best wrestling quarters of any school in the country. Among the regulars who have returned to grapple this winter are: Yarger, Cranston, Gustafson, Lillie, Wilson, Thomas, Buck, Matthews and Catron.

Otopalik believes that the freshmen who are now working out are the most outstanding that we have ever had at Iowa State. They include: Ralph Harrison, Carroll, 135-lb. state high school champion for 3 years; Russell Johnson, Eagle Grove, 126-lb., state high school, sectional A. A. U. and national A. A. U. champion in the 112-lb. class; Lawrence Hamilton and his cousin, Raymond, from Iowa Falls, both state high school champions; Roger Wilcox, Eagle Grove, 155-lb., state high school champion; Bob Streever, Clarion, 126-lb., former state high school champion and district A. A. U. champion; Al Stoecker, Mason City, 175-lb.; and Hugh Roberts, Valley Junction, 155-lb.

Iowa State College is particularly proud of its wrestling coach—also American Olympic wrestling coach in 1932. Mr. Longhurst, secretary of both the International and British Amateur Wrestling Associations, says: “I am fully convinced that Otopalik was the finest coach that the American wrestling team has had in all the years I have been attending wrestling affairs.”



HUGO OTOPALIK

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So are our Clothing Brands

Champions . . .



Manager Sternberg Zimmerman Starbuck Feise Fries Coach Daubert
Friley Grant Murphy Gerry Herrick

CYCLONE natators swam through the year 1933-34 under the direction of Coach C. E. Daubert to win second in the Midwest A. A. U. meet, remain undefeated in dual meet competition and annex the Big Six conference swim title for the fourth time in the last 5 years.

Under the leadership of Captain Russell Gerry, Big Six champion back stroker, the team hung up one of the best all-season marks ever made by a Cyclone swimming team. Captain-elect Dick Murphy shattered two pool records in the dash events in dual competition and unofficially lowered the Big Six marks in the same events on five or more occasions. Indications point to an even stronger Cyclone tank team this year. Only two men were lost by graduation.



C. E. DAUBERT

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Chicago, Illinois

Ice Cream, Butter, Cheese . . .



DAIRY students call this home. It is the fine building and plant of the Dairy Industry Department. Here students get experience in ice cream, butter and cheese manufacture in a plant that is modern in every respect.

MOORE BROTHERS DAIRY

An excellent example of a first-class dairy company, as defined by the I. S. C. Dairy Industry Department of the Agricultural Division. Our dairy is one of the real quality dairies in Iowa.

114 KELLOGG

PHONE 369

Simpson's Pride . . .



Coach Simpson Scott Renaud M. Henderson Barron Porter Miller Berger Walker Rooks McGavran Nelson
Sheetz Wilhite C. Henderson Chisholm Guse Labertew Ripper Foster Johnson Gottschalk Nelson

MANY star track performers were unearthed during the 1934 season. Included among them are: Ripper, who threw the javelin over 206 feet in the Kansas and Drake relays; the half-mile relay team composed of Nelson, Scott, Wessling and Sheetz; and Wayne Lyon, who pole-vaulted 13 feet, $37\frac{7}{8}$ inches to tie for first in the Big Six meet. Wayne will be with us again this year as will other varsity lettermen, including Porter, Kroeger and Berger in the weight events; Scott, quarter-miler; Allender and Freeman, hurdlers; M. Henderson and Miller, high-jumpers. Among the newcomers are Chuck King, Lawrence Costigan, Hal Cooper, Tommy Neal, Poole and Stone.

Although 85 men are reporting regularly for fall track workouts Tom Scott, captain, is making every effort to enlist more recruits to present to Coach Bob I. Simpson on his return to active duty the first of the year. Coach Simpson has an uncanny ability for making track stars out of men who have had very little or no high school training. Such men as Ray Conger and Vernon Guse had not participated in any type of track events before enrolling at Iowa State.



R. I. SIMPSON

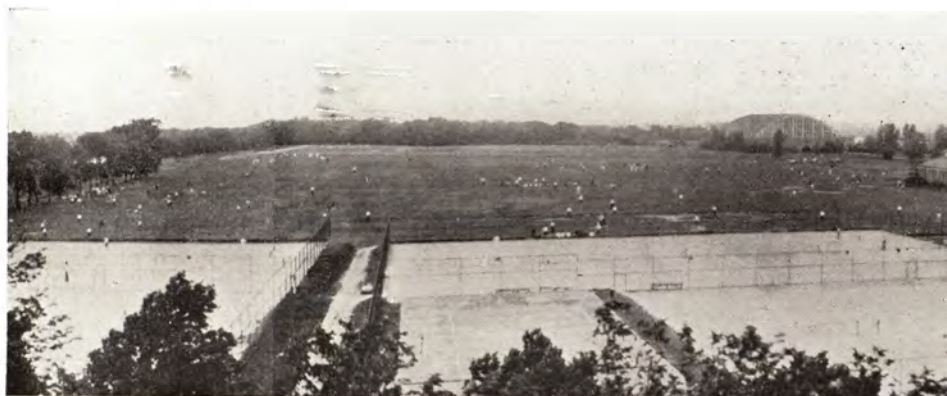
Fight, Iowa State, Fight!

College Book Store

On the Campus

Stationery and Supplies

Everyone Plays . . .



Portion of the "play field" north of State Gym.

"**A**THLETICS for all" is the slogan at Iowa State, and toward that end a program of athletic competition is organized for all groups of students. Every student who is not on a varsity squad can compete. Seventy-five to eighty percent of the men students compete in organized competition in their fraternity, fraternity freshman, ward, dormitory and divisional class groupings.



HARRY SCHMIDT

The outdoor equipment includes 14 football fields; 16 playground ball fields; 5 baseball diamonds; 22 tennis courts; 12 handball courts; 4 volleyball courts; 2 polo fields; saddle horses at the R.O.T.C. stables; a lake for ice skating; a quarter-mile cinder track; an 8,000 square foot golf putting green and 12,500 square foot bowling green. There are also three available golf courses close to the college.

Indoor equipment comprises a large gymnasium housing 4 basketball courts, 5 volleyball courts, a swimming pool, 2 indoor tracks and all the apparatus necessary for gymnasium classes.

Besides the gymnasium equipment there are, under the football stadium, 6 handball courts, 2 squash courts, a large wrestling room, a golf driving net, and 8 horseshoe courts. There are plenty of locker and dressing rooms both in the gymnasium and under the stadium.

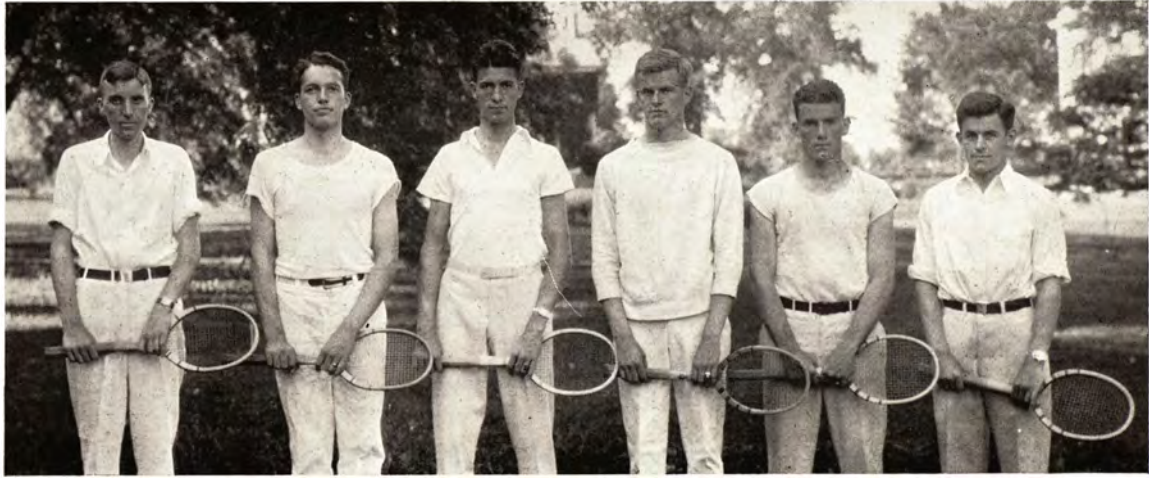
LINCOLN CANDY KITCHEN

Cyclone students of every description are regular patrons of "Tom's." Tom and his place of business have been known to every student for seventeen years. Excellent refreshments and rapid service are featured.

2504 LINCOLN WAY

PHONE 1801

Tennis, a Popular Sport . . .



COACH ROBINS

WALLAR

THOMSON

HAMMER

JOHNSON

RUSSELL

. . . Fore!



OTOPALIK (Coach)

BOWMAN

TABOR

ENGELDINGER

MELENBACKER

Collegiate Manufacturing Company

On the field where the "I" men earned their prestige, or
In the shop where we have earned our reputation,
Satisfactory work has spelled success.

Varsity "I" Club . . .



Harder Ripper Feise Wegner Grefe Catron Beyer Dixon
 Smith Anderson Doty Gerry Murphy Zimmerman Schafroth Scott
 Allender Wessling Starbuck Way R. Miller Dana Garner Sheetz Winter
 H. Miller Nelson Williams Chisholm Lichter Theophilus Graveno Hayes Werring

VARSITY "I" Club members are chosen from men who have won a major "I" in some sport. Demonstration and promotion of good sportsmanship among the crowds at Iowa State athletic contests has been one of the aims of the club.



"YOU CAN'T GO WRONG WITH *SPALDING FOOTBALL EQUIPMENT"
 *A. G. SPALDING & BROS.—ATHLETIC GOODS MANUFACTURERS

The Vets . . .



THE Veterinary Medicine buildings are arranged around an arcade-enclosed court. Football Captain Don Theophilus, and Ike Hayes, hard-hitting lineman, came to Iowa State for training in veterinary medicine because this division was given the highest ranking in the United States—highest in the opinion of the American Veterinary Medical Association.

. . . One of Many



ONE of the many beautiful buildings on the campus houses the Physics Department, a part of the Industrial Science Division. With a total floor area of 50,000 square feet, it provides laboratory capacity for 2,000 students and is up-to-date in equipment and design.

Coach Veenker---

DUDGEON'S

Downtown

Salute you "and all the boys"



STATE GYMNASIUM

Physical Education and Coaching . . .

The Future Possibilities of the Teacher-Coach

THE possibility of placement as well as the opportunity for future advancement in any chosen profession is a subject worthy of considerable thought.

Physical education has grown by leaps and bounds in recent years. For a long time directors of physical education and coaches "just happened." Physical education schools then developed very quickly and in large numbers. Men went out by the thousands prepared to coach and teach physical education.

A change in the times, however, demands that coaches also be able to teach some academic subject. There are now very few schools in Iowa which employ a coach for coaching alone. The coach now has to teach some subject or subjects in the regular curriculum. In many ways this is a good policy since it gives the coach a better all-around perspective of the educational system. The situation has more or less reversed inasmuch as the coach is now prepared to coach but "just happens" as a teacher.

Iowa State College has for a long time prepared teachers of science with a minor in coaching for Iowa high schools. A thorough reorganization of this course in keeping with the times now builds a student into a teacher of his favorite science and gives a major in physical education. In other words, the student leaves with a B.S. degree prepared to teach and coach in any high school in Iowa. This is fulfilling a demand of the Iowa school employers now, and undoubtedly this demand will continue.

There is always a place for the teacher-coach who is adequately prepared.

The New Leisure Time

IT IS generally admitted that the thirty-hour work-week is here to stay. A few years ago the working week was six days of ten hours per day. The thirty-hour week means five days a week of six hours a day.

Even with this short work week it is generally admitted that were prosperity to return tomorrow quite a few millions of workers would not find steady employment.

This gives America a new problem of leisure

time. The use of this leisure time is all-important. It will be a problem in every city and hamlet. There is no doubt that the logical place to attack this problem will be in connection with our schools. Anyone can see the prominent part the coach will play in this movement with adult programs and classes in physical education plus recreation in the gymnasium and on the play fields.

A great field is opening up for coaches in this extra-curricular work. A wonderful opportunity is presented for a rich, full life in community service.

Iowa State College is one of the pioneer colleges of America in the recognition and treatment of this problem, which is fully covered in the combination teacher-coaching course.

Courses in Coaching and Physical Education

Physical Education 101-102-103. Required. These courses are divided equally between floor work and pool. In swimming four swimming strokes are learned. The floor work consists of calisthenics, tumbling, marching, simple combat games and relays.

All Coaches

Physical Education 201-202-203. Required. These courses are designed primarily for the development in each individual of an interest in the so-called "carry-over" sports. Particular emphasis is stressed on volley ball, hand ball, tennis and golf. Advanced coaching is given to each student in the sport in which he is most interested.

All Coaches

Physical Education Techniques—304. Football. The individual positions of football are coached and played by each student. Team play is not stressed, but every fundamental is fully covered. The object is to give a full working knowledge to each man in each position as well as to coach blocking, tackling, punting, passing, etc.

Coach Veenker, Coach Truskowski

Physical Education and Coaching (Continued)

Physical Education Techniques—305. Basketball. The basic fundamentals are thoroughly studied and practiced. Each man is given complete instruction in each position. Shooting, passing, stops, dribbling, pivots, turns, etc., are all taken up and mastered. The "why and how" are continually emphasized.

Coach Menze

Physical Education Techniques—306. Track and Field. The practice and development of the form for the mastery of each event are studied and experimented with. All work is practical in nature and done on one of the finest tracks of the nation. Each student has a thorough knowledge of each event at the completion of the course.

Coach Simpson

Coaching Athletic Sports—315. Basketball. The theory and development of team play with a study of the various types best suited for different kinds of material. A study is made of all the recognized types of offense and defense. The conditioning, developing, training and pre-season work are thoroughly studied. Handling of the team on trips and the day of a game with all kindred subjects is explained. Prerequisite: 305.

Coach Menze

Coaching Athletic Sports—316. Track. The theory of the development of the team as a whole, division of labor, times of practice and general plans of the season are covered here. Different coaching systems of the more famous coaches are studied and explained. Rules of all events and the conduct of a meet are mastered. A special feature is a lecture on the handling of various types of boys with the different ways of conditioning them. Prerequisite: 306.

Coach Simpson

Coaching Athletic Sports—314. Football. The theory of the development of the entire team and their coördination is presented here. The various types of offenses and defenses with their strengths and weaknesses are discussed. Generalship, seasonal plans, practice periods and handling of the team are studied. Signal systems, scouting and schedule making are explained. This course is for general guidance of the student now ready to coach. Prerequisite: 304.

Coach Veenker

Coaching of Athletic Sports—317. Baseball. Both practice and theory are combined here to

present a full course of baseball for those interested in our national game, which is making quite a comeback in Iowa high schools. Each student plays each position as well as being instructed in batting. The lectures cover inside baseball from all angles.

Coach Truskowski, Coach Menze

Athletic Training—309. This course covers the general conditioning of all teams. Each injury and its treatment are thoroughly studied. Taping, massage, first aid and bandaging are given and practiced by each student until proficiency is acquired.

Trainer Timm

Physical Education Techniques—Minor Sports. A special course with complete instruction in wrestling, swimming, boxing, tennis and golf is given at the request of sufficient numbers to form a class. The subjects are frequently demanded of coaches.

All Coaches

Principles of Physical Education—491. This course covers the history of physical education from ancient times to the modern age. The German, Swedish and French systems are thoroughly studied. The object of this course is to give the student a real vision of the entire field of physical education.

Coach Truskowski

Methods in Teaching Physical Education—492. This course is designed to acquaint the student with the application of general educational methods to the teaching of physical education. Special emphasis is given to scientific planning of programs to fit the needs of high school groups.

Coach Truskowski

Organization and Administration of Physical Education—493. The high school viewpoint of the organization of departments with respect to required, intramural, interschool and community programs is especially emphasized. The care of equipment, pools, gymnasiums and athletic fields is discussed. Paper forms for office work and accounts are studied from the standpoint of simple and effective systemization. The administrative duties of the director, covering eligibility rules, schedule making, ticket sales, etc., are all presented.

Coach Veenker

Health Education—404. The principles of healthful living both individually and as applied to the home and community. In coöperation with the departments of Physical Educa-

Physical Education and Coaching (Continued)

tion and Hygiene. Sanitary inspections, health conservation and hygiene instruction.

Dr. Edwards

Supervised Teaching—411, 412, 413. This course, open only to seniors, gives the opportunity for practice teaching, under supervision of the department, in all branches of athletics and physical education covered by the student. Freshman groups are provided in both athletics and gymnastics. Each student is presented with an opportunity to develop his own initiative in instruction, followed by conferences with the instructor for helpful observations.

First Aid to the Injured—106. A popular course giving complete instruction in all phases of first aid. The First Aid Certificate of the American Red Cross is given to those who satisfactorily complete the course.

General Information

ADMISSION

Each student entering college must be at least sixteen years of age, must make formal application for admission, and must present a certificate signed by the superintendent or principal specifying the branches of study and credits included in his high school course of study. The application for admission and the official high school transcript from each school attended should be filed with the Registrar at the close of the school year, if possible, or not later than the first Monday in September, December, or March. The Registrar will evaluate all credentials and will notify the applicant of their acceptance.

Applicants should write to the Registrar for the application for admission, high school certificate forms, and for general information concerning admission.

FEES

The matriculation fee is \$10 for each student entering college for the first time. The Registration fee for each quarter in the Division of Industrial Science is \$36. This includes the student activity fee which admits the student to all athletic contests and many lyceum and musical events, etc. It also gives each student the Iowa State Student newspaper and his divisional publication.

Tuition for out-of-state students, in addition to the registration fee, is \$14 for the Fall quarter and \$13 each for the Winter and Spring quarters.

EMPLOYMENT

The Federal Student Relief Employment is at present designed to help ten per cent of the students to earn a minimum of \$10 a month to \$20 maximum. General outside employment is quite easily obtained and a considerable percentage of students earn their board and room. There is a fine coöperative spirit among the business men and citizens of Ames in this respect.

General expenses are quite low and depend on the student's own tastes and business ability. Some students get no help from home and earn all their way through while the other extreme get all their expenses from home. The student group is very cosmopolitan and democratic.

A certain number of fee exemptions are granted to students who qualify scholastically and meet certain other requirements.

Iowa State College is a member of the Big Six Conference in athletics. Most of our competition is with the Big Six schools—Nebraska, Kansas State, Kansas, Missouri and Oklahoma. Two years ago Iowa State led the conference in the All-Events average.

Prospective students desiring further information are requested to correspond with either Dean Charles E. Friley, Registrar J. R. Sage, or Athletic Director George F. Veenker.

Proposed Gymnasium



Drawing of rear elevation of proposed new gymnasium at Iowa State College. The wings extend to the football bleachers in the foreground.

IOWA STATE prides herself on the large proportion of men who take part in some form of sport. Approximately 1,500 men students are now enrolled in physical education courses. It is further estimated that about 80 percent of the 2,700 men in school participate in intramural games; therefore our present educational plant is not nearly large enough to accommodate our needs.

The proposed gymnasium, a part of the 20-year plan adopted about 2 years ago, is to be constructed in units as the need for them arises. The greatest need at the present time is for another swimming pool. As President R. M. Hughes recently said, "No gift to Iowa could be more appropriate than funds for this swimming pool unit. When built it will serve thousands of Iowa college boys. Of necessity it will be a good many years before the State can provide funds for it and our other needs."



Drawing of front elevation of proposed new gymnasium at Iowa State College. Plans are to complete the new plant in 20 years.

Kimler Ice and Coal Company

In the future, as in the past, we are backing Iowa State College.

PHONE 241

132 GRAND

When Winter Comes . . .



THIS little stream, here caught in a winter mood, flows through the campus. It feeds into, and out of, Lake La Verne, which is used for skating in the winter. Rustic bridges cross the brook at various points in its course across the campus.

CHRISTENSEN HARDWARE

3 RELIABLE STORES

Campus, Ames, Iowa
Phone 121

125 Main, Ames, Iowa
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Copper Clad Stoves
Sargent Gerke Paint

Maytag Washers

Grunow Radios and Refrigerators
Sporting Goods

A SUNNY WINTER

*In California or Southern
Arizona can be planned today
for a fraction of the dollars
involved a few years ago*



There is every indication that living costs in California and the Southwest—whether one takes a house, or favors a ranch, resort or hotel—will again approximate the extremely low level of the 1933-1934 season.

Cost of rail transportation, via the Santa Fe, is at a twenty-year bottom. Fares are down for every class of travel. Sleeping car surcharges have been abolished. At the same time there is a new speed and convenience in schedules; new comfort in much AIR-CONDITIONED equipment.

Sunny winter ranches, hot springs, desert oases, and famed resorts and hotels are scattered along the Santa Fe from New Mexico to California, and down the Pacific from the Golden Gate to Mexico. If descriptive folders, or more specific information of any sort, will help in your winter planning, you need only drop a word to



J. C. BATHAM, GENERAL AGENT
Santa Fe System Lines
601 Equitable Bldg.
DES MOINES, IOWA



At Summer Camp . . .



THE FORESTERS



GEOLOGISTS

I N the good old summer time the foresters take off for one of the western forests, the civil engineers go to Camp Marston on the shores of Ranier Lake and the geologists go wherever the chances of geologic exploration are best. Students in these departments thus have an opportunity to get practical experience in the theory they have learned during the school year. Summer camps are fun, as well as work, and the boys come back fit and brown and with tales which make the stay-at-homes envious.



CIVIL ENGINEERS

LINCOLN WAY PHARMACY

THE REXALL STORE

At Summer Camp, at School or at Home—
You have a need for our products

WEST AMES

PHONE 1030

OVER
3000
 SCHOOLS AND UNIVERSITIES
 ARE ENTHUSIASTIC
 SEAL-O-SAN USERS

BECAUSE *Seal-O-San* makes any wood floor 100% non-slippery, permitting a basket ball team to play better basket ball because of sure footing, *its popularity has swept the country*. Coaches everywhere are enthusiastic about it.

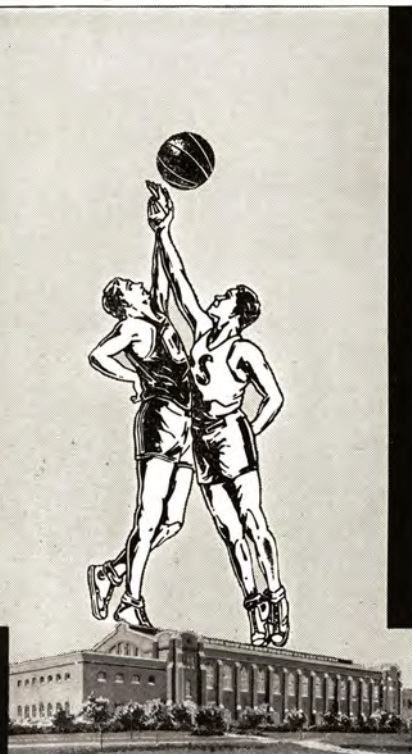
But there are many other advantages of Seal-O-San. It makes a better looking floor, yet it costs much less than most floor treatments because *no skilled labor is required. It is as easy to apply Seal-O-San as it is to scrub the floor*—but the results last for months longer. Seal-O-San *decreases maintenance costs*, for all that is required to keep the floor clean and beautiful after Seal-O-San is applied, is occasional mopping with a dustless mop. Seal-O-San is also an ideal floor treatment for class rooms and hallways, as its non-skid surface eliminates danger of accidents, and *its low cost fits into present day school budgets*.

If you are a basket ball coach or school official, write for a copy of the Seal-O-San Chart Book and literature describing Seal-O-San.

We also manufacture Derma-San, the double strength disinfectant which helps you combat "Athlete's Foot," in showers, lockers and pool. *Write for samples.*

HUNTINGTON LABORATORIES, Inc.
 HUNTINGTON, INDIANA

SEAL-O-SAN
 MAKES FLOORS 100% NON SLIPPERY



IOWA STATE
 Plays Better Basketball on
 SEAL-O-SAN Floors

Iowa State University has used Seal-O-San on the gymnasium floor for several years. Many other Huntington products, liquid soaps, cleaning compounds, waxes, etc., are used throughout the institution.

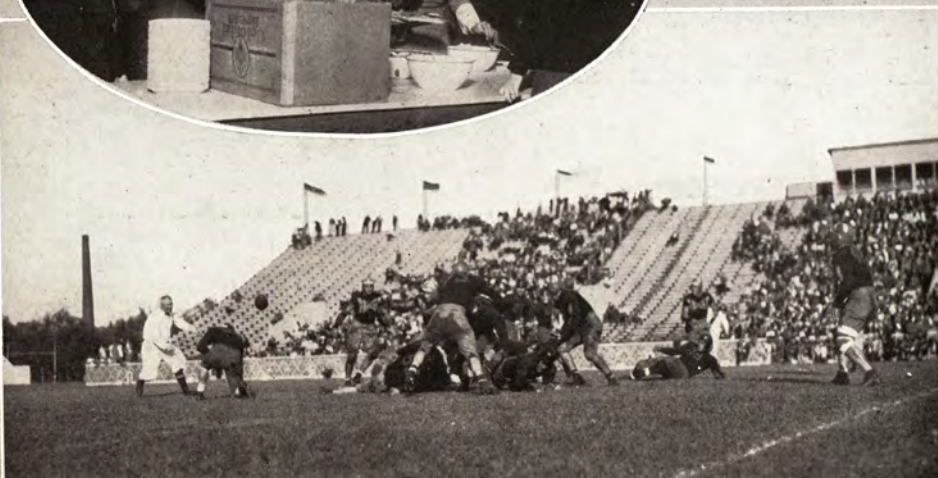
**Over 3000 Schools are now
 using Seal-O-San**

A few of the schools are: Union H. S., Phoenix, Ariz., High S., Little Rock, Ark., Union H. S. and Junior College, Taft, Calif., H. S., St. Louis Park, Minn., William & Mary College, Normal U., Chadron, Nebr., Southwestern Louisiana College, Hammond, La., United Coast Guard Academy, New London, Conn., and the following Universities—Colorado, Iowa State, Indiana, Notre Dame, Purdue, Butler, Illinois, Kentucky, Chicago, Maryland, Michigan, Montana, Missouri, Miami, Nevada, Pittsburgh, Vanderbilt, Wisconsin and Rutgers.



HOME

SATURDAY night after the Homecoming game **may** be a big night, but Friday night before always **is** . . . First there's the barbecue when the entire student body lines up for ham, buns, beans, salad, coffee, ice cream and cake and dines in style in the stadium After that the pep meeting with the band, cheer leaders, and pep queen to help you get into the spirit of the thing The team is usually away that night, but spirit carries better than voices anyway



CARR HARDWARE COMPANY

Good Luck Team. This is
our year to beat Kansas.



306 MAIN ST. Phone 124

COMING

HOUSES and dorms decorate for Homecoming . . . It's a bit hard to think up new ideas every year, but if you've a little genius in your house and some people who aren't afraid to do some labor, not to mention risking their necks climbing around to put up bunting and welcome signs, it's easy . . . Judges go around on Friday night, pick out the houses with the best decorations, and award a trophy cup to the one that takes first place.

Ames Grain and Coal Company

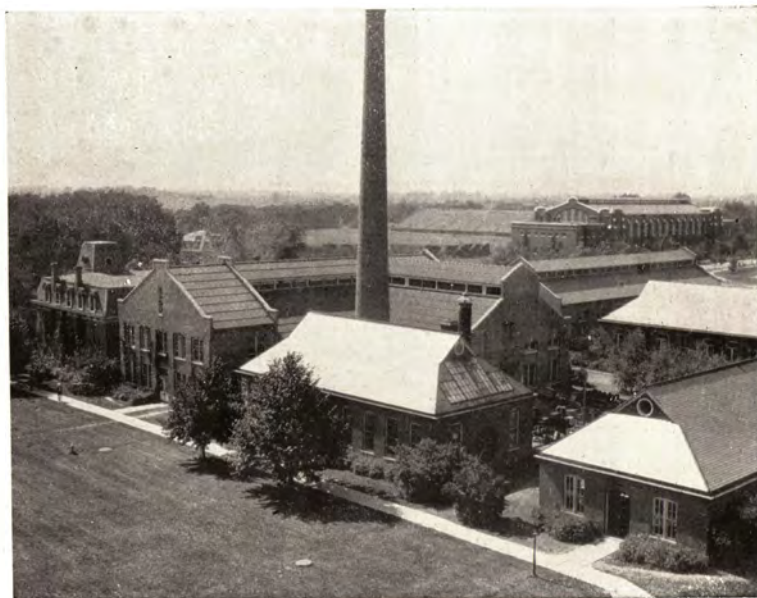


We count many of Iowa State's fraternities and sororities among our customers.

213 Duff Ave. Phone 6



The Shops . . .



PART of the group of engineering shops and laboratories. State Gym is in the background.



UP and over the 120-yard "high sticks" in a track meet on State Field.

S. HANSON LUMBER COMPANY

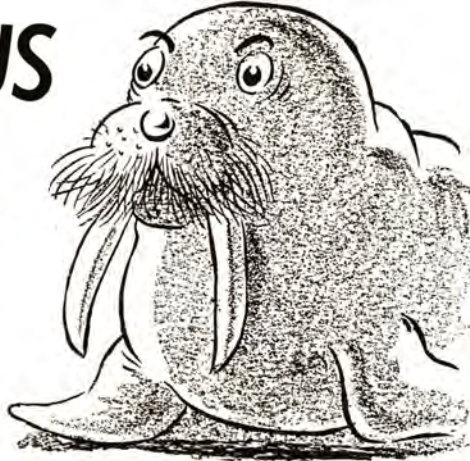
Good men are built on the campus—in the engineering shops and on the athletic fields. Good commercial products are part of the college set-up. The fence for the athletic field was recently purchased from us.

PHONE 10

212 DUFF AVE.

Telling the WALRUS

*The Walrus and the Carpenter were riding on the train.
"There's lots of things" the Walrus said, "I wish that you'd explain:
I ask you this because, you see, I know you have a brain.
How can they make the tracks so smooth, that stretch out mile on mile?
Why is it every passenger displays a beaming smile?
Why does the train not jolt and throw you in the aisle?
How do they keep the floors so clean, the cushions just like new?"
"My friend," the Carpenter replied, "I know no more than you;
But if you ride North Western trains, you'll find they always do."*



about

"NORTH WESTERN" SERVICE

Most everybody travels nowadays, somewhere, sometime . . . and they want to know the quickest and best way to get there . . . and "North Western" is frequently the answer to that question, for: "North Western" covers a wide expanse of territory in nine middle western states and has direct service to the Pacific Coast. Some of the most famous American trains are on its list, including:

CORN KING LIMITED

. . . Chicago & North Western's premier train between Chicago, Des Moines, Omaha and Sioux City. Fast over-night service. Smooth enjoyable travel. Cozy buffet lounge service with the atmosphere of a fine club. Delicious bedtime snacks. Soda fountain. Radio. Air-conditioned limousine observation sleeping car—buffet lounge—and dining car service. Four other fine trains Chicago-Omaha.

LOS ANGELES LIMITED

SAN FRANCISCO OVERLAND LIMITED

to California. Both have air-conditioned observation and dining cars. Both offer the finest accommodations available on the continent, and neither charges extra fare. Economical coach and tourist sleeper also available. Other de luxe trains to the West include the PORTLAND ROSE to the Pacific Northwest and THE COLUMBINE to Denver. Convenient departure hours from Chicago and Omaha.

For reservations and tickets apply to

M. J. GOLDEN, D. F. & P. A.
W. F. WINKRANTZ, General Agent
619 Locust Street, Des Moines, Iowa

2150

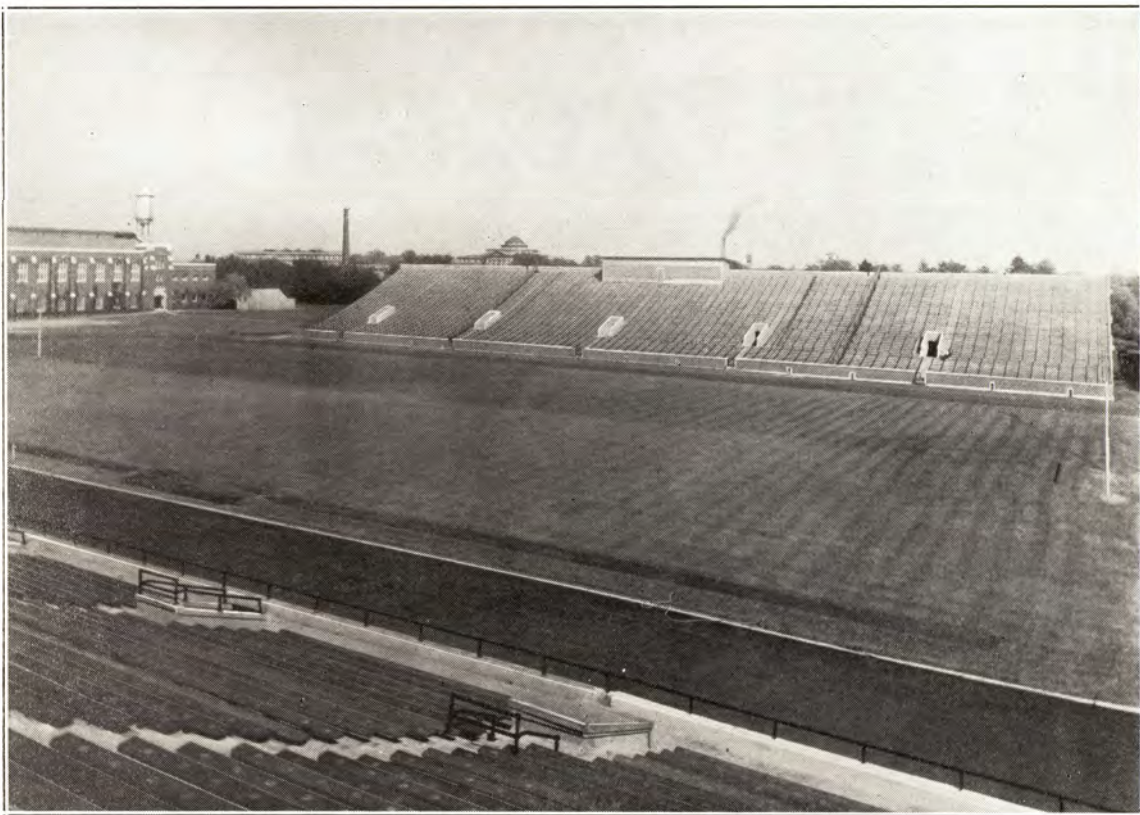
The "NORTH WESTERN"—only railroad with double tracks and continuous automatic train control all the way between Chicago and Omaha.

Safety First First in Safety

For the fourth consecutive year Chicago & North Western leads in safety promotion.



CHICAGO & NORTH WESTERN RY.



The State Field Gridiron Turf

PICTURED ABOVE WAS FED

RATH'S PLANT FOOD

Look at it's 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

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

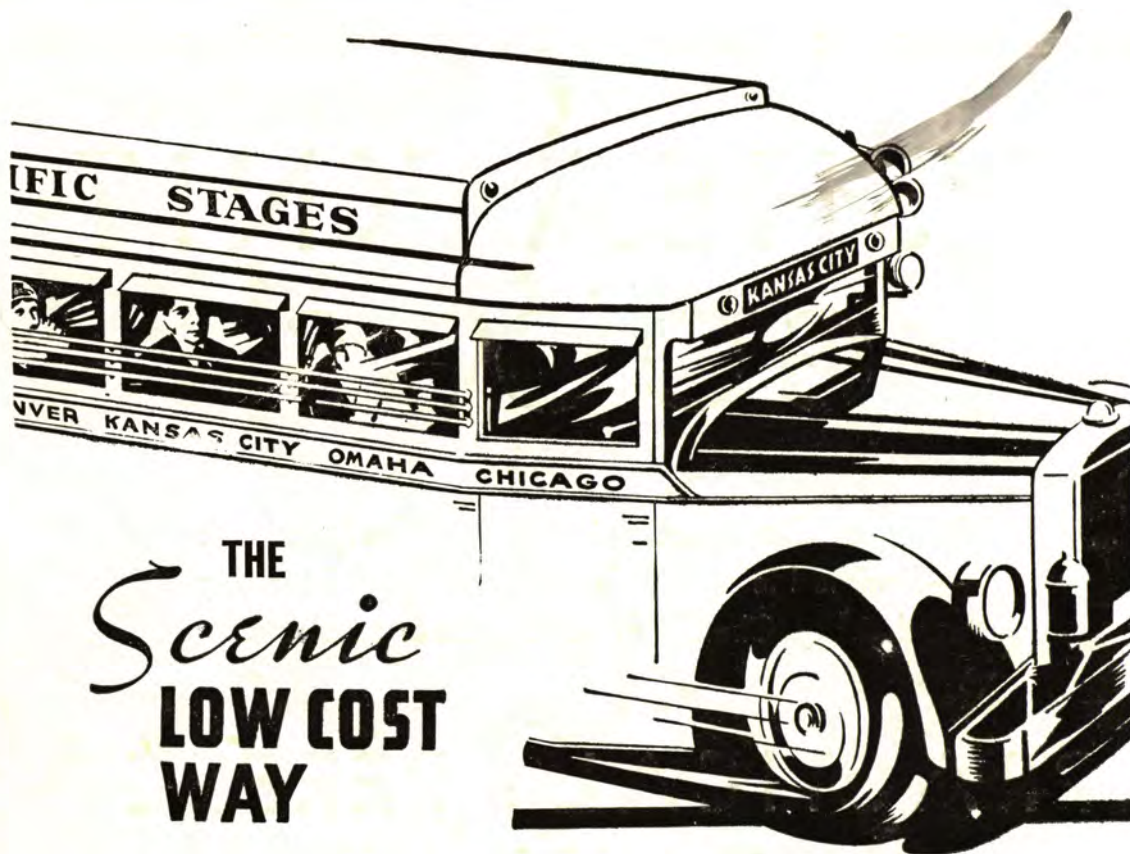
Endorsed and Used
by All Leading
Coaches and Schools

WRITE FOR QUOTATIONS AND COMPLETE INFORMATION TO . . .

O'SHEA KNITTING MILLS

ATHLETIC KNITTED WEAR FOR EVERY SPORT

2414 N. SACRAMENTO AVENUE » » » » CHICAGO



THE
Scenic
**LOW COST
WAY**

TRAVEL BY BUS

Choose This Great, Dependable
System for Comfort, Safety, Economy

From start to finish your trip by bus is one of comfort and ease. Our fine modern buses are equipped with big, oversize balloon tires, long, flexible suspension springs and deep-cushioned reclining chairs to insure the utmost in travel comfort. Save dollars and hours on all your trips—go by bus!

ASK OUR LOCAL BUS AGENT
FOR TRAVEL INFORMATION

CHARTER A BUS
for more fun . . . less
cost on group travel

Keep your crowd together on outings and trips to games—charter a special bus! Start, stop and return at any time you choose. And most important, by going as a unit the cost to each member of the party is greatly reduced. Ask our agent for rates and information.



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INTERSTATE TRANSIT LINES