

'72 WELCOME ALUMNI '25

NOVEMBER 7TH

YEA AMES TEAM

FIGHT VERSUS FIGHT

YEA GRINNELL TEAM

FIGHT FIGHT FIGHT

YEA / TEAM

FIGHT FIGHT FIGHT

YEA / TEAM

FIGHT FIGHT FIGHT

YEA / TEAM

FIGHT FIGHT FIGHT

YEA / TEAM

FIGHT FIGHT FIGHT

YEA / TEAM

FIGHT FIGHT FIGHT

YEA / TEAM

19 HOMECOMING 25



R. E.  
SMITH



## The Ft. Dodge, Des Moines & Southern Transportation Company

Pierce Arrow Parlor and Reo Sedan Cars, clean, comfortable and beautifully finished are at your disposal.

Add to this beauty, an enduring comfort built into every part of this vehicle, safety that you can see and feel, and a force of drivers trained in both courtesy and driving—then you can understand why our Buses are so popular.

**Ames, Iowa**  
Phone 199

**G. E. MOTZ**  
General Office—Boone, Ia.  
Phone 105

**Des Moines, Iowa**  
106 Sixth Ave.  
Phone Mar. 3205

Leave: Boone via Madrid—

8 A. M., 10 A. M., 4 P. M., 6 P. M., 8 P. M.

Arrive: Des Moines—

9:45 A. M., 11:45 A. M., 5:45 P. M., 7:45 P. M., 9:45 P. M.

Leave: Des Moines via Madrid—

8 A. M., 10 A. M., 4 P. M., 6 P. M., 11:15 P. M.

Arrive: Boone—

9:45 A. M., 11:45 A. M., 5:45 P. M., 7:45 P. M., 1 A. M.

Leave: Webster City via Boone—

8:35 A. M., 4:35 P. M.

Arrive: Des Moines—

11:45 A. M., 7:45 P. M.

Leave: Des Moines via Boone—

8 A. M., 4 P. M.

Arrive: Webster City—

11:10 A. M., 7:10 P. M.

Leave: Ames Campus via Ankeny—

7:30 A. M., 9:30 A. M., 11:30 A. M., 3:30 P. M., 5 P. M., 7:30 P. M.

Arrive: Des Moines—

9:00 A. M., 11:00 A. M., 1 P. M., 5 P. M., 6:30 P. M., 9 P. M.

Leave: Des Moines via Ankeny—

7:30 A. M., 9:30 A. M., 1:30 P. M., 3 P. M., 5:30 P. M., 11:15 P. M.

Arrive: Ames Campus—

9 A. M., 11 A. M., 3 P. M., 4:30 P. M., 7 P. M., 12:45 A. M.

Leave: Fort Dodge via Humbolt—

7 A. M., 12:30 P. M., 3:30 P. M.

Arrive: Algona—

9:35 A. M., 3 P. M., 6 P. M.

Leave: Algona via Humbolt—

7 A. M., 12:30 P. M., 4 P. M.

Arrive: Fort Dodge—

9:30 A. M., 3 P. M., 6:30 P. M.

My New Location

# 314 MAIN Street

is still headquarters  
for

CLOTHING AND  
ATHLETIC GOODS

as it has been for many  
years

# Gus Martin

Across from the Sheldon-Munn

## “MIDLAND” Basic Products

Midland Basic Liquid Soap.  
Scrubbing Compounds. Pine  
Cleanser. Fireless Formaldehyde  
Fumigators. Pure Vegetable Oil  
Soft Soap. Sweeping Compound.  
Toilet Paper and Paper Towels.

Manufactured only by

### Midland Chemical Laboratories

Inc.

DUBUQUE, IOWA

We have no branch houses. Write or  
wire your order.



AFTER HOMECOMING GAME, SEE "HER SISTER FROM PARIS," PRINCESS TONIGHT.

# ARTIST CONCERT SERIES

SEASON 1925-1926

IOWA STATE COLLEGE

## Season Tickets Now On Sale

Call at Music Hall and get your tickets or mail your orders to Tolbert MacRae, Ames.

PRICES FOR SEASON TICKETS, \$2.50, \$3.00, \$4.00, \$5.00.

Single Admission for Paul Whiteman Orchestra, \$3.00, \$2.50, \$2.00, \$1.50.

HERE NOVEMBER 17th, 1925



# Paul Whiteman

*Himself*

AND  
HIS ORCHESTRA  
of 25 ARTISTS





# FLORSHEIM

A name that means more than shoes  
—it means *satisfaction*.

## TRUEBLOOD'S

2544 Lincoln Way

# GO G A N G GO

## We Extend a Cordial Invitation To All Iowa State Alumni

The splendid efforts you have put forth to make Iowa State what she is today are being upheld and carried forward successfully by the students and faculty who are now here.

## SMITH & MORRIS CO.

Downtown Store  
215 Main



College Shop  
2528 Lincoln Way





# IOWA STATE COLLEGE OFFICIAL ATHLETIC PROGRAM

Issued under the Supervision of

THE ATHLETIC COUNCIL  
OF THE DEPARTMENT OF ATHLETICS  
DIVISION OF PHYSICAL EDUCATION

Professor R. D. Paine, Division of Engineering, Chairman.  
Professor E. R. Smith, Faculty at Large, Vice-Chairman.  
Professor W. F. Guard, Division of Veterinary Medicine.  
Professor B. W. Hammer, Division of Agriculture.  
Professor J. E. Woodrow, Division of Industrial Science.  
Professor H. H. Kildee, Faculty at Large.  
F. H. Schleiter, of Ames, Alumni Association.  
R. L. Cooper, of Boone, Alumni Association.  
K. L. Maine, of Des Moines, Alumni Association.  
Ralph Prunty, Class of 1926.  
E. J. Anderson, Class of 1927.

Compiled and Edited by GEO. W. WESTCOTT  
Advertising Manager, WARD R. ARNOLD

Price, 25c





# Students Headquarters

for

Drugs

Candies

Student Supplies

## A. L. CHAMPLIN

(The College Store)

# Stephenson's

## Dry Goods Novelties

A complete stock of Dry Goods  
and Fancy Novelties.

## Stephenson's

Opposite Campus

# Cakes and Pastries a Specialty

## EAT

## Mother's Bread

### Melburg's Bake Shop

Phone 178

# Welcome Alumni

Many a man's down-  
fall can be traced to  
upkeep.

A financial plan will  
stop the fall.

STORY COUNTY TRUST  
& SAVINGS BANK

*Member  
Federal  
Reserve*

*Resources  
Over a  
Million*





We hope that all of you who return for Homecoming will share in the genuine welcome that is extended. The teachers and officers of the college want to greet you and renew their acquaintanceships, and those who have not known you before are glad to see you. We all thank you for coming and wish you could come more often because this is your college. We believe you who return are as anxious as we who are here to see the college continue to grow stronger and to serve better along the lines for which it was created.

R. A. PEARSON,

President.



LET "CONNIE" ENTERTAIN YOUR FRIENDS TONIGHT AT THE PRINCESS.

Students have had  
their prescriptions  
filled here for  
over thirty-one  
years



JUDISCH BROS.  
DRUG STORE

We carry the Largest and Fin-  
est Stock of Jewelry

at the lowest prices. Also a fine  
line of Fraternity Jewelry.

C. W. DUDGEON  
Ames' Leading Jeweler for over Thirty  
Years.

Visit

GODARD'S GIFT  
SHOP

The Home of !

MARTHA WASHINGTON  
CANDIES.

## Homecomers and Students

We are Here to  
Welcome and Serve You

The Largest and most Efficiently Managed Filling Station on  
the Campus.

Eat at

THE COLLEGE INN

Alumni Hall





ALUMNI, WE GREET YOU

Events of the

## Fourteenth Annual Homecoming

Headquarters—Alumni Hall

FRIDAY, NOVEMBER 6

- 3:00 to 5:00 P.M. Seeing the college by auto,—greeting old friends.
- 6:15 P.M. “Warchow,” annual banquet and entertainment, Students, Faculty, Alumni,—Margaret Hall.
- 10:00 P.M. Giant pep and mass meeting, Stadium.

SATURDAY, NOVEMBER 7

- 8:00 to 12:00 A.M. No classes.
- 1:30 P.M. Stunt Parade, Stadium.
- 2:00 P.M. *The Big Game*, Ames vs. Grinnell on State Field.
- 6:00 P.M. AA Banquet, Margaret Hall.
- 8:30 P.M. AA dance, State gymnasium. All are invited.





## T. N. METCALF

(Director of Athletics)

"Nelly" Metcalf attended school at Oberlin, in Ohio, completing his work for a degree in 1912. While enrolled there he won three letters in track and two in football. He played both tackle and end on the football team. His name was a byword in Ohio track since he held the state record of 4:25 in the mile and the Big Ten record of 9:42 in the two-mile run. It is not often that the combination of a good lineman and long distance man is met. Incidentally, Coach Willaman and Director Metcalf attended rival institutions at about the same time.

In the fall of 1912 Metcalf returned to Oberlin as assistant football coach and head track coach. The following year the extra duty of head football coach fell to his lot. That he managed well his job may be obtained from the fact that he won the state championship his first year.

1914 saw him at the University of Columbia studying for an advanced degree in physical education. He became head football coach there in 1915 and was again undefeated in the season. He coached both football and track in '16 and '17.

In 1918 Oberlin called "Nelly" Metcalf back as acting director and track coach. From 1919 to 1921 he coached both football and track, passing thru undefeated seasons in football in '19 and '21.

Minnesota induced him to come there in 1922 and '23, where he has coached varsity track and been connected with frosh football.

As a summary we see that Director Metcalf has been an outstanding athlete, has gained recognition in 12 years of coaching in both football and track and has acted in the capacity of a director before.

Director Metcalf presents a clean-cut figure. In manner and speech he is decisive but courteous. His work is for the forward progress of Ames athletics, and we hope that everyone is behind him.

## FOOTBALL

(By Coach Willaman)

During recent years the coaching of football has been gradually changing from the development of the physical power of the team to the increasing of mental ability. It is a fact that the proper mental attitude will help more toward victory than physical fitness.

Some of the more prominent qualifications which are watched for and developed in the player are, aggressiveness, obedience, concentration of mind, and determination. They are the qualities fundamental to success, to fine achievement, not only on the football field, but in any field of endeavor in life.

Aggressiveness is placed first, but it would not be of much account without obedience. It is the exact following of orders that makes a good, aggressive player. Absolute concentration of course leads to the highly developed team. The interest of the player is usually so great that concentration is easy to get. The determination plays a large part in the success of any boy.

Right here is the place that the student body and community play a large part. The player must not only be determined to play good football, but he must be determined to play better than his opponent. The different factors must be blended together with a spirit of happy and constructive co-operation.

Our athletics at Ames is not a system of merely competitive sports, but a training school for intelligence and for character. If we accomplish these things for which we are aiming, then the boys who are on the team will reap the benefits of their football training as long as they live.



S. S. WILLAMAN  
(Head Football Coach)



## SOME AMES COACHES



**BILL CHANDLER**  
Basketball



**JAKE DAUBERT**  
Swimming



**MIKE CHAMBERS**  
Trainer and Boxing



**HUGO OTOPALIK**  
Wrestling



**RANK WILLAMAN**  
Freshmen



**W. E. BEAN-  
BLOSSOM**  
Cross Country



## WELCOME ALUMNI

Meet and Eat  
at

### THE CRANFORD COFFEE SHOP

Breakfast, Luncheon, Dinner

Service a la Carte

Foods of Quality

Cranford Apts. Bldg.  
2408 Lincoln Way

## Before Winter Blasts Come

Phone 20

## Edwards Coal Company

## The Fort Dodge, Des Moines & Southern Railroad Urges More Co-operation

Our patrons, both passengers and shippers, are assured that this Company's service will be maintained at the highest peak of efficiency as we desire to merit your future patronage by continuing to be a dependable RAILROAD.

THE FORT DODGE LINE wants to make the business of all patrons and citizens it can serve as successful as may be, and I am sure that the public is anxious to help us in order that we, in turn, may help to obtain that result.

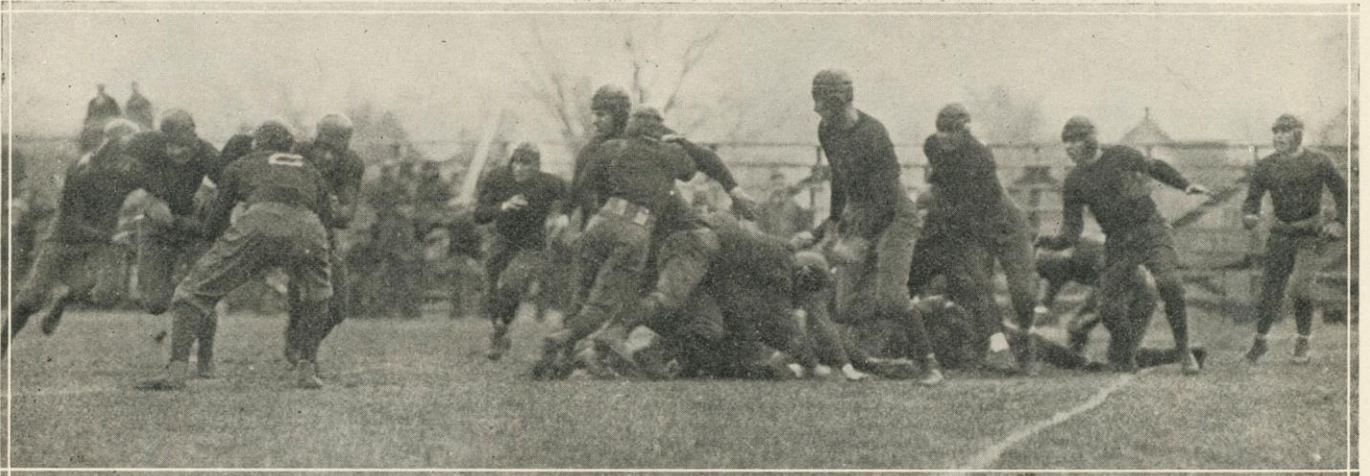
Two-Hour Service between AMES, FORT DODGE and DES MOINES, IOWA. Use this established service instead of your AUTOMOBILE. SAVE MONEY. TRAVEL THE SAFE WAY. Thru tickets sold to all parts of the country.

### "The Fort Dodge Line"

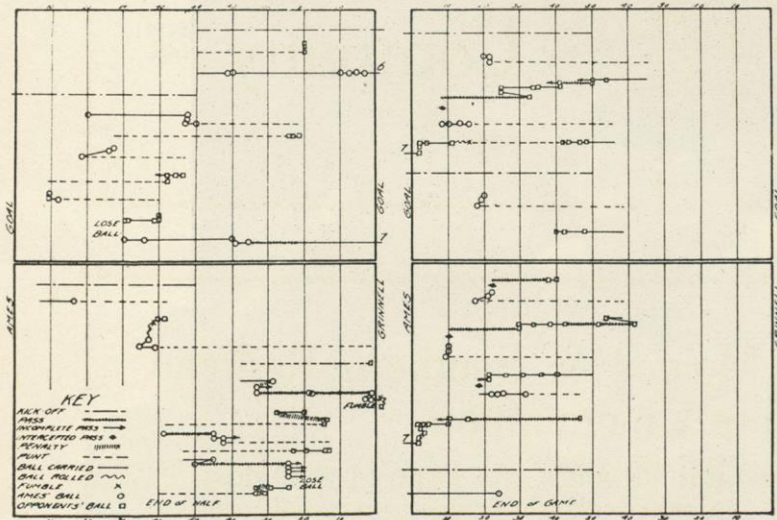
F. M. STEELE  
General Passenger Agent  
Boone, Iowa



## GRINNELL LAST YEAR

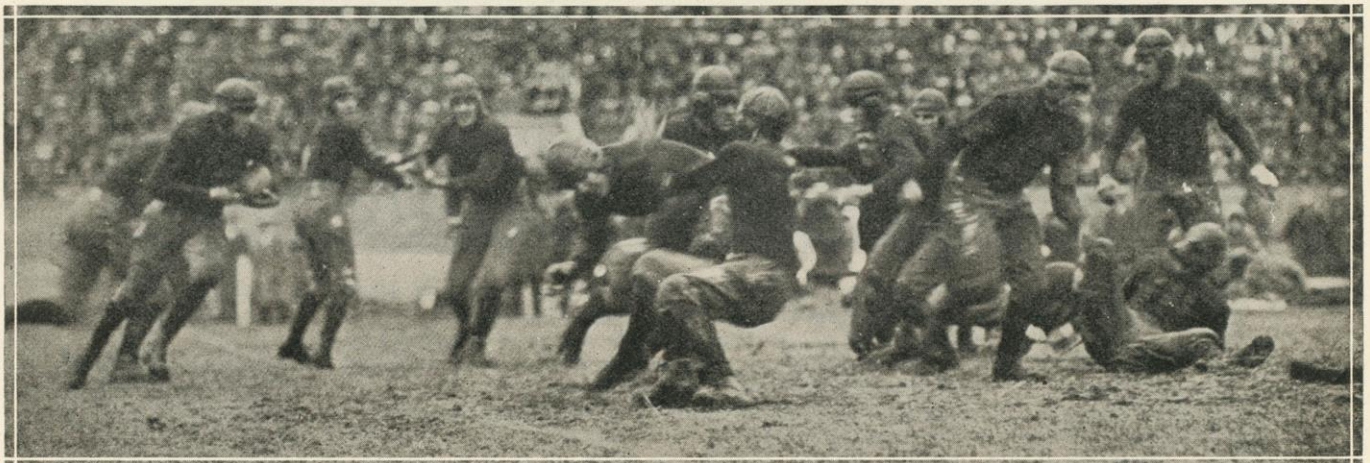


How the Ames backfield takes out an end. This picture and the one below, taken at the Ames-Grinnell battle last year, show the process. N. Behm has the ball. Two backfielders are charging close together, directly at No. 2, Grinnell left end, at full speed. Now look below.



## HOW THE GAME LOOKED ON PAPER

SUMMARY	
YARDS FROM SCRIMMAGE	A 130 G 135
YARDS PENALIZED	A 20 G 15
YARDS FROM PASSES	A 127 G 59
NUMBER OF PASSES	A 16-9 completed G 12-4 completed



The end is put out. One of the interferers—depending probably on which way the end shifts—dives into him. The other goes on to pick the next man. The play cuts inside the end.



## CYCLONE CAPTAIN



Captain "Johnny" Behm, the diminutive member of the Ames Behms, is without question one of the leading quarterbacks in the Missouri Valley.

Johnny is a natural born quarterback. On the day he was born he started carrying the bawl to every corner of the house. He was so fast in those days that he ran interference for the stork that brought him to the Behm household.

However, it is not only in the Valley that he is feared and respected. A Minneapolis scribe, writing up the Ames-Minnesota fracas of two years ago, writes thus: "Not since the days of the peerless Aubrey Devine has such open field running been seen on Northrup Field."

This is his last year of competition at Ames.





N. BEHM  
Halfback

**Norton Behm:**

Nort is a contraction for "snort," which is French for speed. He wasn't born. He was manufactured of steel springs and boiler plate. No one has yet succeeded in denting him.

**Chick Hall:**

Hall is a callow sophomore. He plays half and can pass as easily as a cautious poker player.



HALL  
Halfback



CORY  
Fullback

**Butch Cory:**

Butch's mother named him Lincoln, but she should have called him Tank. It was a tank that broke thru the Hindenburg line. The only line that will ever stop Cory is the line possessed by some sorority girl.

**Chuck Hill:**

Chuck plays fullback. Along with Cory, Hall and the Behm boys, he rounds out a history-making backfield. Chuck plugs holes better than a plumber.



C. HILL  
Fullback



LET REGINALD DENNY "SHOW YOU THE TOWN," "AMES" THURSDAY AND FRIDAY OF NEXT WEEK

THEY'LL SOON BE HERE

*THE NEW BRUNSWICK  
PANATROPE*

ESCHBACH MUSIC HOUSE

D. J. BULLOCK HARDWARE  
COMPANY

Hardware, Sporting Goods and  
Auto Supplies.

Diamond Edge Tools and Cutlery

PHONE 12 - - AMES, IA.

## AG HALL MOVIES

Tonight (Nov. 7) "Hill Billy"

Mystery and Romance with  
Jack Pickford

Nov. 26-28, "The Gold Rush"



Dec. 4-5, "The Unknown Purple"

# College Book Store

On the Campus

Complete Line of Text Books

and

Student Supplies





BOB FISHER

Halfback

Bob is the Cyclone Apollo. He handles himself on the football field like Ruth St. Denis. He reaches for a forward pass like Pavlova reaches for a butterfly and goes down the field with it like a scared doe.



FAT THORNBURG

Center

Fat's mother penalized him for holding before he was a week old. His scowl has made more than one opponent decide to take up golf.



PETEY BOND

End

Bond plays the end position, along with Coe. His chief characteristic is a disarming smile. He tackles good-naturedly, catches passes with the greatest of good humor, and goes down under punts delightedly. All real fighters know how to smile.



BUD COE

End

Bud is a wingman with an affectionate disposition. He is constantly hugging some opponent, and it is usually the ball carrier. Bud is particular whom he hugs.



New Location, Across From  
Post Office on Kellogg

# AMES ART SHOP

CLEANING  
PRESSING

## AMES SQUAD

	No.	Wt.
Behm, J. Captain	1	135
Sielaff	5	169
Fisher	5	158
Hamilton	10	139
Ayres, J.	12	165
Ewalt, R.	15	174
Anderson, E. J.	17	164
Ayres, C.	18	160
Meyers	19	170
Hienton	21	181
Wallace	23	174
Fayram	24	180
Winget	27	194
Sulzbach	28	150
Krekow	40	173
Crawford	41	158
Crooks	42	170
Brockmeyer	46	198
Rasmess	50	190
Behm, N.	56	145
Fisher	59	198
Hill, Ed	61	144
Grimes	64	188
Woodhull	65	153
Weiss	66	135
Zellers	68	174
Thornburg	69	163
Galbraith	70	190
Mayer	72	209
Anderson, E. A.	75	194
Thomas	77	175
Kingery	78	187
Cory	80	173
Hill, C. K.	81	171
Hall	84	162
Coe	85	170

## THE BATTLE

### Ames

L. H. B.  
N. Behm  
56

L. E.  
Meyers or  
E. J. Anderson  
19 or 17

L. T.  
Kingery or  
Grimes  
78 or 64

L. G.  
Galbraith  
70

F. B.  
Cory  
80

Q. B.  
J. Behm  
(Capt.)  
1

C.  
Thornburg  
69

R. G.  
Thomas or  
Rasmess  
77 or 50

R. H. B.  
Weiss or Hall  
66 or 84

R. T.  
Mayer  
72

Bond  
57

## OFFICIALS

Referee—Johnson .....  
Umpire—Schulte..... Michigan  
Field Judge—Williams ..... Iowa  
Head Linesman—Lamke ..... Cornell U.

# MARTIN DR

WE CALL FOR AND DELIVER



P

PICTURE FRAMING  
KODAK FINISHING

Look Here for Your  
HOLIDAY GIFTS

## ATTLE FORMATION

### Grinnell

R. E.  
McClain  
4

R. T.  
Howarth  
15

R. G.  
Cathcart  
25

C.  
Moyer  
11

L. G.  
Seeland  
10

L. T.  
Martin  
20

L. E.  
Niblo  
18

R. H. B.  
Moran  
44

Q. B.  
Stotts  
2

F. B.  
Wing  
12

L. H. B.  
Sweet (Capt.)  
1

## GRINNELL SQUAD

Name	Number	Position
Braden	19	Tackle
Cathcart	25	Guard
Carl	5	Guard
Dare	3	Tackle
Davis	23	Tackle
Evann	28	Quarterback
Gaaes	40	Halfback
Hays	46	Quarterback
Howarth	15	Tackle
Kingery	16	Halfback
Lamb	9	Fullback
Martin	20	Guard & Tackle
Macy	13	Halfback
McClain	4	End
McLain	22	Halfback
Meeter	24	Halfback
Miller	7	Tackle
Moran	44	Halfback
Morris	26	Center
Moyer	11	Center
Niblo	18	End
Park	17	End
Peterson	21	Center
Rose	30	End
Scharnweber	14	End
Seeland	10	Tackle
Spencer	27	Guard
Stotts	2	Quarterback
Sweet (Capt.)	1	Halfback
Weitz	6	Guard
Wing	12	Fullback
Woolfe	29	Quarterback

REPAIRING  
DYEING

### SCORE CARD

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Total
IOWA STATE					
GRINNELL					

RESS CLUB

PHONE 1362-W



# WELCOME

ALUMNI AND FRIENDS

We welcome you at this Home-coming time. A bigger and better *Iowa State College* greets you each year you return.

## AMES National Bank

Ames Trust & Savings Bank

THE ROAD IS PAVED  
TO HART'S

## Hart's Photograph Gallery

For

Xmas  
Photographs

and the rush  
is now on



### FURNITURE OF LUXURIOUS DISTINCTION

It is difficult to describe in detail, but you will know what we mean when you inspect our new library and living room suites and sink into the depths of their comfortable cushion seats. The finish and the style are magnificent.

Special 10-Day Sale of Living Room  
Furniture now on.

HENDERSON FURNITURE CO.  
Main St. & Burnett - - - Ames, Ia.

THERE is a printing plant  
in Ames equipped to handle  
efficiently any order of print-  
ing you may require.

That plant is ours.

Seven presses, five linotype  
machines and complete miscel-  
laneous machinery, trained  
workmen and competent su-  
pervision insure prompt deliv-  
ery.

Our prices, too, will please  
you.

TRIBUNE PUBLISHING  
COMPANY

Phone 83

Ames, Iowa



## WELCOME GRINNELL



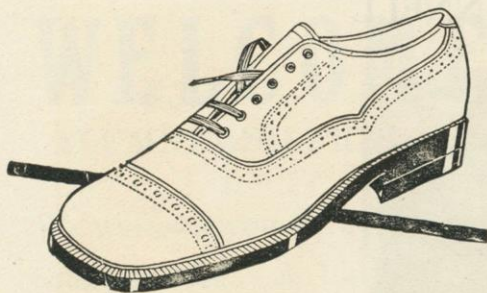
CAPT. SWEET  
Halfback

Captain Sweet is proving himself worthy of the position in his third year for the Grinnell Varsity. Grinnell is fast becoming a team of long gainers, for Moran last year negotiated eighty-five yards for a touchdown against Cornell College, and this year against Minnesota ran the same distance for a score on the opening kickoff.

Grinnell won an impressive victory over Oklahoma A. & M. last week in a contest which was featured by long runs by Stotts, Wing, Meeter, Moran and Sweet. Wing loped off one for ninety-five yards on a kickoff after he had received the pigskin on his own 5-yard line. Meeter raced forty-six yards for a touchdown in the third period.



LON CHANEY AND MAE BUSCH IN THE "UNHOLY THREE" AT THE "AMES TONIGHT.

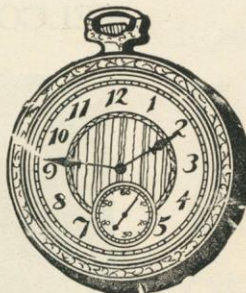


Sooner or later you are all going to try our Shoes—and that don't mean maybe, either.

We have always specialized in the footwear needs of young people.

## Bauge & Son

SHOES THAT SATISFY  
AMES, IOWA



For all kinds of  
College Jewelry see

PARNO  
JEWELER

Watch, Clock and  
Jewelry Repairing.  
Over 20 years' experience.

1st door East of  
Campus Lunch.

EVENTUALLY  
YOU WILL  
CALL

## DRAGOUN

Transfer and Storage Co.  
"Serves You Right"

## LAWRIE THE TAILOR

AMES'  
LEADING  
MERCHANT  
TAILOR

Ames Nat. Bank Bldg.  
Phone 49

## CROSLEY & DAY-FAN Radio Sets

Tubes—A. B. & C. Batteries

## NELSON ELECTRIC CO.

Phone 43 - - - 320 Main St.

## Tailor—Laundry

Cleaning—Pressing—Repairing

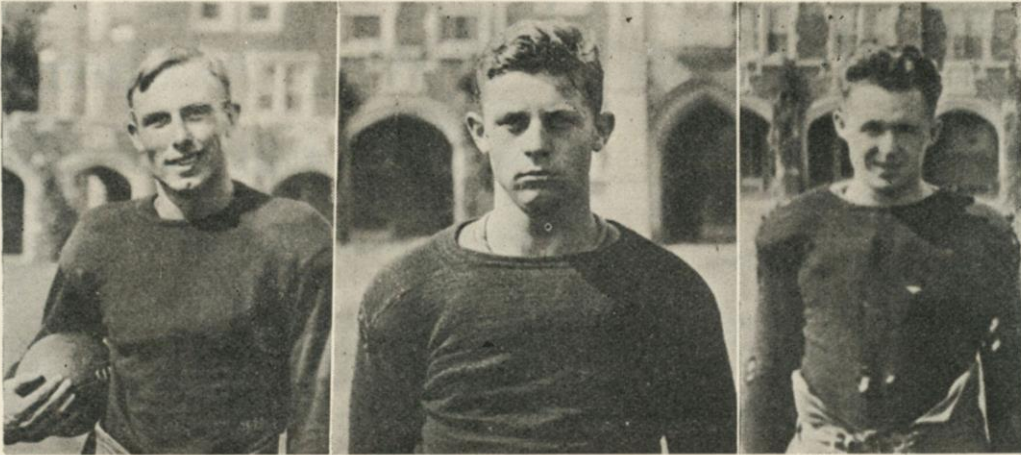
## BROWN'S SERVICE

We call for and deliver all work.

Phone 1330 - - 2426 Lincoln Way



## GRINNELL STARS



MORAN  
Halfback

STOTTS  
Quarterback

MEETER  
Halfback

Iowa State College and the Grinnell Pioneers, when they meet Saturday at the Iowa State Homecoming, will play for the thirty-third time in the football history of the two colleges. In all this span of years the Cyclones have won sixteen games and lost seven.

Last year's Cyclone-Pioneer game was the one that put Iowa State out of the Valley race. The Pioneers, playing a heady game of football, handed the over-confident Cyclones an unexpected 14 to 13 defeat before the Grinnell Homecoming crowd.

The rivalry between the two schools dates back to 1893 when the first Cyclone-Pioneer game was scheduled at Grinnell and won by the Pioneers, 6 to 2. From 1902 to 1924 the Cyclones won sixteen games without suffering a defeat at the hands of Grinnell.

## BRIGHT LIGHTS IN THE LINE



DARE  
Tackle

CATHCART  
Guard

MARTIN  
Tackle

McCLAIN  
End

MOYER  
Center



## Everything In Music

AMES MUSIC  
COMPANY

THE NEW MUSIC SHOP  
Phone 360-W - - 323 Main

## Why Do Chemists Eat at the Student Tea Room?

Because They Know  
The Value  
of Food  
on West Street

**COAL** **ICE**

Kimler Coal & Ice  
Company

Phone 241

2% Discount for Cash

"We are in a black business but  
we treat you white."

## Ames Dress Club

Odorless Cleaning

Well-Shaped Press

Neat Tailoring

Free Delivery

Phone 98





**GALBRAITH**  
Guard

**Ray Galbraith:**

Ray is one brick in a wall that many a Valley fullback has bruised his head on this fall. Opposing backfield men go thru him like the well known camel goes thru the eye of a needle. (Biblical.)



**THOMAS**  
Guard



**RASMESS**  
Guard

**John Rasmess:**

John is a lineman (not telegraph). Many a ball carrier has started toward John and then said: "Shucks! I think I'll make an end run."



**MAYER**  
Guard

**Tiny Mayer:**

All Tiny has to do to stop a play is to lay down parallel to the scrimmage line. If he does that, no ball carrier can get around him without going out of bounds.

**Elmer Kingery:**

Words fail us. Kingery opens holes so large that you could send a Veishea float thru them without tearing the bunting.



**Kingery**  
Guard



"NEVER THE TWAIN SHALL MEET" OPENS AT THE "AMES" THEATRE WEDNESDAY.

IF IT IS DONE WITH HEAT  
YOU CAN DO IT BETTER  
WITH GAS



IOWA PUBLIC SERVICE  
Phone 11      Masonic Building

The Home of the  
**Va-Per Permanent Marcel**

The Safest, Surest and only Non-Electric Permanent Wave known.

**LA VERNE BEAUTY SHOP**  
Phone 307

**QUADE**

**ARTIST PHOTOGRAPHER**

Edison Phonographs and  
Edison Records

We have served the students and faculty of Iowa State College for more than 25 years.

Phone 28      -      -      -      417 Main St.

**Beat  
Grinnell**

then

BEAT it to the

**Athletic Drug  
Store**

2816 West Street

**Welcome  
Alumni**

Make our parlor a meeting place of old friends. Get your Sundaes, Soft Drinks, Fruits and Cigars of "Tom." He remembers you all. Call and see.

**Lincoln Candy  
Kitchen**

Tom Geataganas, Prop.



## CYCLONES OF LAST YEAR



Axelsson, Tawzer, Hienton, Grimes, Buchanan, Snyder, Walling, Storvick, Brockmeyer, Ritchie, Sulzback, Chambers, Willaman, Anderson, Vifquain, Thomas, Wingert, Thornburg, Anderson, C. Hill, Shawhan, E. Hill, Greenlee, Larson, Hauser.  
Nave, Rasmess, Mayer, Palm, J. Behm, Schmidt, Longstreet, Roberts, N. Behm, Gailbraith, Fisher, Bond.  
Sage, Bondor, Owens, Powek, Woodhull, Simmons, Reighard, Coe, Baird.

## THOSE WE MISS THIS YEAR



LONGSTREET  
Center



SCHMIDT  
Guard



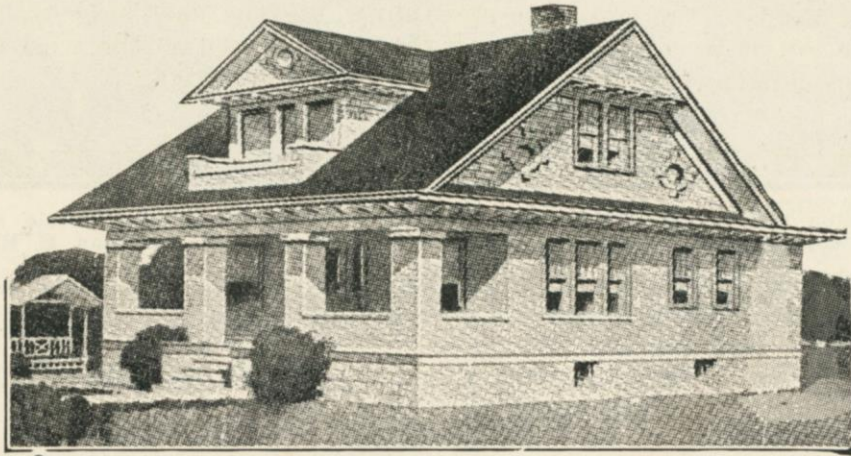
PALM  
Fullback



ROBERTS  
Halfback



# Build With The Best



The entire amount of lumber, building material and cement used in the construction of the new Stadium was furnished by this company.

PLAN WITH US

## SPAHN & ROSE LUMBER CO.

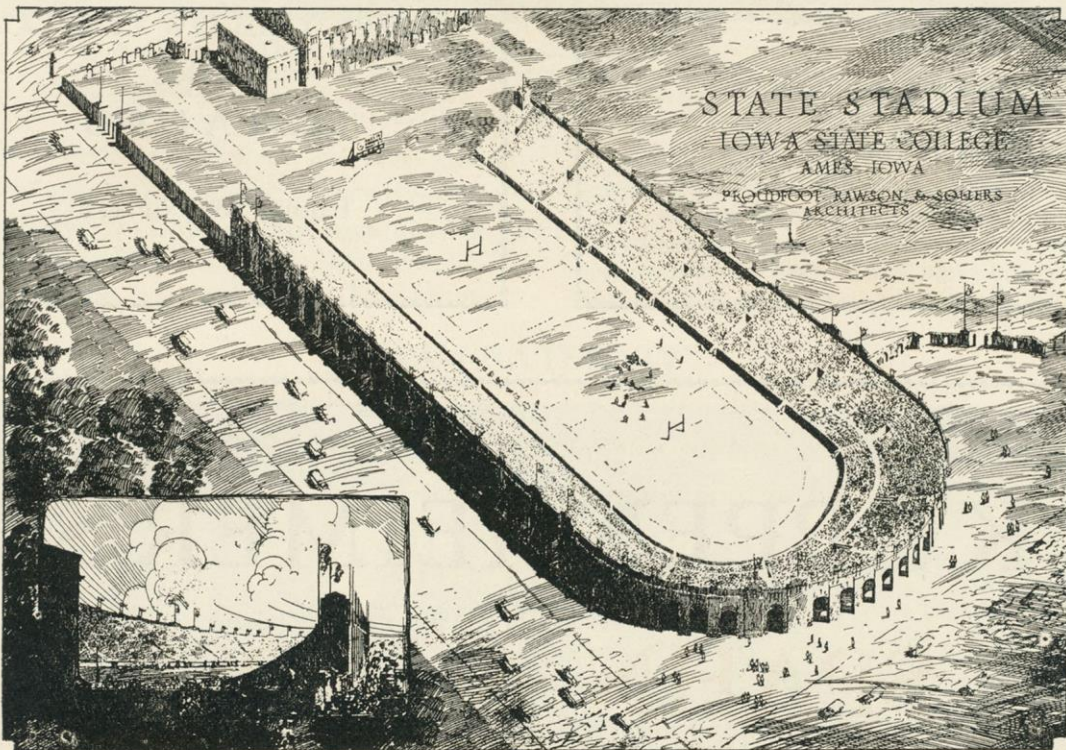
Distributors of  
Dependable Building Material



## THE IOWA STATE STADIUM

Two steps are contemplated in solving Iowa State's problem. The ULTIMATE plan calls for a U-shaped stadium, incorporating the present concrete bleachers and stretching entirely around three sides of State field. When completed this stadium will seat 35,000. The accompanying cut shows the architects' plan for the completed structure.

The IMMEDIATE plan evolved last spring called for the construction of the section of the complete stadium along the east side of the field. This section now completed is of the same length as the west concrete bleachers, but has enough additional rows to seat 8,900.



### STADIUM CAPACITIES

1. West bleachers.....	5,600
2. Present addition.....	8,900
3. Extension of west bleachers .....	2,300
4. Final addition—elliptical section .....	11,000
East tower section .....	3,050
West tower section.....	3,050



HEAR THAT POPULAR PRINCESS ORCHESTRA, MATINEE DAILY.



You will find just the "Solitaire" you want for this supreme event at the

**"TALLMAN JEWELRY  
STORE"**

We invite your inspection.

**L. C. TALLMAN**  
Jewelry

236 Main St.

**LOWRY & THEIS**

**PRESCRIPTION  
DRUGGISTS**

217 Main - - - Ames, Ia.

**AMES YELLOW CAB CO.**

and

**RENT A FORD**

Phone 1000 or 116

**KUPPENHEIMER'S**

**GOOD CLOTHES**

**AMERICAN CLOTHES FOR AMERICANS**

**FINEST MONEY CAN BUY  
AT OUR PRICES**

**SUITS AND OVERCOATS**

**AT \$35.00, \$40.00, \$45.00 and \$50.00**

**MALLERY HATS—EMERY SHIRTS**

**T H E F A I R**

**JACOBS-VALENTINE CO.**



## THE TWISTERS



Wolfe, Wiggins, Lage, Iverson, Breeding, Houtz, Parkhurst.  
Noll, Voss, Stephens, McBroom, Allerman, Kerr, Hallowell, Traver.  
Practor, Borg, Wageck, Greenwood, Young, Erion, Jacobs.  
Peddie, Guernsey, Gossett, Rietveld, Heckman, Struble, Meyer, Armknecht.

Organized at Iowa State College two years ago, the Twisters, an organization of fraternity men especially pledged to support athletics and to generate pep, have been granted a chapter of Pi Epsilon Pi, national pep fraternity. This group

of men is particularly active at Iowa State in organizing the student body in support of athletics.

To belong to the organization, the men must be willing to make several trips during the year with athletic teams. They must boost always and their aim is greater athletics for Iowa State.

## AA FRATERNITY



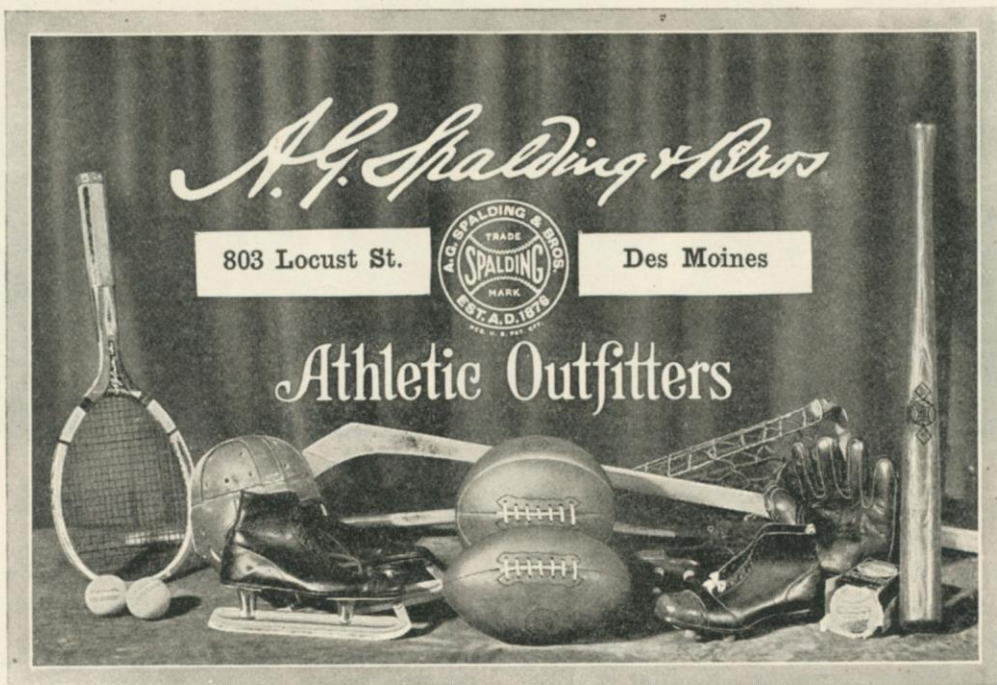
Robbins, Mounce, Pillard, Grenlee, Holcomb, Hitch, Reighard, Woodhull, Prunty, Boyvey, Schmidt, Arnold, Behm, Hill, Johnson, McIntire, Fisher.  
Meyer, Raff, Kurtz, Neal, Berger, Marsh, Schmidt, Towne.  
Wingert, Griffith, Anderson, Meyers, Mayer, Anderson, Longstreet, Owen.

The Double A fraternity, an organization composed of Iowa State letter men, has been particularly active during the past year in promoting athletics at Iowa State and in promoting a spirit of cooperation among the students of the college. Such activities as selling tags to send the band

to Minnesota for the Cyclone-Gopher game and to the Drake Relays, promoting Iowa State with high school athletes, holding athletic field days and promoting intramural athletics; in any activity that will advance Iowa State, this organization participates.



MATINEE AT THE "AMES" THEATRE EVERY SATURDAY, EXCEPT HOME FOOTBALL DATES.



# AMES Pantorium MASTER CLEANERS

Phone 321 - 208 Main, Ames, Ia.

We GREET  
AMES ALUMNI  
ART TEA ROOM

Service at  
11:00 to 1:00  
5:00 to 7:00

HARRY AND ZAC SAY:

"The New Improved 1926  
Model Ford cars are a real  
value."



# AMES FOOTBALL RECORD

	Played	Ames Won	Tied	Ames Lost
Nebraska .....	19	6	1	12
Grinnell .....	26	17	1	8
Drake .....	24	18	1	5
Iowa .....	22	7	0	15
Minnesota .....	23	3	1	19
Coe .....	17	15	0	2
Missouri .....	18	10	2	6
Cornell College .....	16	13	0	3
Simpson .....	15	13	1	1
Kansas Aggies .....	9	5	2	2
Iowa State Teachers .....	7	4	2	1
Morningside .....	7	6	0	1
Kansas U. ....	7	2	1	4
Washington .....	6	5	0	1
South Dakota .....	4	4	0	0
Des Moines U. ....	4	4	0	0
Highland Park .....	2	2	0	0
Wisconsin .....	4	0	0	4
Penn College .....	2	2	0	0
Still .....	2	2	0	0
**Des Moines Y. M. C. A. ....	2	2	0	0
Northwestern .....	1	1	0	0
Central (Okla.) .....	1	0	0	1
Creighton .....	1	1	0	0
*Camp Dodge .....	1	0	0	1
Ellsworth .....	1	1	0	0
Rush Medical .....	1	1	0	0
**Fort Dodge .....	1	1	0	0
Nebraska Wesleyan .....	1	1	0	0
**Panora .....	1	1	0	0
**State Center .....	1	0	0	1
**Iowa Falls .....	1	1	0	0
**Butte, Montana .....	1	1	0	0
**Light Guards (Omaha) .....	1	0	0	1
Totals .....	250	149	12	89

\*Service Team U. S. Army.

\*\*Not a College Team.



COLLEGE GIRLS, YOU CAN SEE THE ENTIRE FEATURE AT THE "AMES" AND BE OUT BY 8:30.

IF IT IS MECHANICAL  
SEE US

W. G. MADISON CO.  
Engineers

PLUMBING, HEATING, VENTILATING,  
ELECTRICAL WORK.

OIL-O-MATIC OIL BURNERS

Phone 1001 - - - - Ames, Iowa

WELCOME  
Ames Alumni

When the game is over stop in  
for a good hot lunch.

CAMPUSTOWN'S  
NEW HARDWARE STORE  
ALLEMAN'S  
Phone 474-W 2536 Lincolnway

Campus Lunch  
Campustown

Student Supply Store

(Next to Ames Theatre)

Reynolds & Iversen

Ames News Stand

Two stores whose ambition it is to serve well the students, faculty  
and people of Ames.



# L. H. KURTZ CO.

Cordially Invites You  
To Our Store When  
In Des Moines

ATHLETIC GOODS

HOLIDAY GOODS

GUNS and AMMUNITION

ELECTRICAL APPLIANCES

CUTLERY

Our Christmas stock is complete and now on display with  
hundreds of real gift suggestions.

LARGEST HARDWARE AND SPORTING GOODS  
STORE IN IOWA.

## L. H. Kurtz Company

312-314 Walnut St., Des Moines, Ia.

HARDWARE—SPORTING GOODS  
HOUSE FURNISHINGS





**“If it’s Stall and Dean  
it’s Official”**

**Stall and Dean Mfg Co.**

**2339 Logan Blvd.**

**Chicago, Ill.**