



OFFICIAL **250** PROGRAM

Iowa State Kansas State

CLYDE WILLIAMS FIELD - AMES, IOWA - OCT. 10, 1953

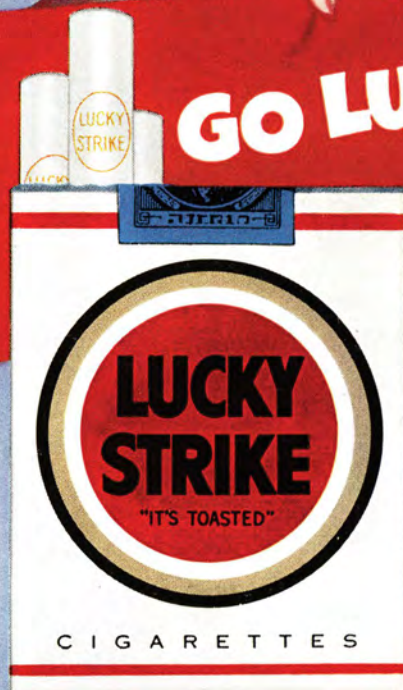


LUCKIES TASTE BETTER!

Cleaner, Fresher,
Smoother!

Be Happy

GO LUCKY!





**JAMES H. HILTON
PRESIDENT**

To Members of The Legislature and Other State Officials,

I am delighted to join with the Faculty and Students in extending to you a most cordial welcome to Iowa State College. We are honored to have you as our guest on this occasion and we hope you will enjoy the game and your visit to the campus as much as we enjoy having you.

Sincerely,

**James H. Hilton
President**

IN SUPPORT of the CYCLONES

For 37 Years - Same Location
SOUTH OF CAMPUS

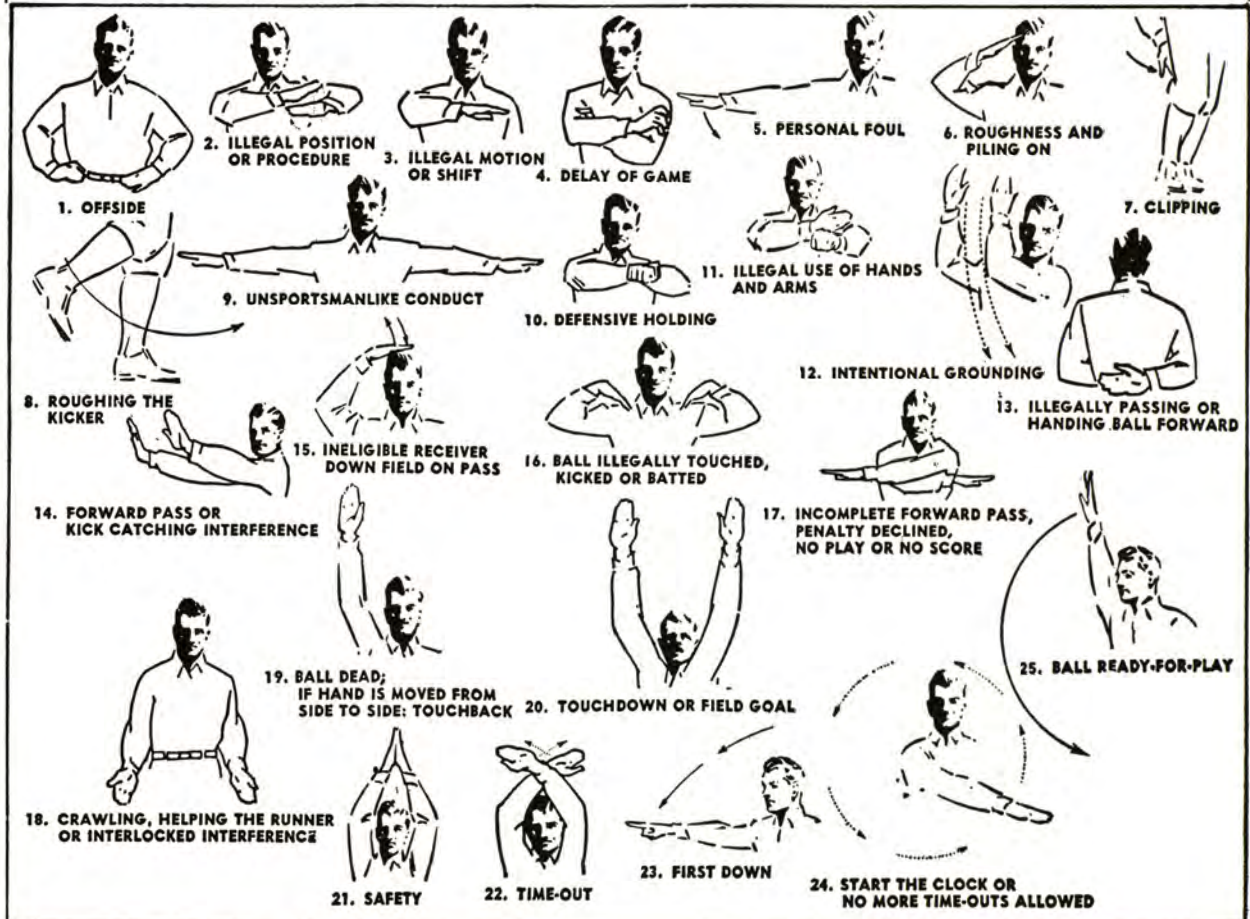
COLLEGE SAVINGS BANK

WEST AMES, IOWA

Total Resources over \$5,000,000

Depository, Iowa State College Athletic Council

Member F.D.I.C.



Cyclones vs. Wildcats

Those of you who have picked Oct. 10 as one of the days to see Iowa State play, have picked a fine contest. The Cyclones want to break a losing streak at two, the Kansas State team want to stretch a winning streak to two.

Both are going to be ready to make the fur fly in all directions. This contest is mighty important to both. Iowa State must win it to have a chance to finish above the Wildcats in the Big Seven standings. If Kansas State can win it, it will assure the Wildcats of the highest conference finish since it placed fifth in 1941.

Last week the Wildcats stunned the conference when they actually blasted the Nebraska Cornhuskers right out of the stadium at Manhattan. That score was 27-0 and should have been as high as 41-0 except that two tallies were called back because of penalties.

That means that the K-State team already has its best season since pre-war days. It defeated Drake, 50-0, and bowed, 14-13, to a strong Colorado A & M team. The Wildcats announced early in the summer that this was ONE game they were going to win. All their motions have been in that direction since.

But Iowa State has no plans today which call for cooperation with the rebuilding plans of Coach Bill Meek. The Cyclones have a few projects of their own they'd like to attend to—like beating Kansas State, for instance.

In the series the Cyclones hold a 22-11 edge over the invading squad. Three games have ended in ties. The last Wildcat victory was in 1942 at Manhattan by a 7-6 score. Back in 1935 the K-Staters won a 6-0 game here in Ames. Since that time they have dropped seven and tied one on the Cyclone home field.

Key man in the Wildcat lineup will be Veryl (Jo) Switzer, twice named on all-American defensive units. This year, because of the rule changes, he has also been playing offense and has caused more trouble than the enemy cares to recall.

Top linemen are a pair of former Iowans. Rough, tough Tom O'Boyle and Dean Peck came from Des Moines and Hamburg in this round-about way to plague the Cyclones. They've been regulars for three years now and want nothing more than to close out their careers with a win over Iowa State. O'Boyle is captain of the invading eleven.

In the stands today are some 200 of Iowa's state legislators and their families. It is the occasion of the annual visit by the group as guests of Iowa State College and the Athletic Council.

Also on hand—loyal rooters every game—are nearly 1,000 members of the Iowa State College faculty. It is in their honor that this game has been designated as the first annual Faculty Day game.

Iowa State, barring late injuries during practice, will be a little better physically this week. Barney Alleman, who missed the Northwestern game, played last week and came through without too much pain. Dick Cox, who made a miraculous recovery from a sprain in the Northwestern game, to play at Kansas, should be in better running shape and will help. Coach Abe Stuber figures to need both these men at top strength, as well as all the rest of the squad, in order to stand up to the Wildcat attack.

Kansas State is in top physical shape and ready, all reports say, for another tough contest. That's why Stuber and his staff hope for as much physical readiness as possible from the cripples of the past three weeks.

For I, For S

For "I", for "S", forever!

For Iowa State all the way --

Let's go! To show them what the gang's all here for

Go! to show them how the Cyclones cheer

For "I", for "S", forever --

For Iowa State to do it right!

It's time -- to climb up on the vict'ry wagon

FIGHT, Iowa State, FIGHT! FIGHT!



Meredith Willson

Meredith Willson, world-renowned composer and conductor, just seems to keep coming back to Iowa—back home—to help the home folks out. Musical director for many of radio's top shows since 1932, he came back that way often, to the delight of the music lovers in his home state.

But today he is back for a second boost to the state colleges of his native Iowa. Today he is going to introduce "For I, For S" to this football audience. The words and music of the new Iowa State song are to be presented to the audience by Willson.

Just a few years ago he composed a new song for the University of Iowa so now he'll have full musical relationships with the two major schools of the state.

The radio personality affected by Willson

belies the brilliance of his work in the field of music. Combining rare talents and willingness to be great in both popular and serious music fields, Willson started playing flute in the famous John Philip Sousa band at 17. Since then he has played with the New York Philharmonic, served as western division director of music for NBC, was a major in World War II, composed and conducted all over the world, and written a number of "Hit Parade" leaders.

This afternoon at the half Meredith and Rini Willson will join with the band to bring you another of his newest hits, "I See the Moon."

Today we, his fellow Iowans, give thanks—not only for our new song but for the music he has brought us for so many years.

OFFICIAL WATCH FOR THIS GAME



Longines

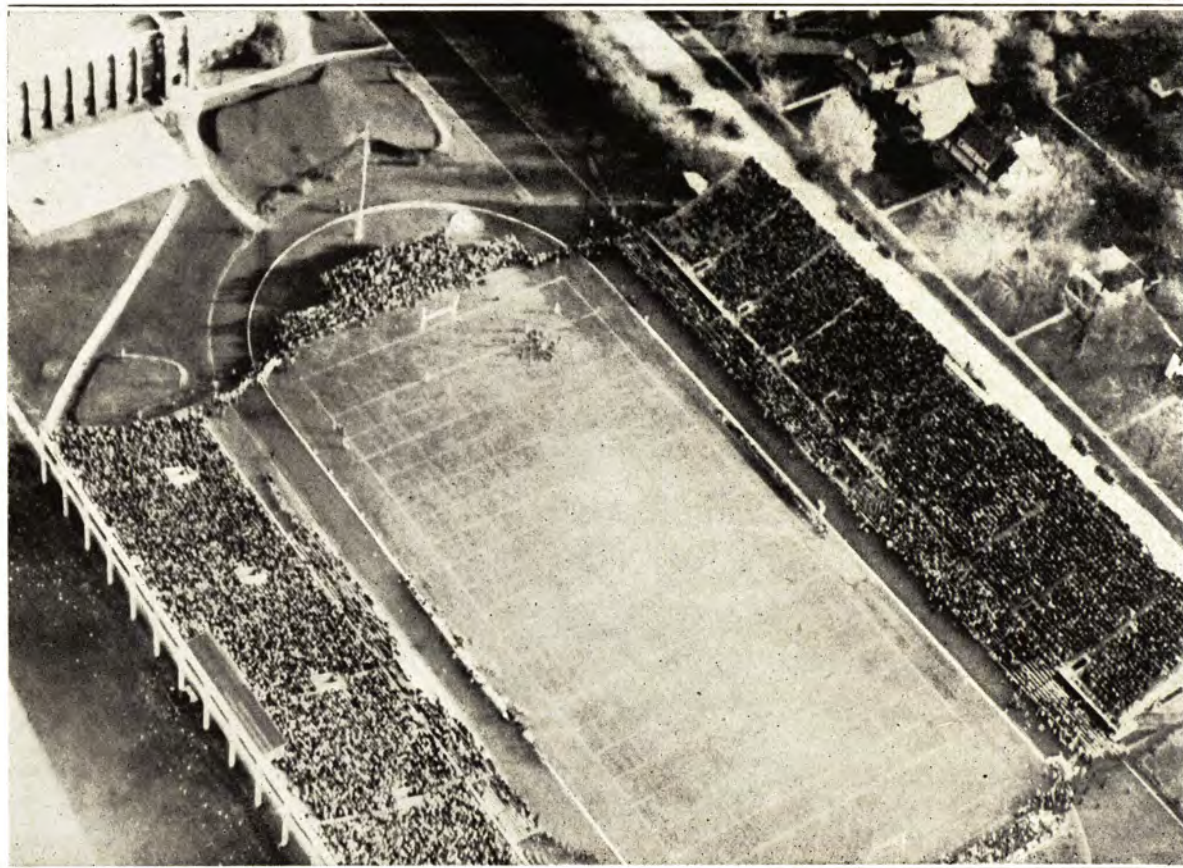


The World's Most Honored Watch



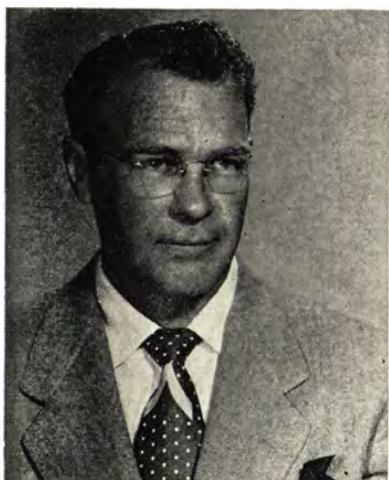
LONGINES WATCHES ARE OFFICIAL
FOR TIMING
CHAMPIONSHIP SPORTS IN ALL
FIELDS THROUGHOUT THE WORLD

*Product of
Longines-Wittnauer Watch Company*



THE IOWA STATE-MISSOURI GAME 1951 (IOWA STATE 21, MISSOURI 14)
MISSOURI IS IOWA STATE'S HOMECOMING GAME NEXT SATURDAY

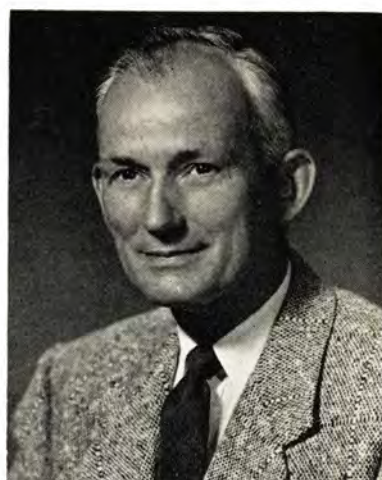
- CYCLONE STAFF -



BURT MOORE
LINE COACH



L. C. (CAP) TIMM
BACKFIELD COACH



HERB CORMACK
END COACH



LOUIS MENZE
DIRECTOR OF ATHLETICS



EMMETT R. (ABE) STUBER
HEAD FOOTBALL COACH



BOB LAMSON
FRESHMAN COACH



BERYL TAYLOR
TRAINER

On or Off the Football Field—"YARDS ARE IMPORTANT"

We have the Quarterbacks for your team
in the following line-ups:

ADAMS
BLAW-KNOX
BROS MFG. CO.
BUCYRUS-ERIE
DROTT
EUCLID
GORMAN-RUPP
HENDRIX
HOUGH
INGERSOLL-RAND
INTERNATIONAL

KOEHRING
KWIK-MIX
LaCROSSE
PARSONS
PITMAN
PULLMAN STANDARD CO.
ROEBLING
SEAMAN MOTORS
STANDARD STEEL
UNIVERSAL
WAYNE



Distributed by

HERMAN M. BROWN COMPANY

Iowa's Oldest and Largest Construction Equipment Distributor

SIOUX CITY

DES MOINES

CEDAR RAPIDS

★ HIGHWAYS

★ STREETS

★ BRIDGES

★ AIRPORTS

★ AIRPORT FACILITIES

Green Construction Company

Masonic Temple Building

PHONE 4-7251

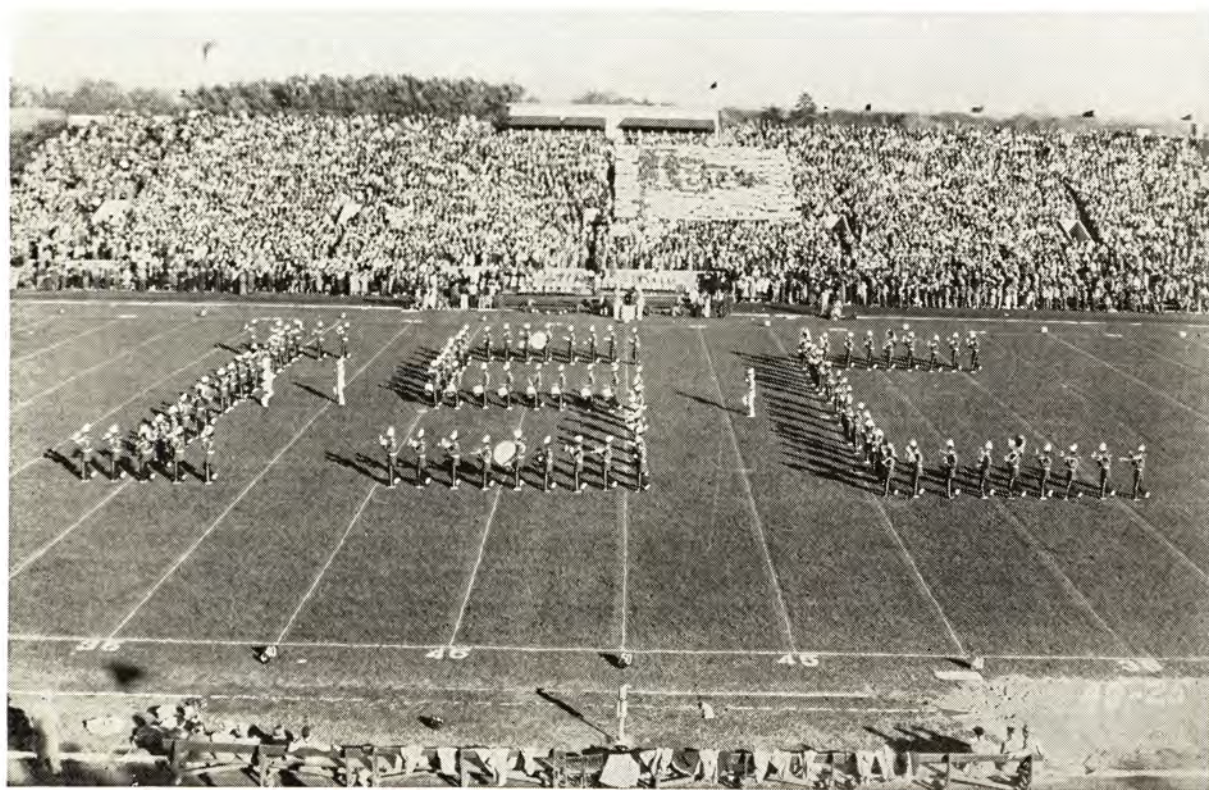
DES MOINES, IOWA

- CYCLONE BAND -

A vital part of the great American pageant of football, the college band today stands out as one of the top entertainment units of the land. Here at Iowa State there has always been a "football" band that marched "undefeated" through all "foes". Today under the direction of Frank Piersol, the Iowa State Marching Band yields to no one as a top performer in a field crowded with fine bands. Today you are looking, as in the past, at one of America's top marching band units.



FRANK PIERSOL
Director
Iowa State Marching Band



**R
E
P
A
I
R
S**



**S
E
R
V
I
C
E**

REFRIGERATION

**Armstrong
Tractor and Truck Co., Inc.**

PHONE 3031

Sewer, Water, Electric
and Gas Distribution
Systems



Hoak Construction Company

621 63rd Street

PHONE 5-8881

DES MOINES, IOWA

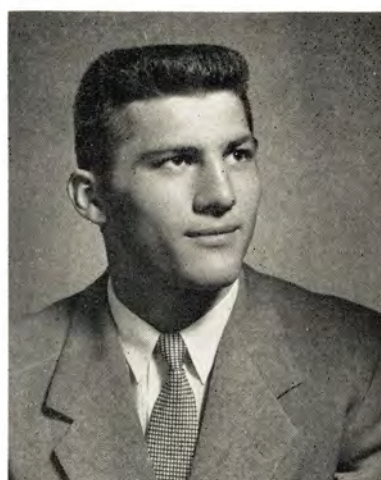
- - C Y C L O N E S - -



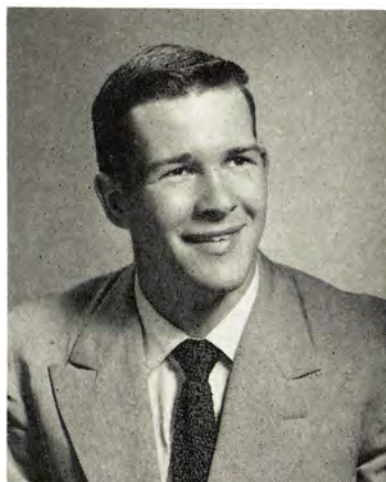
83 — **BARNEY ALLEMAN**
Ankeny
Bert Evans — Merritt Parsons
Engineering



78 — **GEORGE ALLEMAN**
Ankeny
Bert Evans — Merritt Parsons
Farm Operation



44 — **BRUCE ALEXANDER**
Waterloo
George Dutcher
Engineering



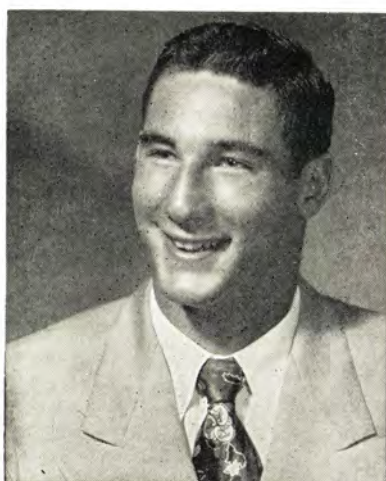
35 — **ARLYN ANDERSON**
Albert City
Dale Harris
Engineering



34 — **FRED BEUTTLE**
Park Ridge, Ill.
Ken Olson
Speech



72 — **RALPH BROWN**
Omaha, Neb.
Ken Kennedy
Electrical Engineering



32 — **MAX BURKETT**
Rhinelander, Wis.
Wayne Wallace
Engineering



66 — **JIM CHAMPLIN**
Ames
Ken Wells
Mechanical Engineering

ZEIDLER

Concrete Products

CULVERT PIPE—SEWER PIPE—MANHOLE PIPE—DRAIN TILE

BLOCKS—BRICKS—JOISTS

PRESTRESSED CONCRETE BRIDGE DECKS

Zeidler Concrete Products Co.

WATERLOO

C. A. BLUEDORN, Pres. & Gen. Mgr.

CLEAR LAKE

A. W. SCHULTZ, Mgr.

The H. L. Munn Lumber Co.

Ardently Supports

IOWA STATE COLLEGE

athletic teams and events.



We are proud of their determination and fine sportsmanship

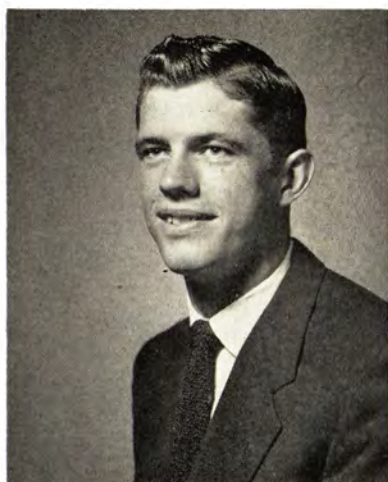


Best wishes for a successful season.

H. L. MUNN
LUMBER COMPANY

AMES ★ GILBERT ★ HUXLEY ★ KELLEY ★ SLATER

- - C Y C L O N E S - -



84 — BOB CLARK
Winterset
Charles McGaffin
Science



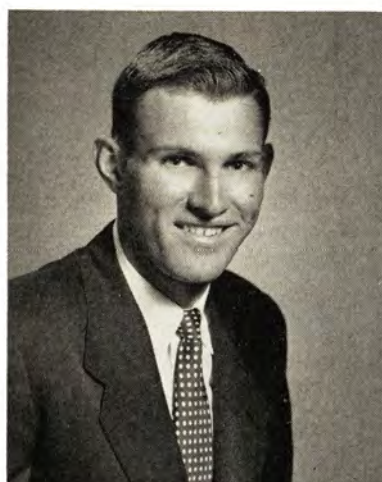
51 — CHUCK COEY
Park Ridge, Ill.
Ken Olson
Animal Husbandry



56 — GERALD GUSTAFSON
Forest City
Edward Lyons
Animal Husbandry



48 — DAVE HECKMILLER
Barrington, Ill.
Tom Friedrich
General Engineering



65 — LARRY HERBOLD
Newton
Wendell Eidahl
Veterinary Medicine



7 — DARYL HOBBS
Fort Dodge
Forrest Marquis
Industrial Economics



67 — WAYNE HORRAS
Fairfield
Bob Liddy
Animal Husbandry



42 — DON HOUSER
Boone
Larry Baldus
Physical Education

BRIDGE PLANK and TIMBERS

PILING — POLES — POSTS

TREATED or PLAIN
CREOSOTED WOOD BLOCKS

BUILDING MATERIALS

SNOW FENCE — SURVEY STAKES

Wheeler Lumber Bridge & Supply Co.

Visit Our Wholesale Distribution Yard

PHONE 3-5219
P. O. BOX 815

2260 FLEUR DRIVE
DES MOINES, IOWA



MIXERS



PUMPS



SAWS



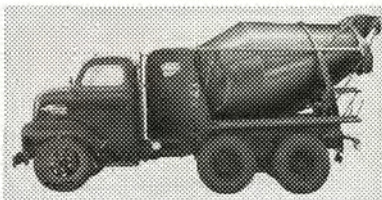
JETCRETE



HOISTS



**CONSTRUCTION
AND
INDUSTRIAL
EQUIPMENT**



TRANSCRETE

The Quality Line Since 1909

**CONSTRUCTION MACHINERY COMPANIES
WATERLOO, IOWA**

CARTER PRESS

●
*Printers
and
Stationers*
●

NOW is the time to order
your Christmas cards.
Wide Selection and All Price Ranges
●

125 WELCH

PHONE 2044

REFRESHING



IOWA STATE ROSTER

5	Dick Stuber	QB 173 6-0	19 Soph	Ames
7	Daryl Hobbs	QB 174 6-1	19 Soph	Fort Dodge
8	Bill Plantan*	QB 182 6-0	21 Senior	LaSalle, Ill.
21	Dan Rice*	LH 166 6-0	22 Senior	Clear Lake
23	Hank Philmon	LH 156 5-8	19 Soph	Davenport
26	Max Persels	LH 155 5-9	19 Soph	Osceola
27	Gary Lutz	LH 147 5-8	20 Soph	Osceola
29	Donn Lorenzen	LH 182 6-2	19 Soph	Reinbeck
31	Bill Molis	LH 160 5-11	19 Soph	Muscatine
32	Max Burkett**	FB 190 6-1	19 Junior	Rhineland, Wis.
34	Fred Beuttler	FB 189 5-8	20 Junior	Park Ridge, Ill.
35	Arlyn Anderson	FB 178 6-0	19 Soph	Albert City
36	Dick Wager	FB 179 5-11	20 Soph	Davenport
40	Dick Cox**	RH 184 6-0	21 Senior	Ames
42	Don Houser*	RH 150 6-0	22 Senior	Boone
44	Bruce Alexander	RH 172 6-0	19 Soph	Waterloo
48	Dave Heckmiller	RH 175 6-1	19 Soph	Barrington, Ill.
50	Jim Rawley*	C 176 6-1	22 Senior	Joliet, Ill.
51	Chuck Coey*	C-T 185 6-0	21 Senior	Park Ridge, Ill.
52	Jim Johnson	C 190 6-1	20 Junior	Denison
54	Elmer May	C 180 6-0	20 Junior	Dubuque
56	Gerald Gustafson	C 188 6-0	20 Soph	Forest City
60	Phil Zink	G 173 5-11	19 Soph	Plano, Ill.
61	Gean Kowalski*	G 187 6-0	21 Senior	Dubuque
62	Weldon Thalacker*	G 180 6-0	20 Junior	Ottumwa
63	Russ Johnston	G 181 5-11	20 Soph	Knoxville
64	Jim McCann	G 196 5-10	19 Soph	West Frankfort, Ill.
65	Bob Meling	G 185 5-9	19 Soph	Monmouth, Ill.
66	Jim Champlin*	G 186 6-1	21 Senior	Ames
67	Wayne Horras*	G 186 6-1	20 Junior	Fairfield
68	Erhard Moosman*	G 193 6-2	21 Senior	Elgin, Ill.
69	Bill Wilson*	G 188 6-1	21 Senior	Oelwein
70	Jack Kruger	T 223 5-10	18 Soph	Ames
71	Bob Wellendorf	T 183 6-0	21 Soph	Davenport
72	Ralph Brown*	T 205 6-0	21 Senior	Omaha, Neb.
73	Don Ulm	T 208 6-1	19 Soph	Fairfield
75	Ron Thompson*	T 208 6-0	21 Senior	Cherokee
76	Bervin Nelson	T 220 6-4	25 Soph	Radcliffe
77	Jack Lessin**	T 213 6-2	22 Senior	DeWitt
78	Larry Herbold	T 210 6-3	20 Soph	Newton
80	Bob Rohwedder*	E 192 6-3	21 Senior	Albert City
81	Jerry Marshall	E 192 6-2	19 Soph	Sibley
82	Jack Lindstrom	E 178 5-11	20 Junior	Aurora, Ill.
83	Barney Alleman*	E 190 6-2	20 Junior	Ankeny
84	Bob Clark	E 188 6-4	19 Soph	Winterset
85	Mell Wostoupal	E 186 6-2	19 Soph	West Point, Neb.
86	Harold Potts	E 165 6-0	20 Soph	Davenport
87	Kim Tidd*	E 180 6-1	21 Junior	Marshalltown
89	Bill Cutter	E 186 6-1	19 Soph	Oswego, Ill.

*Lettermen



COPYRIGHT 1966, THE COCA-COLA COMPANY

MARSHALLTOWN COCA-COLA BOTTLING CO., MARSHALLTOWN, IOWA

IOWA STATE

PROBABLE STARTING LINEUP

No.	Name	Position
83	BARNEY ALLEMAN	LE
75	RON THOMPSON	LT
69	BILL WILSON	LG
50	JIM RAWLEY	C
68	ERHARD MOOSMAN	RG
77	JACK LESSIN	RT
80	BOB ROHWEDDER	RE
8	BILL PLANTAN	QB
27	GARY LUTZ	LH
44	BRUCE ALEXANDER	RH
32	MAX BURKETT	FB

THE CYCLONE SQUAD

5	Stuber, QB	62	Thalacker, G
7	Hobbs, QB	63	Johnston, G
8	Plantan, QB	64	McCann, G
21	Rice, LH	65	Meling, G
23	Philmom, LH	66	Champlin, G
26	Persels, LH	67	Horrass, G
27	Lutz, LH	68	Moosman, G
29	Lorenzen, LH	69	Wilson, G
31	Molis, LH	70	Kruger, T
32	Burkett, FB	71	Wellendorf, T
34	Beuttler, FB	72	Brown, T
35	Anderson, FB	73	Ulm, T
36	Wager, FB	75	Thompson, T
37	Kastelic, FB	76	Nelson, T
40	Cox, RH	77	Lessin, T
42	Houser, RH	78	Herbold, T
44	Alexander, RH	80	Rohwedder, E
48	Heckmiller, RH	81	Marshall, E
50	Rawley, C	82	Lindstrom, E
51	Coe, C-T	83	B. Alleman, E
52	Johnson, C	84	Clark, E
54	May, C	85	Wostoupal, E
56	Gustafson, C	86	Potts, E
60	Zink, G	87	Tidd, E
61	Kowalski, G	89	Cutter, E

CHESTERFIELD
BEST FOR YOU

Choice of Young America
CHESTERFIELD



FIRST

WITH **PREMIUM QUALITY**

KANSAS STATE

PROBABLE STARTING LINEUP

No.	Name	Position
81	ED PENCE	LE
70	RON MARCINIAK	LT
63	TOM O'BOYLE	LG
50	KEN GOWDY	C
64	DEAN PECK	RG
74	EARL MEYER	RT
84	ED LINTA	RE
10	JACK CHILTON	QB
40	GERALD CASHMAN	LH
24	VERYL SWITZER	RH
32	BOB BALDERSTON	FB

THE WILDCAT SQUAD

10	Chilton, QB	62	Dunn, G
11	Willeby, QB	63	O'Boyle, G
12	Whitehead, QB	64	Peck, G
13	Logsdon, QB	65	Gentry, G
14	Dahnke, QB	66	Wilson, G
15	O'Connor, QB	67	Schmidt, G
20	Long, HB	68	Kibecka, T
21	Waite, T	69	Orban, G
22	Bosko, HB	70	Marciniak, T
23	Taylor, HB	71	Rodman, T
24	Switzer, HB	72	Nery, T
25	Zeller, HB	73	T. Smith, T
30	Roether, FB	74	Meyer, T
31	Ciboski, FB	75	Hartshorn, T
32	Balderston, FB	76	Clair, T
33	Rhoades, FB	77	Swengel, T
35	Moore, HB	78	B. Smith, T
36	Ellis, T	79	Karetski, T
40	Cashman, HB	80	Crandell, E
41	Dudley, HB	81	Pence, E
42	Frerking, E	82	Berry, E
43	Parsons, HB	83	Stocks, E
44	Gale, HB	84	Linta, E
50	Gowdy, C	85	Foreman, E
51	Zickefoose, C	86	Simpson, E
52	Furey, C	87	Keith, E
53	Heat, C	88	Rusher, E
60	Hilliard, G	89	Hedges, T
61	Clifford, G		

CHESTERFIELD
BEST FOR YOU



DELICIOUS



KANSAS STATE ROSTER

10	Jack Chilton	QB 170 5-11	22	Senior	Skiatook, Okla.
11	Bob Willibey	QB 175 5-11	21	Senior	Sapulpa, Okla.
12	Bob Whitehead	QB 155 5-9	20	Soph	St. Louis, Mo.
13	Jim Logsdon	QB 175 5-10	19	Soph	Kansas City
14	Bob Dahnke*	QB 170 5-10	21	Junior	Merriam
15	Jon O'Connor**	QB 190 6-1	24	Senior	Ossining, N.Y.
20	Kenny Long	HB 160 5-10	20	Junior	Manhattan
21	Ralph Waite	T 190 5-11	18	Soph	Winfield
22	Leroy Bosko	HB 140 5-8	19	Soph	East Aurora, N.Y.
23	Corky Taylor**	HB 175 5-10	20	Junior	Kansas City, Mo.
24	Veryl Switzer**	HB 180 5-10	21	Senior	Nicodemus
25	Eldon Zeller*	HB 175 5-11	20	Soph	Kansas City
30	Doug Roether	FB 185 5-11	19	Soph	Milford
31	Leroy Ciboski	FB 193 5-11	19	Soph	Norton
32	Bob Balderston*	FB 180 5-11	21	Senior	Stockton
33	Jim Rhoades	FB 190 5-10	19	Soph	Cawker City
35	Bob Moore	HB 175 5-9	19	Soph	Byers
36	Kenny Ellis	T 220 6-0	19	Soph	Tulsa, Okla.
40	Gerald Cashman**	HB 165 5-10	21	Senior	Holton
41	Bernie Dudley**	HB 160 5-9	22	Junior	Baltimore, Md.
42	Arlan Frerking	E 205 6-3	22	Junior	Herkimer
43	Donnie Parsons	HB 180 5-11	19	Soph	Brewster
44	Darrel Gale	HB 150 5-8	19	Soph	Agra
50	Ken Gowdy**	C 195 6-2	21	Senior	Delphos
51	Charles Zickefoose	C 210 6-2	18	Soph	Wichita
52	Jim Furey	C 210 6-0	20	Soph	Newark, N.J.
53	Ted Heath	C 185 5-11	20	Soph	Marion
60	Bob Hilliard	G 188 6-1	19	Soph	Kansas City, Mo.
61	Kerry Clifford	G 180 6-1	18	Soph	Wichita
62	Ed Dunn	G 185 6-2	19	Soph	Holton
63	Tom O'Boyle**	G 185 5-10	20	Senior	Des Moines, Iowa
64	Dean Peck**	G 180 5-11	21	Senior	Hamburg, Iowa
65	Price Gentry**	G 192 6-1	21	Senior	Wichita
66	Cletis Wilson*	G 190 5-11	20	Junior	Luray
67	Burt Schmidt	G 190 5-11	19	Soph	Newton
68	John Klbecka	T 220 6-6	20	Soph	Chicago, Ill.
69	Roger Orban	G 180 6-1	19	Soph	Chicago, Ill.
70	Ron Marciniak**	T 195 6-0	21	Junior	Pittsburgh, Penn.
71	Frank Rodman	T 210 6-1	19	Soph	Kansas City
72	Ron Nery	T 195 6-4	18	Soph	Cheswick, Penn.
73	Tom Smith*	T 195 6-2	21	Junior	Oklahoma City, Okla.
74	Earl Meyer**	T 195 6-0	20	Senior	Osage City
75	Larry Hartshorn**	T 195 5-11	20	Junior	El Dorado
76	Ron Clair*	T 200 6-2	22	Senior	St. John
77	Dick Swegel	T 205 6-3	19	Soph	Kansas City
78	Bob Smith**	T 195 6-2	20	Junior	Oklahoma City, Okla.
79	Al Kretski*	T 193 6-1	20	Senior	Kenosha, Wis.
80	Paul Crandell	E 180 6-1	20	Junior	Coffeyville
81	Ed Pence***	E 192 6-4	24	Senior	Manhattan
82	Joel Berry**	E 200 6-2	23	Senior	Arkansas City
83	Wilbur Stocks	E 185 6-0	20	Soph	Newton
84	Ed Linta*	E 180 6-2	20	Junior	Freedom, Penn.
85	Doug Foreman	E 195 6-0	20	Soph	Baltimore, Md.
86	Clare Simpson*	E 185 5-11	20	Junior	Stafford
87	Cecil Keith	E 180 6-0	18	Soph	Birmingham, Ala.
88	Jim Rusher	E 200 6-1	20	Junior	Tulsa, Okla.
89	Don Hedges	T 200 6-2	20	Junior	Offerle

*Lettermen

MARSHALLTOWN COCA-COLA BOTTLING CO., MARSHALLTOWN, IOWA

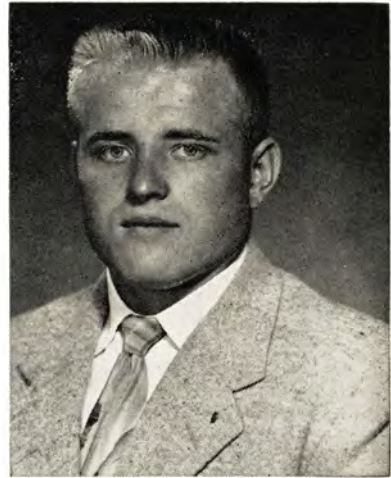
- - C Y C L O N E S - -



52 — JIM JOHNSON
Denison
Glenn Stavenhagen
Engineering



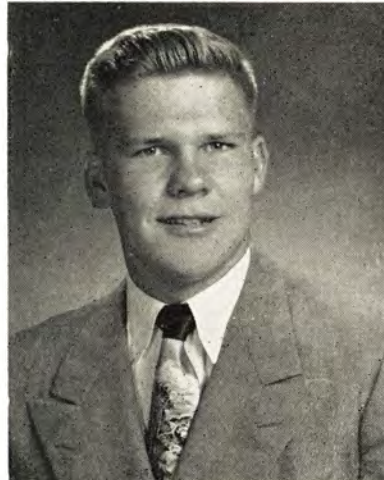
63 — RUSS JOHNSTON
Knoxville
Ray Klootwyk
Farm Operation



61 — GEAN KOWALSKI
Dubuque
Gailen Thomas
General Engineering



70 — JACK KRUGER
Ames
Ken Wells
Veterinary Medicine



77 — JACK LESSIN
DeWitt
Harold Birney
Veterinary Medicine



82 — JACK LINDSTROM
Aurora, Ill.
Ken Zimmerman
Engineering



29 — DONN LORENZEN
Reinbeck
Max Liggett
Farm Operation



27 — GARY LUTZ
Osceola
A. F. Kuhlmann
Animal Husbandry

You, too, will be making a

Touchdown

if you do your

banking at

The Ames Trust & Savings Bank

FIFTH & KELLOGG AVE.

Member Federal Reserve System

Member F. D. I. C.

Specialized Heavy Machinery

FOR THE CONSTRUCTION
AND MINING INDUSTRIES

Machine Shop — Foundry

Pattern Shop

Serving You Since 1872

Eagle Iron Works

DES MOINES, IOWA

GLOBE MACHINERY & SUPPLY CO.

East 1st & Court
DES MOINES, IOWA
Phone 4-3231

Headquarters

MILORGANITE FERTILIZER
RAP-ID-GRO LIQUID FERTILIZER
ARMOURS VERTAGREEN, 10-8-6, 5-10-5
TORO MOWERS
HUDSON SPRAYERS
SPRINGFIELD TRACTORS
DOW CHEMICALS
GARDEX LAWN & GARDEN TOOLS

ASSOCIATED COMPANIES

Cedar Rapids, Iowa
309-313 8th Ave. S.E.
Phone 3-3527

Davenport, Iowa
401 E. 2nd St.
Phone 2-7151

Spencer, Iowa
310 N. Railway
Phone 1786

An Iowa Company

- . . . Located at the Home of Iowa State.
- . . . Doing Business Exclusively in the State of Iowa.
- . . . Serving the Farm People of Iowa
- . . . Supporting Iowa Activities

AMES RELIABLE PRODUCTS CO.

SUPPLEMENTARY FEEDS

Designed Especially for Iowa Feeders

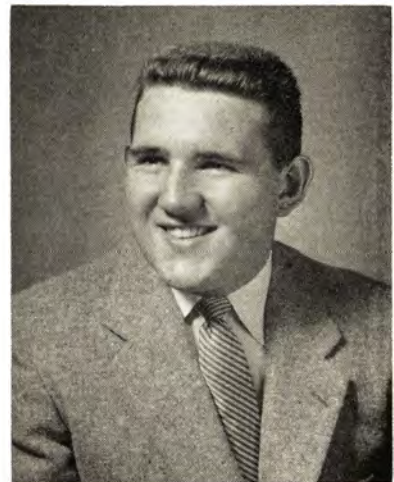
- - C Y C L O N E S - -



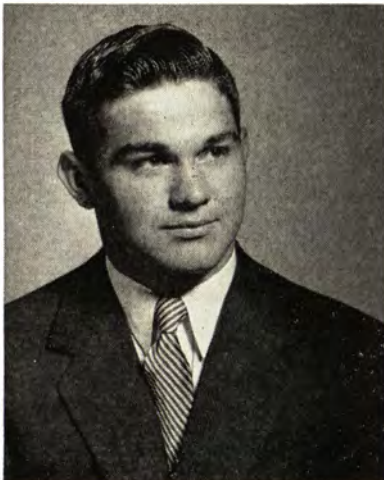
81 — JERRY MARSHALL
Sibley
Bernie Prochaska
Engineering



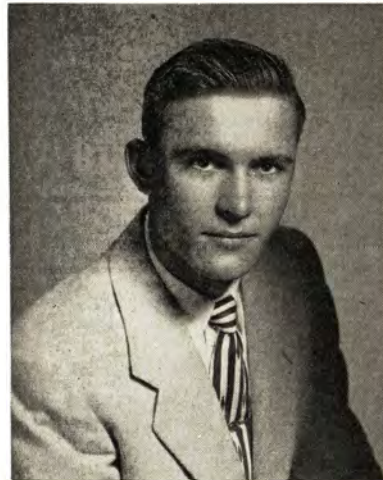
54 — ELMER MAY
Dubuque
Gailen Thomas
Animal Husbandry



64 — JIM McCANN
West Frankfort, Ill.
Ed Migielicz
Engineering



90 — BOB MELING
Monmouth, Ill.
John Middleton
Science



20 — BILL MOLIS
Muscatine
Jim Maas
Mechanical Engineering



68 — ERHARD MOOSMAN
Elgin, Ill.
Emery Ebbert
General Engineering



76 — BERVIN NELSON
Radcliffe
No HS Experience
Farm Operation



CLOYCE PALMER
Keota
Senior Manager
Dairy Husbandry

319 Main Street

Ames, Iowa

McDOWELL'S

Tel. 287

Tel. 51

REAL ESTATE—INSURANCE

Bill Vogt

W. E. McDowell

Jim Spurrier, Jr.

● *The Spot For Homes*

REPRESENTING

TRAVELERS OF HARTFORD

AETNA FIRE

IF IT'S INSURANCE WE WRITE IT!

The Great

ALL-STAR TEAM

CATERPILLAR

Reg. U. S. Patent Off.

With Its Full Line of

Heavy Construction Eqpt.

AND

Heavy Duty Farm Tractors

DIESEL TRACTORS
MOTOR GRADERS
BULLDOZERS
SCRAPERS
ENGINES

**GIBBS - COOK
EQUIPMENT COMPANY**

DES MOINES

MASON CITY

James Thompson & Sons

GENERAL CONTRACTORS

222 E. 3rd St.

Phone 3434

AMES, IOWA

From Freshmen



To Seniors . . .



THEY ALL

A G R E E

IN AMES

THE GRID

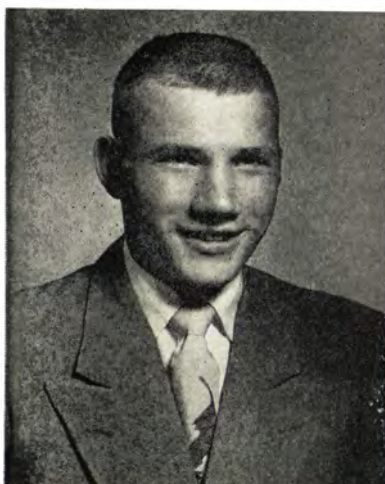
IS TOPS FOR

GOOD FOOD

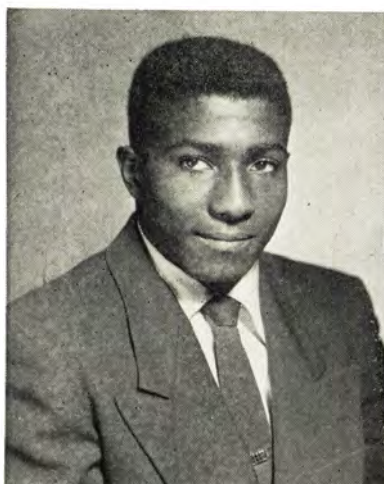
Hotel Sheldon-Munn

A Tangney-McGinn Hotel

- - C Y C L O N E S - -



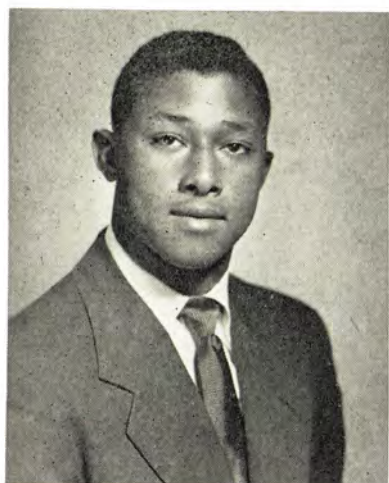
26 — MAX PERSELES
Osceola
A. F. Kuhlmann
Electrical Engineering



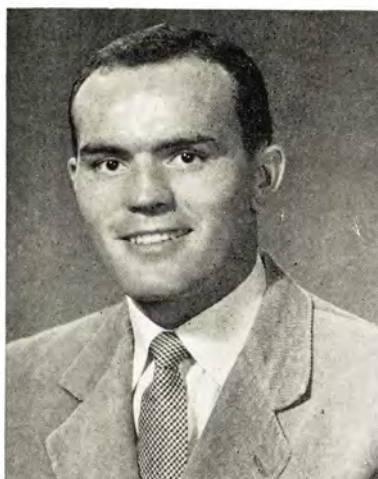
23 — HANK PHILMON
Davenport
A. J. Stolfa
Science



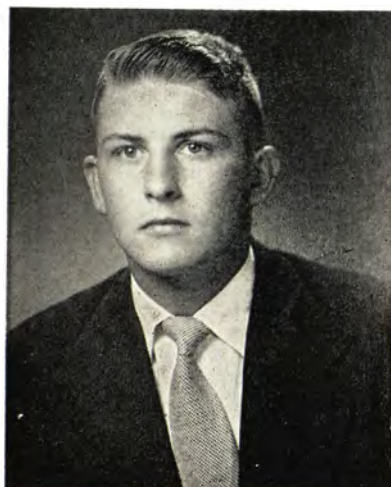
8 — BILL PLANTAN
LaSalle, Ill.
A. J. Nowack
Science



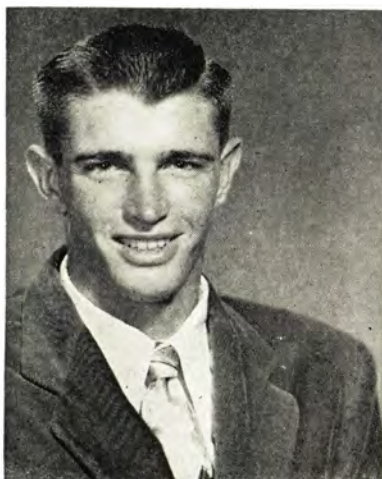
86 — HAROLD POTTS
Davenport
A. J. Stolfa
Engineering



50 — JIM RAWLEY
Joliet, Ill.
Herm Walser
Forestry



21 — DAN RICE
Clear Lake
Bob Heston
Industrial Economics



80 — BOB ROHWEDDER
Albert City
Steve Everett
Animal Husbandry



5 — DICK STUBER
Ames
Ken Wells
Engineering

**AMES
BUILDING & LOAN
ASSOCIATION**

*A good place for
your savings*

Dunlap's

OLDSMOBILE — CADILLAC

SALES and SERVICE

Phone 751

222 Duff Ave.

AMES, IOWA

ECONOMY FORMS CORPORATION

HOME OFFICE — DES MOINES, IOWA

FORM ENGINEERING AND
RENTAL SERVICE

**STEEL FORMS
FOR
CONCRETE CONSTRUCTION**

4301 N.E. 14th St.

Des Moines, Iowa

THE STORE YOU'LL LIKE—
FOR MEN AND BOYS

Ober's

DOWNTOWN

AMES

**WATER CONDITIONING
EQUIPMENT**

GENERAL FILTER CO.

PHONE 226

AMES, IOWA

AMES DAILY TRIBUNE

*A "Hometown" Newspaper
for Ames and Story County
people*

ALLEN MOTOR CO.

Chevrolet — Buick

COMPLETE SERVICE

5th and Douglas

AMES, IOWA

W. A. Klinger Co.
Constructors

SIOUX CITY

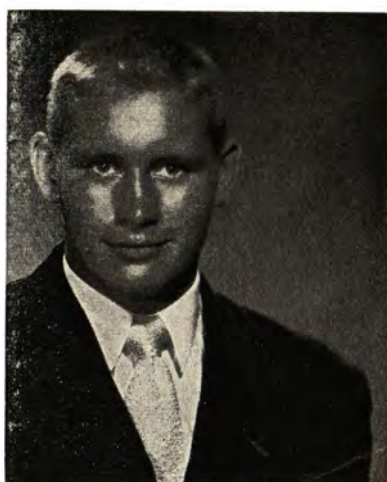
IOWA

Builders of Friley-Hughes Hall

- - C Y C L O N E S - -



62 — WELDON THALACKER
Ottumwa
Don Newell
Mechanical Engineering



75 — RON THOMPSON
Cherokee
Otto Huebner
Science



87 — KIM TIDD
Marshalltown
Leonard Cole
Industrial Economics



73 — DON ULM
Fairfield
Harold Tackelson
Engineering



36 — DICK WAGER
Davenport
A. J. Stolfa
Industrial Economics



71 — BOB WELLENDORF
Davenport
A. J. Stolfa
Engineering



69 — BILL WILSON
Oelwein
George Dutcher
Industrial Economics



85 — MELL WOSTOUPAL
West Point, Neb.
Al Bahe
Veterinary Medicine

Ames Merchants

CYCLONE BOOSTERS

Allen Motor Company, Chevrolet-Buick

Ames Building & Loan Association

Ames Daily Tribune

Ames Hardware and Music

Ames Laundry

Ames Reliable Products Co.

Ames Stationers

Ames Trust and Savings Bank

J. D. Armstrong Heavy Hauling Inc.

Armstrong Tractor & Truck Company Inc.

Bates Jewelers

Ben Franklin Store

Berck Clothing Co.

Campus Drug Co.

Carter Press

Christensen Appliance Store

Coe's Flower & Gift Shops

College Savings Bank

College Town Studio

Cox Roofing Service

Dunlap Motor Co.

Eschbach Music House

Frangos' Restaurant

General Filter Co.

S. Hanson Lumber Co.

Hi-Lan Dairy Products

Hotel Sheldon Munn

Irvine Paint and Wall Paper Store

Jameson's

Lindquist Cleaners

L-Way Cafe

McDowell's Real Estate - Insurance

Motor Sales and Service

H. L. Munn Lumber Company

Ober's Store for Men and Boys

Palmer Plumbing Co.

J. C. Penney Co.

Rainbow Coffee Shop

Register & Tribune - Campus

Rushing Super Valu

Skeie Motor Company

Smith Motor Co.

Sportsman's of Ames

Stephenson's Drygoods

Student Supply Store

Swank's Jewelry

The Sport Shop

James Thompson & Sons—
Contractors

Tom's Grill

Union Story Trust and Savings Bank

Weaver Jewelers



Faculty Day



The object of many jokes and cartoons, the "prof" at every college plays a much more important role than just a classroom teacher. True, without that function, we'd not need him. But it is his "extra-curricular" help that makes the college faculty man the great and integral part of college life.

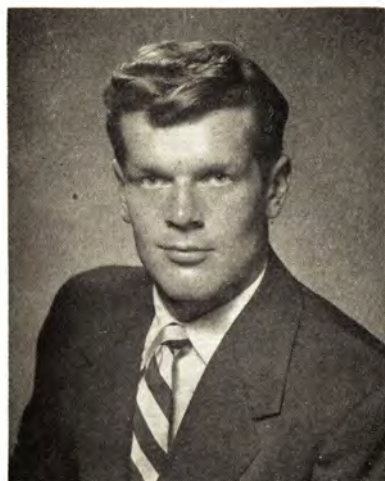
Right here at Iowa State lives one of the most loyal groups of the great American faculty any school could desire. Too often, it is true, his pay must be in kind words. But this is not a "pay-off." This is a note of thanks from all of us who grew "richer" in human relationships with our faculty, who grew wiser in classroom lore, who matured as better citizens of the nation because of our own "prof."

In our stands today are hundreds of these builders. We pause now to honor them—to pay tribute to a great body of leaders—the faculty of the Iowa State College.

CYCLONES



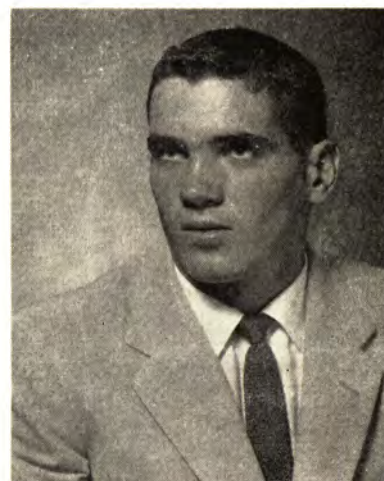
10 — DICK COX
Ames
Ken Wells
Science



89 — BILL CUTTER
Oswego, Ill.
Capt. Allen Smith
Engineering



37 — JOE KASTELIC
Ely, Minn.
Engineering



60 — PHIL ZINK
Piano, Ill.
Engineering

1953 - 1954 BASKETBALL SCHEDULE

Dec. 5 Grinnell at Ames
Dec. 12 Creighton at Omaha
Dec. 19 Double Header At Ames
Colorado A.M. vs. Iowa State
Ames High vs. Grinnell High
Dec. 22 Drake at Des Moines
Dec. 26-30 Tournament at Kansas City
Jan. 4 Nebraska at Ames
Jan. 9 Bradley at Peoria
Jan. 16 Oklahoma at Norman
Jan. 18 Kansas at Lawrence
Jan. 23 Drake at Ames
Jan. 26 Missouri at Columbia
Jan. 30 Kansas State at Ames

Feb. 6 Colorado at Ames
Feb. 13 Kansas State at Manhattan
Feb. 15 Colorado at Boulder
Feb. 20 Kansas at Ames
Feb. 22 Oklahoma at Ames
Feb. 27 Nebraska at Lincoln
Mar. 5 Missouri at Ames

Reserved Seat Tickets \$1.50

Mail Orders to
Athletic Ticket Office
Iowa State College
Ames, Iowa

Cyclones Return



*Back row—Holmes, Defke, Hall, Miller, McKinley, John, Evans, Packer, Seidel, Van Buskirk, Mather, Carr, Moss.
Front row—D. C. Jones, Uhl, Reeves, Sloss, Tinken, Delaney, Aldrich, Rath, Duble, Denfield, Foster.*

The Cyclones were only 20 years old (born in that Northwestern game of 1895) in 1915 but they were a mighty robust bunch. Still robust today, too, as a rightly directed glance around the stands here might show you.

Dury Moss, the 1916 captain, and a ruggedly individualistic member of that 1915 team, has lined up more than half the 1915 squad for a return visit here today. They have taken over (and those of you who remember their undergraduate days know they mean it) a tourist court south of Ames to serve as headquarters this week end.

The 1915 team won six and lost two. It was Charlie Mayser's first team here at Iowa State. Edward John was the captain.

Opening victory that year was a 31-0 affair with Ellsworth college, followed by a 27-0 win over Simpson. Minnesota dropped the Cyclones, 34-6. Missouri bowed by a 14-6 count and Nebraska scored the second win over the Cyclones, 21-0.

From that point on it was all wins: 7-0 over Morningside; 16-0 over Iowa, and 28-14 over Drake.

High point of the season, of course, was that Nov. 13 game at Iowa City. The score—we like to repeat scores like that—was 16-0.

So, if you see a bunch of 50-year old "colts" acting like "Joe College" today, step right up and meet the team of 1915!

1953 Cyclone Football Squad

"Your Friendly Main Street Bank"

UNION STORY TRUST AND SAVINGS BANK

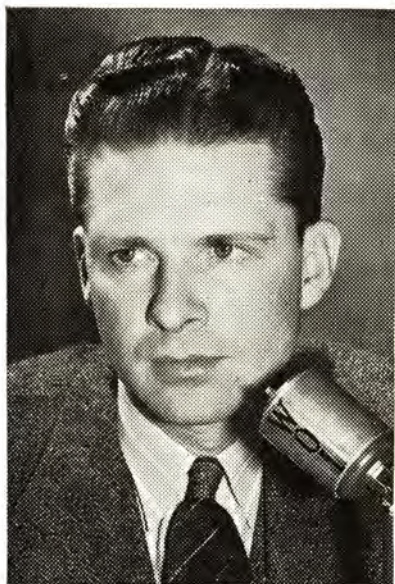
MAIN AT DOUGLAS - - AMES' BANKING CORNER SINCE 1881

MEMBER FEDERAL DEPOSIT INSURANCE CORP.



Front row—Jack Lessin, Gean Kowalski, Ralph Brown, Jim Rawley, Dick Cox, Charles Coey, Ron Thompson, Kim Tidd.
 Second row—Gary Lutz, Harold Potts, Max Burkett, Bill Plantan, Dan Rice, Weldon Thacker, Elmer May, Bill Wilson.
 Third row—Dick Wager, Jim Champlin, Jim McCann, Bob Clark, George Allenan, Arlyn Anderson, Hank Philmon, Dick Stuber, Mell Wostoupal.
 Fourth row—Roger Burns, Jack Lindstrom, Russ Johnston, Jarry Marshall, Dave Heckmiller, Daryl Hobbs, Jack Kruger, Gerald Gustafson, Don Lucas.
 Fifth row—Wayne Horras, Bob Meling, Fred Beutler, Don Houser, Gerry Hart, Donn Lorenzen, Joe Kastelic, Don Ulm.
 Sixth row—Kay Kahler, junior manager, Barney Allenan, Bob Rohwedder, Larry Herbold, Bill Cutter, Bob Wellendorf, Erhard Moosman, Cloyce Palmer, senior manager.
 Back row—Herb Cormack, end coach; Burt Moore, line coach; Bob Rohwedder, junior manager; Don Lucas, Gerald Gustafson, Dick Stuber, head football coach; Abe Stuber, head football coach; Cap Timm, backfield coach.

"The Voice" of WOI



"It's better than being there."

That's the way one fan described listening to Dale Williams, "The Voice" of Radio Station WOI's extensive sports coverage.

Certainly the listening fans will get much more of the inside story of what goes on in the Cyclone football, basketball and baseball games by listening to the veteran play-by-play announcer of WOI. He will bring no wild screaming, hair-raising, highly colored account to any contest he describes. That is not the Williams way.

But to know what happened in the football game the best way is to listen to his perfectly paced descriptions. When the game is proceeding at a grinding pace, the Williams describes it that way. When the pace picks up so does his speed.

And "holy cow" when things really start exploding so does he. The expressions "holy cow" and "holy smoke" are almost trade marks of Sports Editor Dale Williams. A "holy smoke" situation is mighty exciting. But when he reaches the "holy cow" stage then business has picked up to full speed ahead.

Dale himself brings a background of both experience and interest to the mike. A fine football and basketball star at Iowa City high school, Dale coached in Minnesota after his graduation from Iowa State. That was while he was a county agent in Minnesota. He returned to his alma mater in 1943 and replaced the WOI sports announcer when the latter went into the service. His real job is farm editor of the WOI stations.

But his love of sports and his knack for accurate, precise description of all sporting events, has brought people to think of him only as the sports editor of the stations. Actually he does that part of his job as a labor of "love" while devoting his major time to his farm editor's job.

During the course of a normal year Dale will cover nearly 100 games of football, basketball and baseball. All this in addition to playing a mighty mean game of golf and handling the extensive farm interests covered by Station WOI.

For the second straight year Dale will be the voice of the Cyclone Sports Network blanketing Iowa and surrounding states with his play-by-play of the Iowa State games—at home and on the road.

IOWA STATE

1953 Football Schedule

AT HOME

SEPT. 19	SOUTH DAKOTA	---\$3.50
OCT. 10	KANSAS STATE	----- 3.50
OCT. 17	MISSOURI	----- 3.50
	(HOMECOMING)	
NOV. 7	NEBRASKA	----- 3.50
	(PARENTS DAY)	

AWAY

SEPT. 26	NORTHWESTERN	---\$3.60
OCT. 3	KANSAS	----- 3.50
OCT. 24	DRAKE	----- 3.00
OCT. 31	COLORADO	----- 3.50
NOV. 14	OKLAHOMA	----- 3.50

Tickets for any of the above games available by writing to the

Athletic Ticket Office

Iowa State College

Ames, Iowa

THIS IS YOUR INVITATION
TO IOWA STATE'S 42nd ANNUAL

Homecoming Events

October 16, 17, 1953

Friday, October 16

6:00 House and Hall Decorations judging
5:30-8:30 Pep Bar-B-Q and Concert
9:00 Homecoming Dance, Memorial Union
All Evening—Hall, sorority, and fraternity
Homecoming decorations on traffic-directed route

Saturday, October 17

10-12 Open houses for the alumni and friends of I.S.C.
11:30 Veterinary barbeque, Vet Quadrangle
12-1:30 All-fan Reunion in State Gym with hot meal and program. Everyone is invited, especially all former Cyclones.
2:00 Homecoming game kickoff, featuring Missouri Tigers vs. I.S.C. Cyclones, Clyde Williams Field.
4:30 After-game get-together in State Gym gives you a chance to chat with your friends over coffee and doughnuts.
9:00 Homecoming Dance, Memorial Union. The Gallery is reserved especially for alumni as a place to gather.



Reach for the finest...
Reach for Hi-Lan Dairy Products

Bonnie Says:

Iowa's Most Modern Dairy



★ Listen to Hi-Lan Relay Quia with Bill Riley, 8:45 a. m. Monday thru Friday, KENT ★

Now—great new sets
with the greatest
Automatic yet!

RCA Victor Television

with Rotomatic Tuning

CLICK—there's your station!



More to see

More detail—a stronger and sharper picture wherever you live! The MAGIC MONITOR *automatically* screens out static and interference.

More stations—with television's tremendous new expansion.

...and less to do!

Less "dialing"—every station *pre-tuned*; all automatic on one knob.

Less "adjusting"—the MAGIC MONITOR *automatically* holds the finest sound and picture.



Above, the CRAIG in rich ebony finish. Price includes Federal Excise Tax and full-year picture tube warranty. Model 17S349, **\$189.95**

More to see! Less to do! New *Rotomatic Tuning* brings you these 2 exclusive RCA Victor advances:

1. The great new Rotomatic Tuners! You *automatically* pin-point your program with new accuracy, new precision. Turn *one* knob—there's your station!

2. The famous MAGIC MONITOR Circuit System! *Automatically* "monitors" the whole show. *Automatically* ties in finest "Golden Throat" sound

to clearest picture, screens out static and interference, controls power level. You'll see a stronger, sharper picture. And you'll see the handsomest choice of cabinets in television's entire history.

For the finest UHF reception—choose the "Rotomatic" UHF-VHF tuner or, on lower priced sets, the manual UHF tuner (both optional at extra cost). For finest installation and service, ask about an RCA Victor Factory-Service Contract . . . available only to RCA Victor TV owners.

Suggested list price shown, subject to change without notice.

Every year more people buy **RCA VICTOR** than any other television

Tmks. ®

Division of Radio Corp. of America



SIDLES COMPANY

8 Seventh Street

DES MOINES, IOWA

Phone 4-0138

CAMEL

America's most popular cigarette!



*So Mild -
So Flavorful!*

OFFICIAL PROGRAM • TWENTY-FIVE CENTS

(Homecoming)

Iowa State Colorado

CLYDE WILLIAMS FIELD - AMES, IOWA - OCT. 18, 1952

10/18/52

DOROTHY COLLINS,
"The Sweetheart of Lucky Strike,"
says:

Be Happy-
GO LUCKY!

**LUCKIES
TASTE
BETTER!**



L.S./M.F.T.-Lucky Strike Means Fine Tobacco

COPR., THE AMERICAN TOBACCO COMPANY



DR. CHARLES E. FRILEY
President
Iowa State College

Greetings From The President

The students and faculty join me in extending a cordial welcome to all of you who are here for the 1952 Homecoming events. If you have not been on the campus recently you will find many changes, especially in the expansion of the physical plant.

Nearly 7800 students have enrolled at the Iowa State College this fall. They come from every county in Iowa, every state in the Union, and from more than 50 foreign countries. Of this number, 2100 are freshmen; one of the largest entering classes of recent years. The total enrollment of 7800 represents an increase over the 1951 fall enrollment of 7500 students.

The educational program of the College has undergone a number of important changes. The program of resident teaching has been broadened and strengthened and made more flexible. There has been a significant expansion of the research program and the program of graduate education. The extension and adult education activities of the College now reach every part of the State. All these developments are a reflection of the increasing demands of the state and nation on the educational resources of the College.

The feature attraction today is the football game between the University of Colorado and the Iowa State College. The teams are well matched and we believe you will find it an interesting contest.

Please feel free to visit any of the College activities in which you may be interested; and also give us the opportunity of getting better acquainted with you during the day.

Sincerely yours,

Charles E. Friley
President

ALLEN MOTOR CO.

Chevrolet - Buick

SALES - SERVICE

5th and Douglas

AMES, IOWA

TROJAN

Athletic Knitwear is tops

*More Iowa Colleges Wear Trojan Honor Sweaters
Than any other Brand*

Ask to see Samples

Distributed in Iowa by

Vic Young Sporting Goods

DES MOINES

BEST TEAMS IN COUNTRY

BUY YOUR TICKETS TODAY

IOWA STATE

GAMES AT HOME

Sept. 20	South Dakota State	\$3.00
Oct. 11	Kansas	3.50
Oct. 18	Colorado	3.50
	(Homecoming)	
Nov. 1	Oklahoma	3.50
Nov. 8	Drake (Parents Day)	3.50

GAMES AWAY

Sept. 27	Illinois	3.60
Oct. 4	Nebraska	3.50
Oct. 25	Missouri	3.60
Nov. 22	Kansas State	3.50

PLAY AT IOWA STATE

OFFICIAL WATCH FOR THIS GAME



Longines



The World's Most Honored Watch

ACCEPTED AS OFFICIAL WATCH
FOR TIMING
CHAMPIONSHIP SPORTS EVENTS
IN ALL FIELDS ALL OVER THE WORLD

*Product of
Longines-Wittnauer Watch Company*



Cyclones Meet Buffs



DAL WARD
Colorado Coach

Homecoming—the fortieth since the first one in 1912—brings together Colorado and Iowa State for the second time in the series and for the seventh time in history.

The contest today is the rubber game, each team has won three of the contests. Colorado won in 1946, 13-7; in 1947, 7-0; and in 1951, 47-20. Cyclone victories were in 1948, 18-7; 1949, 13-6; and 1950, 14-7.

Today the Golden Horde from Boulder comes into the game with a record of two wins, a single loss and a tie. The wins were over San Jose State and Arizona, the loss was to Kansas, and the tie with Oklahoma.

Iowa State opened its 1952 season with a 57-19 win over South Dakota State and followed with three losses: 7-33 to Illinois; 0-16 to Nebraska and 0-43 to Kansas.

Against the only common foe the record shows a 12-21 loss to Kansas for Colorado as compared to the 0-43 game here with the Jayhawkers last week.

Colorado will be one of the two teams playing here this year who use the single wing offense. Blessed with great speed and power, the Buffs use the Bierman-Minnesota offense as adapted by Dal Ward of Colorado. King pin of the 1952 offense is Zack Jordan. Jordan, one of the greatest quick kick artists in the nation, is also the top ball carrier and one of the best passers on the club. Other ball carrying stars are Woody Shelton, tiny little speedster; Carroll Hardy, rated as the greatest athlete at Colorado since the days of the original Whizzer White; Ralph Curtis, a fullback who has made Buff fans forget all about Merwyn Hodel.

Defensively some of the names you'll hear this afternoon are Don Branby, end; Don Greenwood, who plays almost any place; Tom Brookshier, defensive halfback, and Royal Shepherd, who plays line backer or in the line on defense.

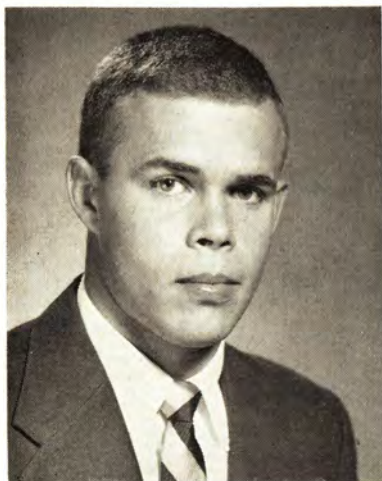
Iowa State hopes to be on the rebound from the defeat by Kansas last week but will still not be at top physical peak. It is not likely that Lee Spence nor Bill Plantan will be available while several others may not be in top shape and as a result will see little service.

AFTER-GAME GET-TOGETHER

Immediately following the conclusion of today's homecoming game there will be a special get-together for alumni, guests and friends of the college in the gymnasium. Each division of the college will be represented and will serve as hosts for the occasion. The Alumni Association will serve free coffee and donuts.

"The Official Watch for Timing This Game is Longines—The World's Most Honored Watch"

-- C Y C L O N E S --



KIM TIDD
Marshalltown
Leonard Cole
Industrial Economics



BO WALKER
Ottumwa
Don Newell
Industrial Economics



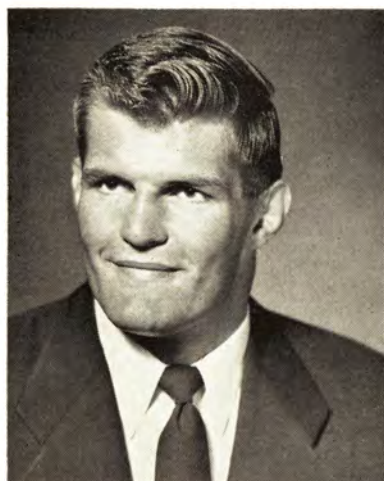
WELDON THALACKER
Ottumwa
Don Newell
Mechanical Engineering



GEORGE ALLEMAN
Ankeny
Bert Evans - Merritt Parsons
Farm Operation



JIM MIELKUS
Lincoln, Ill.
Ed Migaliez
Industrial Education



JACK ERICKSON
St. Charles, Ill.
Rufus Dewitz
Industrial Economics



BILL PLANTAN
LaSalle, Ill.
A. J. Nowack
Science



CLOYCE PALMER
Keota
Senior Manager
Dairy Husbandry