Don't let 'em make you the football

Everyday life is pretty much of a football game. Don't let 'em make you the football. When you have problems to tackle, unexpected interference to face, or rough-and-tumble clipping to bother you—blow the whistle on yourself for the pause that refreshes. Sparkling ice-cold Coca-Cola puts new life in the game and helps you go faster and more smoothly to your goal.

Baton Rouge Coca-Cola Bottling Co.

"It Had to Be Good to Get Where It Is"
El Trelles Cigars

Keep MOVING

Great SOUTHERN

OUBRE BROS., INC.
Distributors

BATON ROUGE, LOUISIANA
IN KEEPING WITH THE HIGH STANDARD FOR ALL THINGS ESTABLISHED BY THE LOUISIANA STATE UNIVERSITY, MILLWORK WAS FURNISHED BY US FOR THE FOLLOWING BUILDINGS:


IF YOU CONTEMPLATE ANY KIND OF BUILDING, WE SHALL BE GLAD TO CONSULT WITH YOU REGARDING ANYTHING IN OUR LINE
HOTEL HEIDELBERG
One of Louisiana’s Very Best Hotels
TULANE

CAPTAIN BILL MOSS
Tackle

DUB MATTIS
Halfback

JOHN ANDREWS
Fullback

FRED PREISSER, End

BILLY PAYNE
Halfback

RAY MILLER
Tackle
To make a long story short...

Last year Bernie Moore, with the aid of his able assistants, produced one of the finest football machines in the nation. This great team had power, courage, and a will to win. This is Coach Moore's second year at the helm at L. S. U. and judging from the splendid job he performed last fall, even though a number of star players will be missing, he will no doubt give L. S. U. another team equally as good as 1935's Conference Champions. We take this occasion to wish Bernie Moore, his assistant coaches and every man on the 1936 squad the best of luck and Godspeed.

Dalton's
Baton Rouge's Leading Department Store
A "CHAMPION" for 55 YEARS

Since 1880 we have been "Champions of the Furniture Conference." For 55 years we've been known as dependable home furnishers. Quality, style and value. That's what trading with Kornmeyer's means to you.

It's THRIFTY to Buy at

KORNMEYER'S
Dependable Home Furnishers Since '80
149 St. Ferdinand Street

For Perfect Refrigeration
USE A

Coolerator
The Air-Conditioned Refrigerator

These Coolerator
Are on Display
In Our Showrooms
135 South Fifteenth Street

Ice Service, Inc.
WELSH & LEVY
“THE COLLEGE MAN’S STORE”

Men and Young Men of Discriminating Taste Seek Their Apparel From This Exclusive
Men’s Store—Baton Rouge’s Greatest—These Quality Items Exclusive Here

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SHIRTS — INTERWOVEN SOCKS — CATALINA SWEATERS.

Best Wishes to the Tigers!
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Of course, you’re in trim physically—so we suggest that you keep trim looking when the game is over in Campus Togs or Kirschbaum Clothes. Newest styles, colors. Perfectly tailored.

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. . . the Nation’s Finest Creators for College Men

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"THE HOME OF GOOD CLOTHES"

350 THIRD STREET

WATCH OUR TIGERS GO!

GOOD VISION IS ESSENTIAL TO ENJOY THE GAME

Have Your Eyes Examined Regularly

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Registered Optometrist

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Corner Third and Convention Streets

Visitors Always Welcome

“Three Big Ones Gang!”

Reddy Kilowatt, your ELECTRICAL servant, says “Dependability is essential to success. That’s why those L. S. U. Tigers deserve 3 big ones! Game in and game out they’re good, plenty good! Likewise, dependability is a characteristic of the Baton Rouge Electric Company. Year after year they have given this community a dependable Gas, Electric and Transportation service.”

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1928. "Hank" Stovall
1929. "Dobie" Reeves
1930. J. B. Luker
1931. Tom Smith
1932. Walter Fleming
1933. John Kent
1934. Walter Sullivan
1935. Jesse Fotherree
1936. ? ? ?

Watch the Boys and Pick Your Choice for 1936

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Roberts & Eastland

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GENERAL INSURANCE

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100% for the Tigers

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Pat Coffee—Halfback

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Come and Get Yours — They’re Free!

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SPORTS EQUIPMENT

IS USED AND ENDORSED FOR TEAM USE
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Phone 50

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TULANE COACHES

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LOWELL DAWSON

BACKFIELD COACH GLENN SEIDEL

LINE COACH BILL BEVAN
A Tribute to Football
by Grantland Rice

Blocking backs and interference—
Fifty thousand wild adherents—
Tackle thrusts and headlong clashes,
Two yard bucks and dizzy dashes,
Spiral punts and forward passes,
Run the end and hit the line,
Driving on by leg and spine,
Head and shoulder, heart and soul,
Till you fall across the goal.

And another all-star eleven—

T-H-E-Y-S-A-T-I-S-F-Y-

ROSTER

<table>
<thead>
<tr>
<th>Tulane</th>
<th>L. S. U.</th>
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<td>1 Johnson, R., b</td>
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PROBABLE LINEUPS

Tulane vs. L. S. U.

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OFFICIALS

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Referee Viner (Missouri)
Umpire Perry (Auburn)
Head Linesman Severance (Oberlin)
Field Judge Striegel (Tenn)
MIDNITE SHOW TONITE 11:30 P. M.

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TERRY RAY • PRISCILLA LAWSON

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Baseball — Softball — Track
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"Dependable As The Tigers"

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California Wines

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WITH

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« Keeps You Alkaline »
HELLO TIGERS!

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Best Wishes
from
The L. S. U. Band
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American Bank & Trust Co. .......................... New Orleans, La.
New Orleans Public Service Inc. .................. New Orleans, La.
Milne Boys Home .......................... New Orleans, La.
Dillard University .......................... New Orleans, La.
Hutchinson Memorial-Tulane University ............... New Orleans, La.
Dept. Middle American Research Tulane University .... New Orleans, La.
C. E. Byrd High School .......................... Shreveport, La.
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Ouachita High School .......................... Monroe, La.
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The L. S. U. Stadium

The new end-section of the L.S.U. Stadium, built under a WPA project, sponsored by the University, more than doubles the seating capacity of the stadium, and gives L.S.U. the finest horseshoe stadium in the South. It is the second major addition to the structure in recent years, two sections having been added to the side-stands in 1932.

More than 800 WPA workmen and several hundred University employees have labored on the new unit since work began in May, and the efficiency of their workmanship is attested to by the fact that all seats are available for the L.S.U.-Tulane game, despite the fact that original schedules called for the structure to be completed in March of 1937.

The new section, which will house more than 1,200 students in model dormitory rooms on five floors within the structure, was erected at a cost of more than $700,000. WPA workmen contributed 285,903 man-hours up to the time of the L.S.U.-Tulane game, with the University workmen totalling 119,366 man-hours. The efficiency of the operation has been greatly due to the fine cooperation between the WPA and the University, and to the fact that the sponsors willingly and generously met every obligation which properly fell upon them.

There are 61 rows of seats in the great horseshoe section, providing reserved space for more than 22,000 spectators. The great structure stands 80 feet and nine inches high, with the outside wall measuring 834 feet and six inches. All available space within the structure has been put to use, with the result that there are five floors given over to dormitory rooms and offices, with an additional floor built as a promenade deck.

Each dormitory floor provides 60 large rooms, which will be equipped to accommodate four students each. In addition, the end section will house offices and dressing rooms for the athletic department, and a gymnasium where athletes may train in bad weather.

The amount of materials used in the construction will give graphically an idea of the magnitude of the structure. Fifteen thousand three hundred cubic yards of gravel, 11,900 cubic yards of sand, and 93,500 sacks of cement were used to mix the concrete which forms the massive walls. Eight hundred thousand feet of lumber was built into forms into which the cement was poured, with 40,000 pounds of nails necessary to hold the forms together. Twelve hundred tons of reinforcing steel forms the skeleton which gives strength to the unit.

Concealed within the walls and floors of the end-section are 1,500 linear feet of water mains and 2,100 feet of sewer mains. A total of more than 83,000 pieces of hollow tile was laid by hand by WPA workmen, and carpenters cut and finished 147,400 feet of two-by-four redwood lumber to form the seats in the stadium section.

With the new end-section, the L.S.U. Stadium ranks as one of the finest such structures in the entire nation. It is an example of the hundreds of projects being carried on throughout Louisiana under the Federal Work Program, and it is a valuable permanent public improvement which will benefit the entire State. The L.S.U. stadium might well be taken as a standard of what can be accomplished through the cooperative efforts of the Works Progress Administration and the sponsoring agency, in this case the Louisiana State University.