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October 24, 1936

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NUDIST  
CAMP  
HAS THE CLOTHES  
- LOOKIT THE  
NEXT PAGE

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DEEDS

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HAN  
DIX



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**lady,  
look  
around  
you**

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THOSE

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admire . . . to applaud.*

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**ODCHAUX'S HAS THE CLOTHES**

# The Greenie

Vol. 6      OCTOBER 24, 1936      No. 4

HORACE RENEGAR      -      -      -      Editor

Official Souvenir Football Program of Tulane University, Published for Each Home Game

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## TAR HEELS

Tulane and the University of North Carolina resume a football relationship today that had its inception in 1922 but which has been dormant since.

The Tar Heels defeated the Green Wave in that year, 19 to 12, in a thrilling game which had Lester Lautenschlaeger as star for the Wave and "Red" Johnson as the standout for Carolina.

We are delighted to have North Carolina with us again. Next year, the teams meet at Chapel Hill and doubtless many Orleanians will visit the beautiful university town.

Hail to Carolina!

## IN MEMORIAM

Thousands will feel the loss of Dr. Archie B. Bland, loyal Tulanian, whose untimely death shocked countless Green Wave followers last week.

Dr. Bland was known intimately to scores upon scores of Orleanians, all of whom admired his sterling qualities of true friendship and sincerity.

Never did Tulane have a finer friend and one whose interest was more paramount in the progress of the institution.

He was equally respected and admired in his chosen profession; that of dentistry. A graduate of Tulane, he was an outstanding alumnus and we shall all miss him. He graduated from Tulane in 1910. He was a professor in the Tulane school of dentistry for a number of years.

He was always generous to charity, contributing often and magnanimously when even his closest friends had no idea that he was acutely interested in some worthy cause.

His code of life, reflected always, is embodied in these lines:

"Dear Lord, in the battle which goes on through life,

I ask but a field that is fair;

The chance that is equal with all in the strife,

The chance but to do and dare.

"And if I should win, may I win by the code,

With my faith and courage held high;

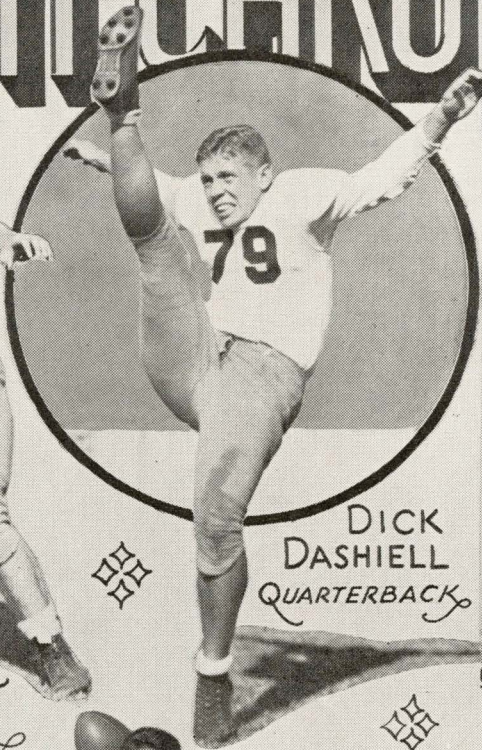
And if I should fail, may I stand by the road,

And cheer as the winners go by."

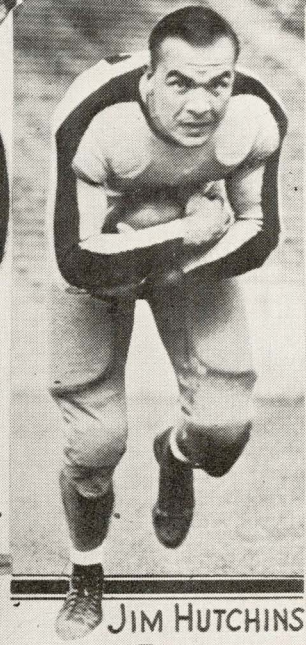
# NORTH CAROLINA



CROWELL LITTLE  
QUARTERBACK



DICK DASHIELL  
QUARTERBACK



JIM HUTCHINS  
FULLBACK



TONY CERNUGLE  
HALFBACK

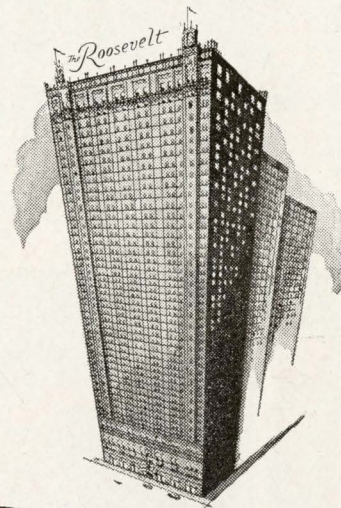


TOM BURNETTE  
HALFBACK



J.D. DERMID  
TACKLE

**SEYMOUR WEISS**  
President and Managing  
Director



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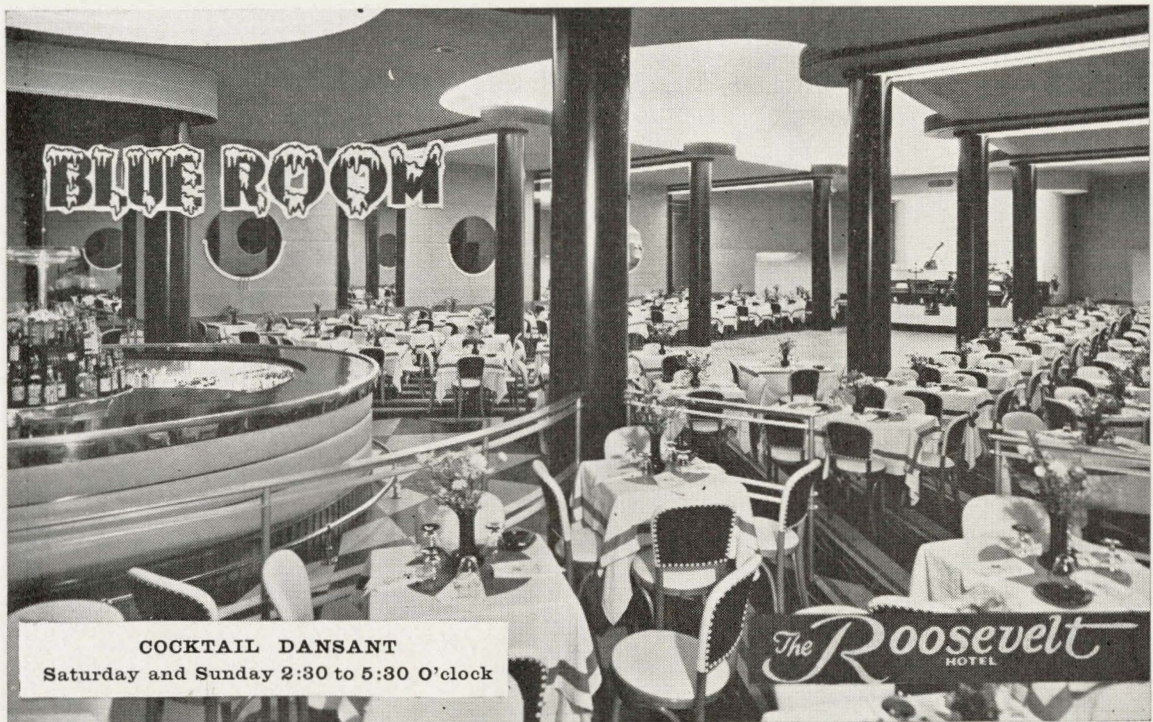
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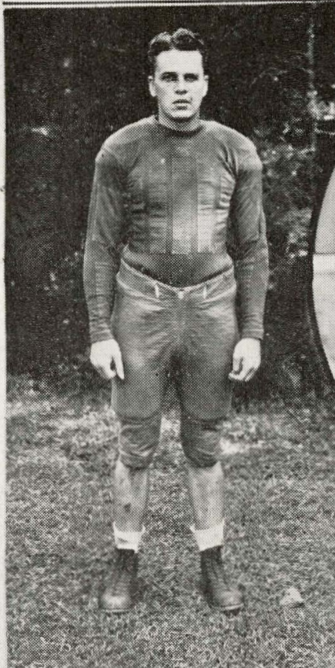
**PHONE MAIN 3920 FOR RESERVATIONS**



# TAR HEELS



HENRY BARTOS  
TACKLE



BOBBY STEWART  
HALFBACK



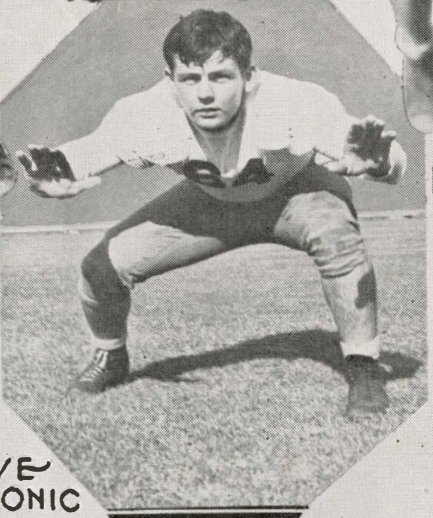
DICK BUCK  
END



ART. DITT  
FULLBACK



JOHN TRIMPEY  
TACKLE



STEVE MARONIC  
GUARD

BUCK MCCARN  
END





**Tulane-Newcomb Musical Organization**

The above picture shows the fine musical organization, representing the University, under the direction of Mr. Maynard Klein.

*Compliments to the  
Tulane Green Wave*

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*Kolb's  
Restaurant*

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*The Tyrolean Singers*

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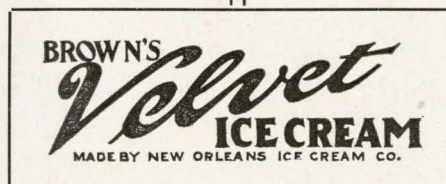
TOYE BROS.

**YELLOW CABS**

THE PROOF OF

**GOOD ICE CREAM**

IS IN THE EATING



SOLD EVERYWHERE

# *A Word Sketch About North Carolina*

By Robert A. Madry

Today's football game matches teams representing the first State University in America to begin operation and the oldest university in the deep South.

You are doubtless well acquainted with the history of Tulane. Chartered in 1789, the cornerstone of the University of North Carolina was laid in 1793, and the formal opening was held in 1795.

In the early years of the university the rest of the South had no institutions of higher learning, and this condition brought to Chapel Hill a considerable number of students from other states. When the War Between the States broke out, more than half of the 500 students enrolled at North Carolina were from other states.

The story of the University of North Carolina in those early years, and for a long time thereafter, is a record of incessant struggle, not for a luxurious or even a comfortable existence, but for the barest necessities.

Although scores of its students left the campus to fight in the Army of the Confederacy, the university managed to continue to function during the Civil War. But the days of Reconstruction dealt it a severe blow from which it was not to recover until five years later, in 1875, when it was reopened.

The greatest changes in the life of the university have taken place in the last 20 years, but the stimulus for this transformation came in the nineties. At the turn of the century the institution

was recognized as a leader among educational institutions in the South. It was overflowing with students taught by an able and enthusiastic faculty.

Whereas only eight buildings stood upon the campus in 1895, today there are approximately 50. The value of the central university plant at Chapel Hill is between eight and ten million dollars. The resident enrolment this year is 3,000. The Summer School enrolment for the two terms was approximately 2,000. And there are several thousand extension students — those taking courses from correspondence and extension classes.

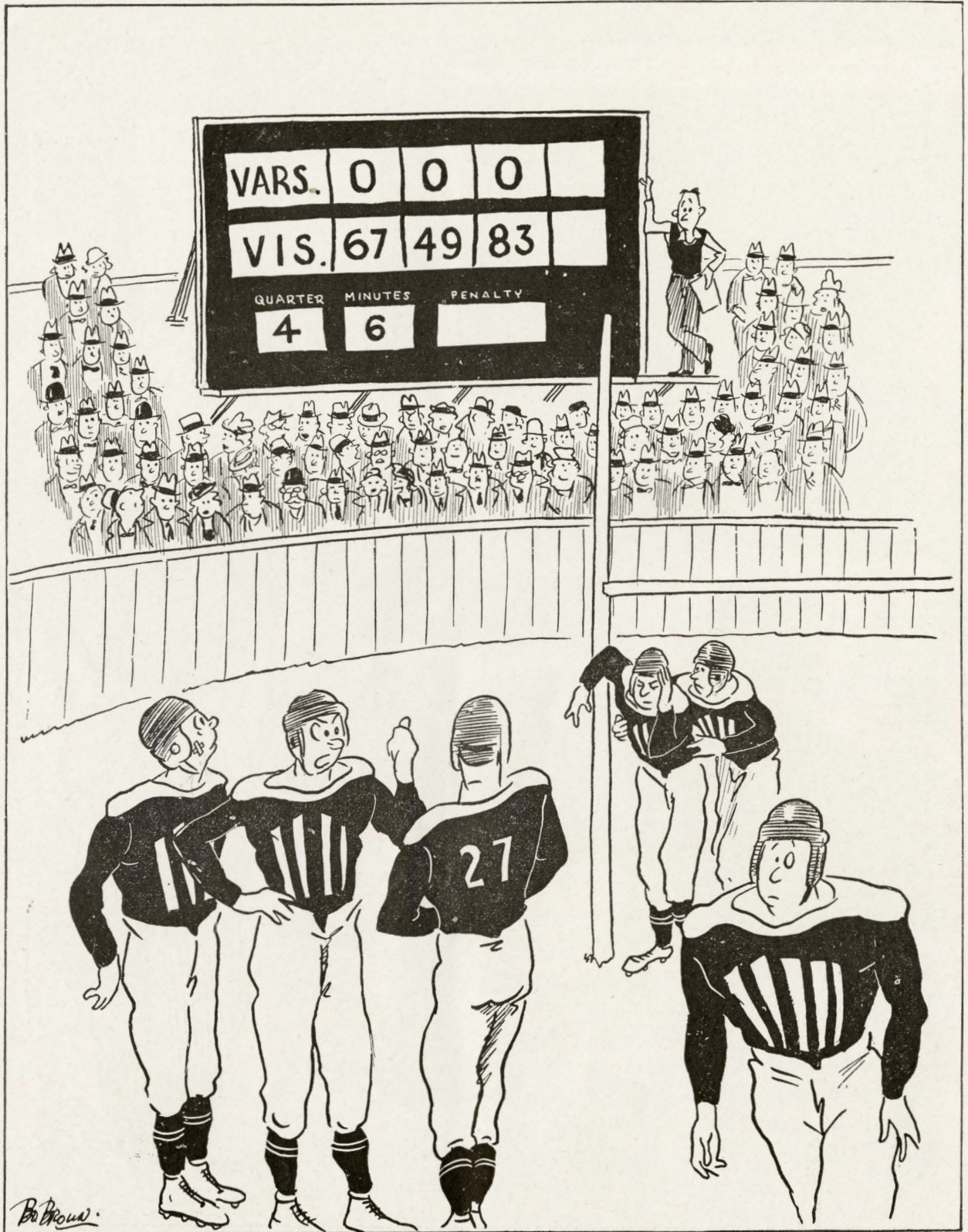
Five years ago the State Legislature passed an act consolidating the work of the university at Chapel Hill, State College at Raleigh, and the North Carolina College for Women at Greensboro. It has been the task of President Frank P. Graham—one of the most difficult tasks ever faced by any college president—to translate into actuality the terms of this consolidation. This consolidation program is still in progress.

With a frequency that must be gratifying to the people of North Carolina in particular and the South in general, there comes to hand from day to day manifold evidence that the work of the University of North Carolina is attracting widespread and favorable attention. Its admission to the Association of American Universities and its election several years ago to the presidency of that body is but one bit of testimony to the high esteem in which it is held.



"What Does All Them Kisses Mean?"

"What Does All Them Kisses Mean?"



"I Told You Not To Let Bingletree Handle the Scoreboard — He Can't Add Worth a Darn!"

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as your easy chair; if you  
own an

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priced from \$19.95 to  
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Convenient monthly terms.

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GREATEST STORE SOUTH

# A Tribute to Football

by Grantland Rice

## TULANE SQUAD

LOWELL DAWSON, Coach

1 Johnson, B., h b	58 Ott, q b
3 Brechtel, e	59 Henley, g
5 Overdyke, h b	60 Tull, c
8 Eddy, t	61 Bryan, h b
9 Bertucci, h b	62 Graham, f b
24 Brunner, h b	63 Goodell, e
32 Jones, g	64 Hickey, g
35 Dalovisio, e	65 Goll, g
38 Banker, h b	66 Loftin, f b
39 Richardson, q b	67 Gorman, c
40 Payne, T., h b	68 Buckner, g
41 Andrews, f b	69 Hall, g
42 Watermeier, g	70 Avants, c
43 Johnson, D., h b	71 Friedrichs, e
44 Schneidau, e	72 Upton, t
45 Moreau, q b	73 Shattles, t
46 Smith, t	74 Moss, t
47 Flowers, h b	75 Dailey, e
48 LaRocca, e	76 Pace, t
49 Mattis, h b	77 McGrath, g
50 Odom, h b	78 Nussbaum, t
51 Preisser, e	79 Miller, t
52 Dirmann, e	80 Benedict, q b
53 Evans, g	81 Dexheimer, h b
54 Gamble, e	83 Payne, H., h b
55 Smither, g	86 Jaubert, t
56 Bond, q b	96 Kirchem, t
	97 Payne, W., h b

## N. CAROLINA SQUAD

RAYMOND WOLF, Coach

32 Smith, g	71 Burnette, b
34 McCord, t	72 Cooner, b
36 Stiegleman, g	75 Adams, c
37 Peiffer, e	77 Winborne, b
39 Deaton, b	78 Ditt, b
40 Williamson, e	79 Dashiell, b
43 Thompson, P., b	80 McCarn, e
44 Thompson, B., g	81 Dermid, t
45 Gordon, t	82 Palmer, e
49 Hudson, e	84 Juliber, t
50 Stronach, g	85 Cernugle, b
52 Abernethy, g	86 Bricklemeyer, b
53 Woodson, g	87 Buck, e
55 Coughenhour, b	88 Smith, g
56 Copenhaver, g	89 Webb, g
58 Kline, b	90 Wrenn, t
59 Bershak, e	91 Hutchins, b
61 Caldwell, e	92 Mizelle, g
63 Dunham, b	93 Little, b
64 Maronic, g	94 Avery, c
65 Bartos, t	95 Watson, b
67 Melver, g	96 Trimpey, t
68 Palmer, g	97 Kraynick, b
69 Stewart, b	98 Gordon, e
70 Maffitt, t	

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.

## NORTH CAROLINA vs. TULANE

### THE STARTING LINEUPS

(Subject to Change by Coaches)

N. CAROLINA			TULANE	
No.	Name	Position	Name	No.
87	Buck	L. E.	Schneidau	44
96	Trimpey	L. T.	Moss	74
67	Mclver	L. G.	Buckner	68
94	Avery	C.	Tull	60
89	Webb	R. G.	Hall	69
65	Bartos	R. T.	Miller	79
59	Bershak	R. E.	Preisser	51
93	Little	Q. B.	Bond	56
85	Cernugle	L. H.	Bryan	61
71	Burnette	R. H.	Mattis	49
91	Hutchins	F. B.	Andrews	41

### OFFICIALS

Referee—Buck Cheeves (Georgia).

Umpire—S. H. Sanders (Texas A. & M.).

Head Linesman—O. W. Severence (Oberlin).

Field Judge—Roy Striegel (Tennessee).

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Chesterfield





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FRENCH RESTAURANT

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It matters not what your whim may be for food—you can pamper it at La Louisiane.

World famous French Chefs await your order or if it's an American dish you prefer, just as famous American Chefs will prepare the dish you wish to have served.

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## 1840—Antoine's Restaurant—1936

Now in Its 97th Year

ROY L. ALCIATORE, Prop.

717 St. Louis Street

Let me tell you, brother, when you have a famous eating place in New Orleans, it must be some place because they do know how to eat, and what to eat, and hospitality, and when you speak of Antoine's, you have reached the "Z" and "&" in alphabetical praise. Antoine's was founded in 1840 and has never had to resort to a jazz band. Imagine a restaurant existing and making a worldwide reputation on just food. My sombrero is tipped to Jules at Antoine's.

—WILL ROGERS

To Antoine's—Specially Roy, from a Gourmand to a Gourmet.  
—Dolores Costello Barrymore.

May I say as everyone has said—"The finest foods in the World."  
—Harry Richman.

Antoine cooks, like other cooks think they are cooking.  
—Mayor Fiorello LaGuardia.

To Jules—A prince of good fellows, and the king of good cooking.  
—Robert L. Ripley.

What Jules can do to oysters and fish and various other things that make up a meal is what the cooks must do to them in heaven.  
—Irvin S. Cobb.

I have found a truly great restaurant in North America.  
—Prince Louis Ferdinand Hohenzollern.

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"IKE" NORWOOD RIGHT TACKLE 1908 VARSITY FOR U. of N.C. PLAYED IN THE FIRST GAME HE EVER SAW.

# Football

# Fables

**BILLY BOEHM**  
OF TULSA U. SCORED THREE TOUCHDOWNS IN THREE MINUTES PLAYING TIME. TULSA U. VS. U. OF MEXICO - 1931

THIS GUY'S RUNNIN' ME RAGGED



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THE FIRST HUNDRED IS THE HARDEST

WON TWO WITH DROP KICKS - ONE BY FORFEIT - AND ONE BY SCORE-LESS TIE.

**S**OUTH HIGH IN MINNEAPOLIS WON CHAMPIONSHIP IN 1911 FROM FOUR OTHER SCHOOLS - YET NEVER SCORED A TOUCHDOWN.

FLOYD GATES

# LET IT RAIN!

By FELICIA LAMPORT

If that creature thinks he can make me move one inch in this pouring rain he's the mental age of my unborn nephew. It isn't as if I wanted to see the game when he's got such a swell radio — and a fireplace — and when the Martinis are the only dry things this side of the state line.

That's my beaver coat he's picking up, and he's actually smiling. And I didn't eat lunch for a month to buy it! Oh well, the little beavers spent most of their lives under water anyhow. This'll make them feel right at home.

Ugh, I'm glad to have long legs; the water's only up to my knees. "Oh, I'm all right, Johnny . . . I'm getting along just swimmingly." Smile when you say that, sister, if you can keep the rain out of your mouth. My curls were so nice and tight when I left home. Now they're dripping down my neck like a bunch of corkscrews.

Why does that other girl have to act as if she liked it! I guess she's been tried and found wanton before. It's easier for her anyhow. The bump on her nose deflects the water from her mouth.

So this is the trolley car. We climb in on top of those people. Makes it softer, I guess. And then the next crowd on top of us to make it really cozy and homelike. "Mister, do you mind giving me back my shoe? It's not that I value it so much, but, you see,

my foot's in it." I don't mind his apologizing, but I wish he'd take his elbow out of my stomach while he's doing it.

There goes one of those lovely banners, right in my eye. "Oh, it's just a wee bit gouged out, but I don't mind. I've got another one."

What a big swimming pool they have here. Oh, I see, it's the Stadium. And I sit right in this lovely puddle. I wonder if people would like to see me do a swan dive at the half. I don't care if it IS the team coming in. I wouldn't stand up to see Mussolini and Hitler do a bubble dance. There's a tiny

little spot in the small of my back that's still dry and I want to keep it that way, just for sentiment's sake.

Number forty-six! What is this—a football game or a raffle? Oh, he's the captain—a slippery runner, you say. Well, you can't blame him. Anyone could slip on a day like this.

What a game! In the good old days the prodigal son used to have to bring home the bacon,

but now he just brings home the empty pigskin and everyone's happy. Oh lord, he's bringing out a sopping wet blanket. Wet wool smells just lovely. I think I'll have it made up as a perfume. If he tries to put that blanket around me I'll scream. EEEEEEEEEEEEEEE!

Oh my God! He thought I was cheering for his team.



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Theatre

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JESSE L. LASKY present

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.... A glorious  
romance with  
glorious music  
packed with ex-  
citement, thrills  
and breath-taking  
climaxes! . . . . .

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“The  
Big  
Game”

with  
Eight  
All-American  
Stars

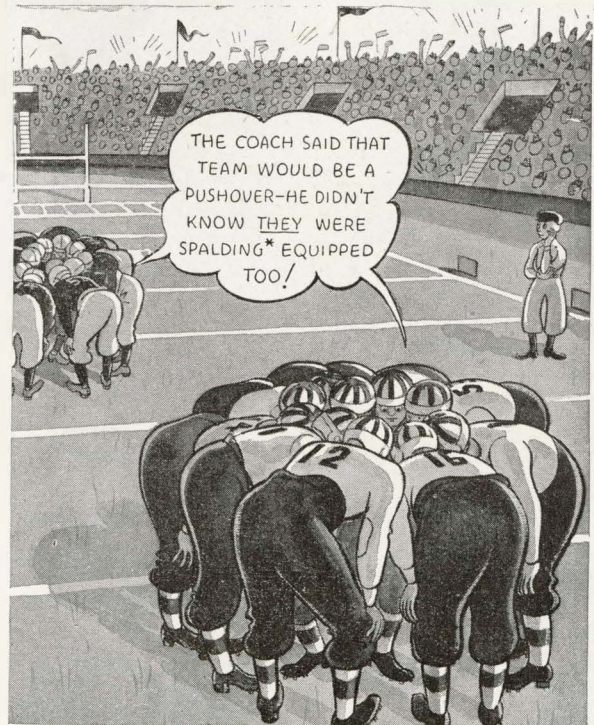
●  
Bing  
Crosby  
in  
“Pennies  
From  
Heaven”

Meet at

# TONY'S

After  
the Game

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 Holmes  
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 Salons to  
 you*

HOLMES is cognizant of the fact that it is not feasible for most New Orleans women to select their gowns in Paris — so we are bringing you authentic adaptations of the newest style creations from the salons of famous couturiers and presenting them to you at a price truly modest for such quality, style and originality of execution.

Photo above . . . "Marital Music." Black crepe with Red or Blue piping and the precision of military influence in its details. - - - - -

**\$15.95**

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# TULANE ROSTER

No.	PLAYER—	HOME—	POS.	WI.
1	Johnson, Beverly	New Orleans	HB	160
3	Brechtel, Pete	New Orleans	E	165
5	Overdyke, Don	Shreveport, La.	HB	171
8	Eddy, Charles	New Orleans	T	187
9	Bertucci, John L.	New Orleans	HB	160
24	Brunner, Warren	New Orleans	HB	202
32	Jones, Louis	New Orleans	G	176
35	Dalovisio, Pete	Lake Charles, La.	E	170
38	Banker, Buddy	Lake Charles, La.	HB	164
39	Richardson, Ned	Ponchatoula, La.	QB	170
40	Payne, Thomas	Winterville, Miss.	HB	195
41	Andrews, John	New Orleans	FB	185
42	Watermeier, Dan	New Orleans	G	172
43	Johnson, Douglas	New Orleans	HB	176
44	Schneidau, Hughes	New Orleans	E	162
45	Moreau, James	New Orleans	QB	211
46	Smith, Bernie	Clarksdale, Miss.	T	176
47	Flowers, Wm.	Big Springs, Tex.	HB	184
48	LaRocca, Vic	New Orleans	E	183
49	Mattis, William	Oak Grove, La.	HB	170
50	Odom, Troy	Oakdale, La.	HB	175
51	Preisser, Frederick	New Orleans	E	176
52	Dirmann, John	New Orleans	E	191
53	Evans, Bernard	Memphis, Tenn.	G	174
54	Gamble, Cameron	New Orleans	E	208
55	Smither, Charles	New Orleans	G	184
56	Bond, Ralph	New Orleans	QB	171
57	Payne, Wm.	Winterville, Miss.	HB	180
58	Ott, Wiltz	Osyka, Miss.	QB	180
59	Henley, Cecil	Rosedale, Miss.	G	180
60	Tull, Porter	New Orleans	C	177
61	Bryan, Howard	Shreveport, La.	HB	163
62	Graham, Louis	New Orleans	FB	181
63	Goodell, Elson	Independence, Kans.	E	175
64	Hickey, Wm. P.	New Orleans	G	180
65	Goll, Carl	New Orleans	G	197
66	Loftin, Noel	New Orleans	FB	201
67	Gorman, Albert	New Orleans	C	185
68	Buckner, Norman	Marshall, Texas	G	186
69	Hall, Normal	Sweetwater, Texas	G	192
70	Avants, Mack	Baton Rouge, La.	C	203
71	Friedrichs, Jerry	New Orleans	E	188
72	Upton, Miller	New Orleans	T	200
73	Shattles, Herman	New Orleans	T	196
74	Moss, William (Capt.)	New Orleans	T	200
75	Dailey, Carl	Balboa, Panama	E	180
76	Pace, David	Monroe, La.	T	188
77	McGrath, James	Montgomery, Ala.	G	190
78	Nussbaum, Ray	New Orleans	T	204
79	Miller, Ray	New Orleans	T	204
80	Benedict, Calvin	New Orleans	QB	160
81	Dexheimer, Robt.	Abbeville, La.	HB	170
83	Payne, Hugh	Winterville, Miss.	HB	165
86	Jaubert, Warren	New Orleans	T	195
96	Kirchem, Wm.	New Orleans	T	205

# NORTH CAROLINA ROSTER

32	Smith, Dave	Chapel Hill, N. Car.	G	170
34	McCord, John	Atlanta, Ga.	T	198
36	Stiegleman, William	Mt. Airy, N. Car.	G	193
37	Peiffer, Carl	Wilmington, N. Car.	E	185
39	Deaton, W. E.	Statesville, N. Car.	B	160
40	Williamson, Edgar	Durham, N. Car.	E	172
43	Thompson, Paul	Wadesboro, N. Car.	B	170
44	Thompson, Burton	Greensboro, N. Car.	G	180
45	Gordon, Abe	Goldsboro, N. Car.	T	215
49	Hudson, Henry	Asheville, N. Car.	E	165
50	Stronach, Bill	Raleigh, N. Car.	G	165
52	Abernethy, Leroy	Asheville, N. Car.	C	175
53	Woodson, Jim	Salisbury, N. Car.	G	175
55	Coughenhour, Bill	Salisbury, N. Car.	B	155
56	Copenhaver, Lawrence	Johnson City, Tenn.	C	185
58	Kline, Chuck	Carthage, N. Car.	B	165
59	Bershak, Andy	Clairton, Penna.	E	185
61	Caldwell, Ted	Chapel Hill, N. Car.	E	165
63	Dunham, Wally	Winston-Salem, N. Car.	B	170
64	Maronic, Steve	Steelton, Penna.	G	200
65	Bartos, Henry	Vandergrift, Penna.	T	210
67	McIver, Charlie	Guilford, N. Car.	G	175
68	Palmer, Ed.	Rushland, Penna.	G	190
69	Stewart, Bob	Freeport, Penna.	B	175
70	Maffitt, Ben	Charlotte, N. Car.	T	200
71	Burnette, Tom	Tarboro, N. Car.	B	185
72	Cooner, Randy	Asheville, N. Car.	B	175
75	Adams, Bob	Ridley Park, Penna.	C	180
77	Winborne, Wallace	Marion, N. Car.	B	170
78	Ditt, Art	Lebanon, Penna.	B	200
79	Dashiell, Dick	Chapel Hill, N. Car.	B	170
80	McCarn, Buck	Kannapolis, N. Car.	E	190
81	Dermid, J. D.	Asheville, N. Car.	E	190
82	Palmer, Horace	Littleton, N. Car.	E	185
84	Juliber, Ed.	New York City	T	220
85	Cernugle, Tony	Steelton, Penna.	B	185
86	Bricklemeyer, Gene	Doylestown, Penna.	B	170
87	Buck, Dick	Brackenridge, Penna.	E	185
88	Smith, Bruce	Lexington, N. Car.	E	195
89	Webb, Van	Raleigh, N. Car.	G	185
90	Wrenn, Elmer	Greensboro, N. Car.	T	190
91	Hutchins, Jim	Winston-Salem, N. Car.	B	195
92	Mizelle, Jim	Newport, N. Car.	G	200
93	Little Crowell	Asheville, N. Car.	B	160
94	Avery, Pete	Morganton, N. Car.	C	188
95	Watson, George	Collington, N. Car.	B	175
96	Trimpey, John	Somerset, Penna.	T	215
97	Kraynick, Jack	Trenton, N. J.	B	180
98	Gordon, Fran	Tonowanda, N. Y.	E	170

## Tulane Football Schedule 1936

—September 26—  
Tulane 7; Ole Miss 6

—October 3—  
Tulane 0; Auburn 0

—October 10—  
Tulane 19; Centenary 0

—October 17—  
Tulane 28; Colgate 6

—October 24—  
North Carolina at New Orleans

—October 31—  
Louisiana Tech at New Orleans

—November 7—  
Alabama at Birmingham

—November 14—  
Georgia at New Orleans

—November 21—  
Sewanee at New Orleans

—November 28—  
L. S. U. at Baton Rouge



SHE: **"FRESH!!"**

HE: **"YOU SAID IT!"**



Copr., 1936, P. Lorillard Co., Inc.

**PRIZE CROP TOBACCOS MAKE THEM DOUBLE-MELLOW  
2 JACKETS OF "CELLOPHANE" KEEP THEM FACTORY-FRESH**

### THE BEST SHOP IN TOWN



# Stevens

Hart Schaffner & Marx Clothes  
710 CANAL STREET

*Authentic  
College Styles*

*by  
Robert Surrey*

**Exclusive Hart Schaffner &  
Marx Stylist**

—TIRES  
—BATTERIES

—RADIOS  
—BRAKE LINING

**Firestone**  
**Auto Supply and Service Store**

**Freret and Soniat Streets.**

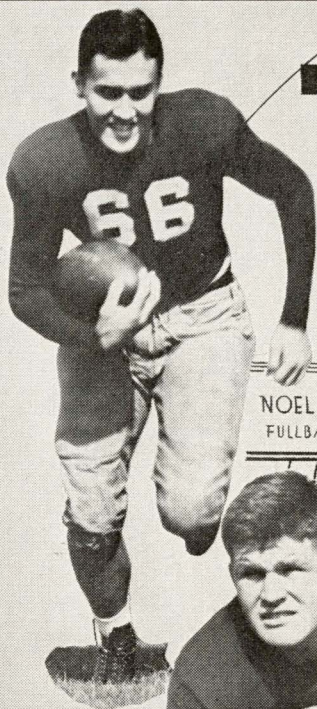
**UPtown 5877**



"I Dunno — It Was Just Handed To Me!"



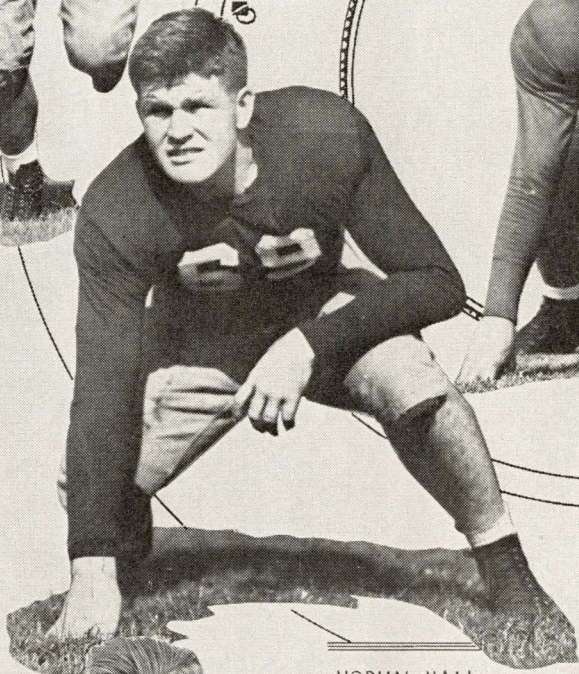
# TULANE



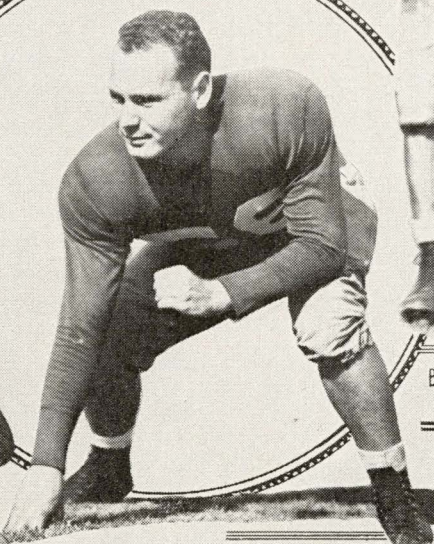
NOEL LOFTIN  
FULLBACK .....



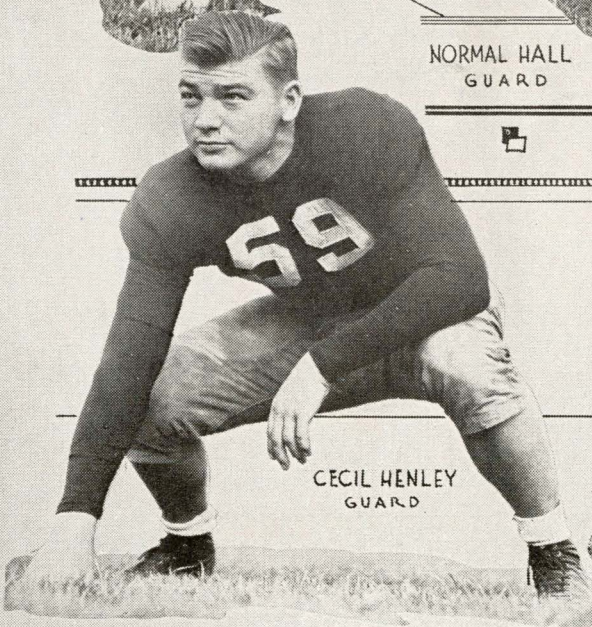
BUCKY BRYAN  
HALFBACK



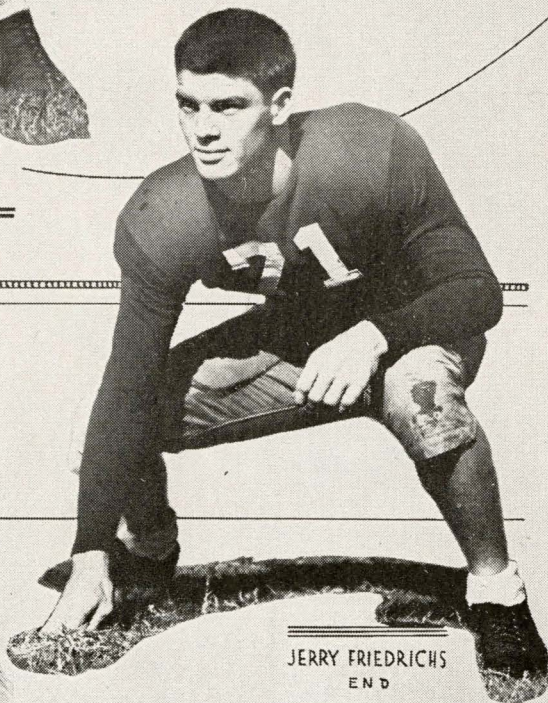
NORMAL HALL  
GUARD



RALF BOND  
QUARTERBACK



CECIL HENLEY  
GUARD

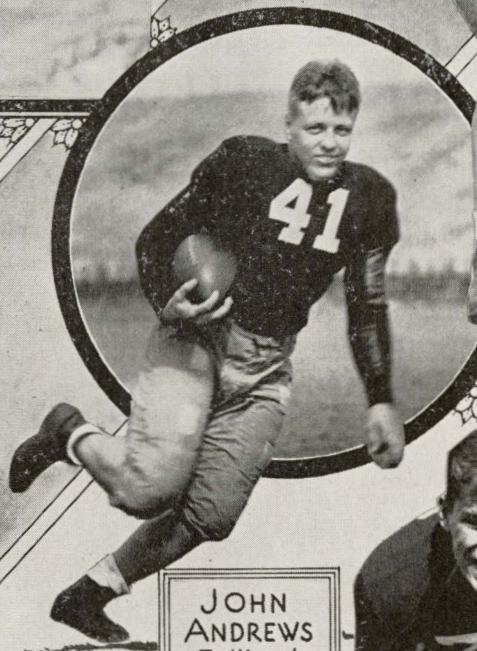


JERRY FRIEDRICHS  
END

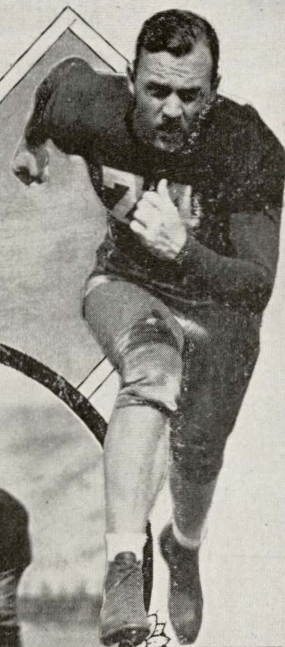
# TULANE



DUB MATTIS  
*Halfback*



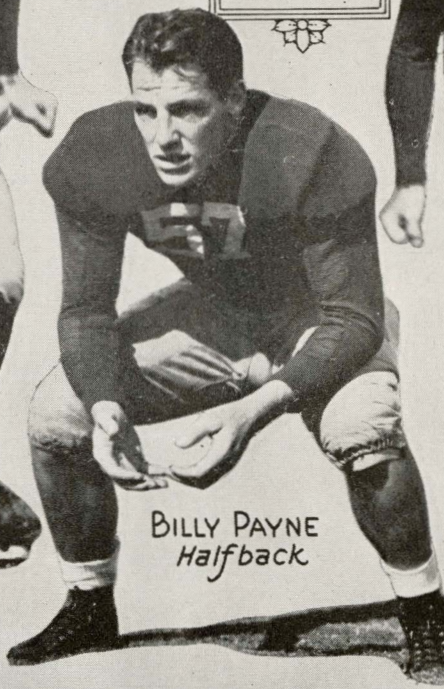
JOHN  
ANDREWS  
*Fullback*



CAPTAIN  
BILL MOSS  
*Tackle*



FRED PREISSER, *End*



BILLY PAYNE  
*Halfback*



RAY MILLER  
*Tackle*

# FOOTBALL DEFINITIONS

**BALL:** Of pebble grained leather, enclosing a rubber bladder. The pressure of inflation is  $12\frac{1}{2}$  to  $13\frac{1}{2}$  pounds. It is 28 to  $28\frac{1}{2}$  inches in circumference of the long axis; the short axis is 21 to  $21\frac{1}{2}$  inches. The weight is 14-15 ounces. A white ball may be used for night games.

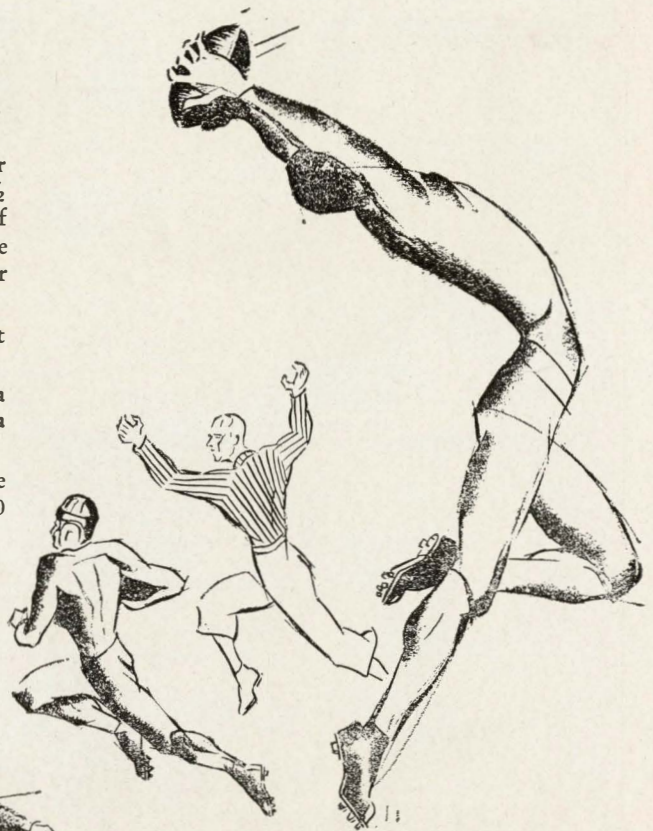
**BLOCKING:** Charging into an opponent to prevent him from getting into the play.

**"BREAK":** An unexpected happening, such as a pass interception, a fumble, the blocking of a kick or a short kick.

**FIELD:** The field is 300 feet long (not including the 10-yard end zones at each end of the field) and 160 feet wide.

**HOLDING:** The ball-carrier is permitted to use his hands or arms to ward off tacklers, but no other member of the team in possession of the ball is permitted to hold an opponent or to use his hands or arms to obstruct them.

The defensive players are permitted the use of hands to attempt to reach the ball-carrier, but are not permitted to tackle or hold other opponents.



**LINE OF SCRIMMAGE:** An imaginary line parallel to the goal line and passing through the point of the ball nearest the side's goal line. Actually, then, there are two lines of scrimmage, separated by the length of the ball. The zone between these lines is known as the neutral zone, and may not be encroached upon until the ball is put in play.

**SAFETY:** When a free ball or a ball legally in control and possession of a player guarding his own goal becomes dead, any part of it being on, above or behind the goal line, providing the impetus which sent it to or across the goal line came from the team defending that goal. A safety counts two points for the opposing team.

**SCRIMMAGE:** A scrimmage takes place when the two teams are lined up facing each other and the center snaps the ball back. The scrimmage does not end until the ball is dead.

**TOUCHBACK:** Made when a free ball or a ball legally in possession of a player guarding his own goal becomes dead on, above or behind the goal line, provided the impetus which sent it across the line was given by an opponent.

# GODCHAUX'S HAS THE CLOTHES



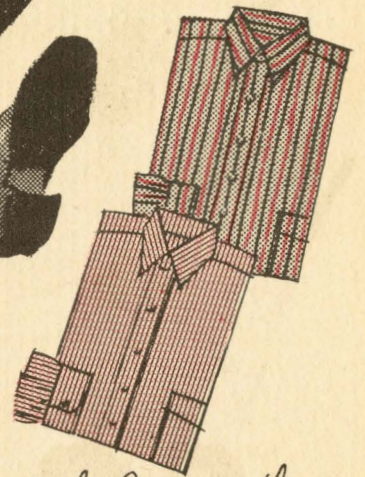
Colorful Regimental stripes in Barathea, a gentleman's silk. Tri-color combinations in almost every color.



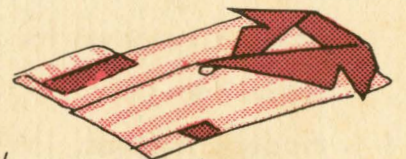
Silk and lisle sox in tri-color combinations to match the ties. With lastex top.



Alligator . . . by Walkover. Correct, casual comfort for business, spectator sports, and campus.



Two shirts by Arrows in the popular form fit model. With the long wearing Arrowset collar.




High quality broadcloth pajamas featuring wide spaced colorful stripes or pastel tones

There's distinction, comfort in this all wool robe. In rich colors with contrasting piping.



The English Coronation influence is definitely expressed in this style right model of Saxony worsted with chalk stripes. Also in the Glen plaids, or dusted stripes. Single or double breasted.

From 29.75



**GODCHAUX'S  
HAS THE  
CLOTHES**

NEW FACES . . . more youthful faces . . . under the Knox Vagabond below . . . and the Vagabond Prince, left . . . because Knox Vagabond and Vagabond Prince are styled for young men . . . and for men who are eager to stay young.

**GODCHAUX'S**

Knox, a synonym for quality in hats . . . styled for 1937 . . . made in the most modern manner. Whether in felt, velour, beaver . . . whether it's sport, town-wear or dress . . . Hats by Knox are perfection in headwear and you will find . . .



**KNOX**

*Exclusively at*  
**GODCHAUX'S**



# O'Shea...

A name synonymous with the best in athletic knitted goods from Coast to Coast. Tulane's Green Wave and every other leading institution uses O'Shea goods.

Ask any coach—he will tell you that O'Shea is the best.

O'SHEA KNITTING MILLS  
2414 N. Sacramento Ave.  
Chicago, Illinois

# HAUSMANN,

INCORPORATED

●  
NEW ORLEANS'  
LEADING JEWELERS



SPECIAL DEPARTMENT FOR COLLEGE  
AND FRATERNAL JEWELRY

# “Time Out”

DRINK—

The iconic Coca-Cola script logo, rendered in a large, bold, black font. The letters are highly stylized with thick strokes and a slight shadow effect. Below the main script, there is a small banner containing the words 'TRADE MARK' and 'REG. U.S. PAT. OFF.' in a smaller, sans-serif font.

TRADE MARK  
REG. U.S. PAT. OFF.

PAUSE--

RELAX--

REFRESH YOURSELF

# Luckies - a light smoke

OF RICH, RIPE-BODIED TOBACCO - "IT'S TOASTED"



## YOU...and a LIGHT SMOKE

It is a Lightness in the smoke that makes people choose Luckies. A rich, clean Lightness in the taste. A smooth Lightness of "feel" in the throat. Puff by puff, a delightful sense of ease. From the choosing of the finest center-leaf tobaccos - to the "Toasting" which removes certain harsh irritants naturally present in all tobacco, every careful measure of Lucky Strike's manufacture is designed to please you more... to offer A Light Smoke of rich, ripe-bodied tobacco.



**RILEY SMITH**  
Alabama Quarterback • Member of Grantland Rice's  
All-America Team for 1935 • Home: Columbus, Miss.  
The greatest blocking back and signal caller in the  
South in 1935.