Come on, Mike. Give us the water.

Run, Eby, Run.

The silent vote.

The women's vote is being heard this fall.

An active supporter.

A whispering campaign.

Looka da grass. Kickem up like 'm plow!

A cry for "farm relief.

Even the mud slingers may be with us.
"13" Justifies Its Reputation
TRAGEDY
The Man Who Ate Spinach All Year Just to Be Fit, and Then Fumbled

3 Nov. 1928 Football Program
TACT

"Nice Day, Today!"
THE TREND
Football Goes "Moderne"
The Guy That "Gave" Until It Hurt
Perspective

A WORM'S EYE VIEW OF KIPKE'S NEW PLAY
"... and what impressed you most at the game today?"
"All the Comforts of HOME"

The Terry Engraving Co.
214-216 Oak Street
Columbus Ohio

Printing Plates
Color Work
Advertising/Art
Photographers
THE BIG DAY ARRIVES
Intimate Glimpses of a Band Leader's Home Life
THE GRADUATE MANAGER'S DREAM

A Stadium With Every Seat Exactly on the 50-Yard Line
THE ORIGIN OF FOOTBALL
Signals from the Stands
“THE GRIM NINETIES”
When a substitute really made a difference!
A STUDY IN HEREDITY

The plumber's son forgets the ball
DILEMMA

He was told to get his man!
The Man Who Sat on the Wrong Side
Oh Hell! I should have forward passed on that play.
"Just One More Time"

There's a song about that. Only the guy that wrote it had his mind on indoor sports and not on football.

It would make a great theme song for today. Just one more time... when we all go back... until the faded letters... dust off the hintypes and blush at the necktie we were wearing away back when they gave you a button hook with every pair of shoes and a nightstick never rapped on a speakeasy door.

We're not so ancient that we can remember the horse cars that rumbled lazily down High Street or the rail fences they had at Goodale Park. But we do get a kick out of the old-time scenes and the stories they try to spring on you about the days before the Country Clubs took the place of Tim's and the Log Cabin.

They'd have you believe that nobody ever bought a derby the right size or a collar he could see over. That every girl was beautiful and looked like a sylph... or two or three sylphs for that matter. That wearers of the sacred "O" never weighed less than 200 pounds and always smoked pipes... that sometimes they even carried books around.

Just one more time!

Who was it wrote the line about "the first fine rapture"? The first impressions—the memories you'd like to live again—breathe life into. The old friends and the gentle days when you took things as they came and even went to meet them. When the world was your oyster and you took your time with the tobacoo.

The scene above.

Two penniless professors joking mildly about a most amusing situation that developed this morning during a Greek translation. Beside them—an undergraduate who couldn't find his roommates coat. A pair of modest coeds eyeing two campus heroes—the Captain of THE TEAM, who played the whole game last Saturday with three ribs he had broken at a fraternity formal the night before and his pal who takes his halfback laurels nonchalantly. And the cop on the corner who was "born thirty years too soon" and has to spend his own money for things and even has to walk his beat.

We'd like to bring them back—to hear the rustle of silk and see a high-neck sweater—just one more time. But we can't. But we can pretend the things they lived for are still the proper goals—that the things they enjoyed would still be amusing if we would take the time for them—that friendship doesn't change so much unless you want it to—that another building or so shouldn't alter the way you felt about Ohio State. Why don't you take the day off and look around?
A Bad Case of Athlete's Foot
GONKOWITZ CARrying THE BALL

NO! NO! THE NAME IS GARRISON
Nix! I'm the burnt match man
TODAY WE'RE ALL IN FAVOR OF NAVAL REDUCTION
You ought to see the blonde in the third row
"I tell you he went off tackle!"
THE CHEERING SECTION COULD SPELL A FEW "ADS" - NOW AND THEN.

EXCURSION
NIAGARA FALLS
SUNDAY - NOV. 31
D.O.R.P. - 282

RIGLEYS
BUY GUM
BY GUM

AN ADDED INCENTIVE

WHAT BETTER LOCATION FOR BILLBOARDS THAN THE TOP OF THE STADIUM?

"BACK" TO ADVERTISING

SOME MIGHT PREFER A "MOVING" AD.

HERE COMES WHOZIS
WHERE GOES WHOZIS

A COAL OVER THIS SIGN WINS AN NARROW SHIRT FREE

The Age of Efficiency
That Scoring P-p-pup-punch.
"They Say He Has a Girl in the Stands!"
The absent minded place kicker.
Did a football come over here, Mister?
INVENTION
A Simple Device to Prevent Fumbles
"Oh, dear! I'd hoped they'd be pink."
Football Program 15 Nov. 1932

Fourth Down—Eight Yards to Go

Touchdown!
"There's no reason why Stravinsky here, or even Prutzschwitz or Chucskyly can't be All Americans this year!"
"What'll We Do With Them Now?"
"All right then you come down and carry it."
"The guy who took up football as a side line"
"Quite sure officer. This is my box. That's my wife, and that's me."
"There's a look of grim determination written on the faces of those men down there, folks."
"Does It Mean Anything To You That My Uncle From Tulsa Is Here?"
"Raid the University District boys, we need a center for the prison team."
GOSH! LOOK AT ABSENT MINDED PROF. MCGOOGLE'S SON

RAH! RAH! MCGOOGLE!
"Coach Told Him to Hug It"
"If You Keep on Annoying Me, You'll Never Get to Carry It."
Magician: "I know I have those tickets somewhere."
"Look dear— I've crocheted you a cute cap to wear instead of that horrid old helmet."

"Don't Get Too Close — It's Unlucky!"

"The Coach Promised Me a Regular Number if I Made Four Touchdowns This Afternoon!"
TIPS TO SPECTATORS, No. 1

There is too much in football for one man to try to see it all.

Football is admittedly a complex game. It is possibly the only sport that requires four officials to administer a game.

Most average spectators solve the problem in the easiest way, by watching the progress of the ball and taking pretty much for granted the action of the ten other players on the attacking team and the eleven other players on the defensive team. Such a procedure in itself is thrilling, or the stadium of the nation wouldn’t be packed Saturday after Saturday during the fall. But there’s much more to see in football than the football.

A football spectator’s appreciation of the difficulties under which officials labor would be greatly enhanced by a brief skimming of the complex body of rules of the game; a spectator may know only a few of them to get a reasonable amount of enjoyment out of a game, but the officials must know them minutely.

Here are a few tips for watching something else besides the ball:

The best way to study line play is to pick out an individual lineman and observe his activities. The end, for example, has more complex assignments than any other lineman. On an off-tackle play he and the halfback may “team” on the defensive tackle. He is usually the receiver or a decoy receiver on a pass play. He is expected to be downfield under punts to prevent a return by the opposing safety man. He may be drawn into the backfield to carry the ball on an end-around play—or to run interference for the ball-carrier. Defensively he may be expected to stop or break up the interference of plays designed to flank him, to “rush the passer” to aid in breaking up a pass attack, to watch the flat zone for flat passes or laterals behind the line of scrimmage.

The work of the end, however, is only one phase of line play, and the performance of the tackles, guards, and centers is equally worth watching.

When the ball is snapped to the ball-carrier, shift your attention to the action of the other players. Does interference form in front of him? Do linemen—the guards or tackles—"pull out" of the line to join the backs in blocking? It’s quite likely to develop into a running play off-tackle or wide around end. Or do the ends race down the field? If so, it’s either a kick or a pass. The action of the other ten players may very often give you a key to what the ball-carrier is going to do long before his intentions become obvious to the other spectators. Remember that the clever ball-carrier is an actor; he attempts to "sell a bill" to the defense that he will do one thing, then does another. But you, sitting high in the stands and untroubled by the cares that plague the defense, can guess his plans long before they are obvious to the defensive players on the field—not by watching him, but by watching someone else!
Football Program  24 Oct. 1936

"My Number Was Ripped Off!"

21 Nov. 1936 - Football Program
"He's Mad So He's Going To Squirt a Mouthful at Their Tackle!"
"It was the radio people's idea to put the number on the seat of the pants."
"Omigosh! Maybe I shouldn't have tried to block this punt"
IT'S ANY Saturday afternoon during the fall season.

A football-mad crowd of 50,000 are standing on their toes in breathless excitement. It was unbelievable. Crayton had the game won, practically. And then that pass. It traveled 43 yards straight down the field, as true as a die. Crayton's banner is dropped; Lawrenceton wins the game.

It happens every football season. And because it does, forward passing continues to thrill and chill the spectator.

Long-arched throws, adagio catches, fumbles, interception and interference often turn the tide of battle at any juncture of the game.

What are the bare fundamentals about this aerial game?

To begin with, the passer has to be five yards behind the scrimmage line. Secondly, the ball must be caught by an eligible receiver. The players on each end of the line are eligible and this doesn't necessarily mean the ends, since in certain formations, a guard, a tackle, and even the center may be eligible. The four backfield men, who must be at least a yard back of the line, are also eligible.

Passing requires deception. It may pay to advertise, but not that your team is going to pass. The passer will often fake a line plunge or an end run before sailing the ball through the air. He will also crouch low so that the opposition cannot see him. He may, from a punt formation, fake a kick before throwing the oval.

So that he can safely get the ball away, the passer needs protection from the rush of the defense. One back usually stays behind to screen the passer while the other two backs and the ends race down the field. Perfect timing and balance are needed for the passer to toss the ball ahead of the receiver so that the latter may catch it without slackening his pace.

A player who can house the ball while on the dead run is rare. The average passer needs an instant in which to gain perfect bodily control to insure accuracy of the pass.

The receiver should keep his eye on the ball until the pass is completed. It is tempting to look around to see how close the tackler, but it is often fatal.

On passing plays, the defense tries to charge the passer, and also sends men to cover potential receivers. A defensive player has to play the ball, and not the receiver, if he wishes to avoid the possibility of an interference penalty, which gives the offense the ball where the foul was committed, along with a first down. Now and then the spectator sees a defensive man jump high in the air to pluck the ball out of the ozone before the intended receiver knows what's happening.

A team has to cover its forward passes. In case the ball is intercepted, there should be a tackler ready to smear the ball carrier. If a pass isn't adequately covered, an interception may mean a touchdown for the opposition.
"... You and your confounded honking!"
"Guess where I saw the Dean last night"
"Be careful of my sunburn!"

Come on, Folks—let's all go to

ISALY'S

ISALY'S ARE NOTED FOR THE FINEST, FRESHEST ICE CREAM AND DAIRY PRODUCT
"You'll have to wait a minute, Coach: he's developing some pictures!"
EDGAR JUST LOVES TO BLOW THAT WHISTLE

YOU KNOW WHO WEARS THE PANTS! SO I WEAR THE NUMBER TOO!
Football Program

19 Oct. 1940

"... 16, 17, 18, 19 ..."

Her husband was a triple-threat man!

Football Program

23 Nov. 1940

"He says we can't possibly follow the game without a program!"
"Now, are you through saying I never get good seats?"

"Here I am coach — right in their backfield."

"It was a smart idea of the coach's not to cut the grass!"
"He really throws a bullet pass, doesn't he?"

"We knew old Hodgetuss '74 wouldn't miss homecoming!"
"Oh, brother! This is going to be some penalty!"

"I hope you boys don’t mind! I’m just dying of curiosity!"
"Been playing right football long?"

"Would you believe a scarlet and gray garter?"

And will you take this woman to as many Ohio State games as possible... and to each Rose Bowl the Buckeyes may play in, win or lose?

Boy. Will!