

10-2-1936

## Cheney State Normal School versus Gonzaga University football program, 1936

Gonzaga University. Associated Students

Follow this and additional works at: [https://dc.ewu.edu/football\\_programs](https://dc.ewu.edu/football_programs)

---

### Recommended Citation

Gonzaga University. Associated Students, "Cheney State Normal School versus Gonzaga University football program, 1936" (1936). *EWU Football Programs*. 21.  
[https://dc.ewu.edu/football\\_programs/21](https://dc.ewu.edu/football_programs/21)

This Book is brought to you for free and open access by the Eastern Washington University Digital History Collections at EWU Digital Commons. It has been accepted for inclusion in EWU Football Programs by an authorized administrator of EWU Digital Commons. For more information, please contact [jotto@ewu.edu](mailto:jotto@ewu.edu).



1936



LEE  
BROWN

**GONZAGA vs  
CHENEY NORMAL**



## TO OUR BOOSTERS

The Gonzaga Athletic Association wishes to take this opportunity to express its sincere appreciation to the Gonzaga Boosters listed below, for the support they have given and the fine spirit of cooperation they have shown in loyally backing Gonzaga in its athletic enterprises. We recommend them to every student, alumni and football fan.

---

Acme Stamp & Printing Company  
Adams Leather Company  
Angvire Studio  
Arden Farms Co.  
Auto Interurban  
Barton Auto Company  
Becwar Products Company  
Beneke Seed Company  
Blumauer-Frank Drug Co.  
Boyle Fuel Co.  
Broadview Dairy  
R. E. Buchanan Plumbing & Htg. Co.  
Burgan's Stores  
California Meat Market  
Cooke's Nut Shop  
Consolidated Laundry  
Continental Baking Company  
T. J. Corkery Company, Insurance  
Crystal Laundry  
Curlew Creamery Company  
Diamond Ice & Fuel Company  
John J. Ehlinger Company  
Ermina Fuel Company  
Emry's  
Exchange Lumber Mfg. Co.  
C. M. Fassett Co., Inc.  
Fairmont Creamery  
General Paint Co.  
Gibson Motor Company  
J. W. Graham & Co.  
Great Western Fuel Company  
Greif the Tailor  
Hamer Pickle Company  
Halliday Hotel  
Hart & Dilatush  
Hatch Sporting Goods  
Hawkeye Fuel Co.  
Hill's Shoe Store  
Home Packing Company  
Ideal Laundry  
Inland-American Printing Co.  
Inland Chevrolet

Inland Motor Freight  
Inland Radio  
Peter M. Jacoy  
Kemp & Hebert  
F. S. Lang Mfg. Co.  
Lee Frame Shop  
Oscar Levitch, Jeweler  
McClintock-Trunkey  
McGee Service Station  
McGoldrick Lumber Co.  
McGoldrick-Sanderson Company  
Merkle's Bakery  
Model Cafe  
T. J. Morris, Jeweler  
New Method Laundry  
Octonek Knitting Co.  
Palace Store  
Parent Art & Engraving  
Parsons & Haskins  
J. C. Penney Company  
Prichard's Fish Mkt.  
Riggs Optical Co.  
Rockaway Cafe  
Roundup Grocery Company  
Safeway Stores  
Scaler's Markets  
Schulein's  
Sjoberg Shoe Store  
Spokane Florist  
Spokane Gas & Fuel  
Spokane Hotel  
Spokane Radio  
Spokane Surgical Supply  
Stitz Service Station  
Sweeney's Oriental Tea & Coffee Co.  
U. R. M. Stores  
L. M. Varney Shirts  
Western Soap Company  
Whitlock's Pharmacy  
Wylie Carlson Drug

---



---

---

# CHENEY NORMAL

CHENEY, WASHINGTON

VS.

# GONZAGA UNIVERSITY

SPOKANE, WASHINGTON

## AMERICAN FOOTBALL FRIDAY, OCT. 2, 1936

8:00 P. M.—GONZAGA STADIUM

*Official Program, 24 2/5 Cents, Tax 3/5 Cent, Price 25c*

---

---

### Gonzaga Schedule for 1936

September 27.....	St. Mary's at San Francisco
October 2.....	Cheney Normal at Spokane
October 17.....	Montana U. at Missoula
October 25.....	San Francisco at Spokane
October 31.....	Idaho U. at Spokane
November 15.....	Portland U. at Portland
November 21.....	Puget Sound at Tacoma
December 5.....	Wash. State at Spokane

---

### 1935 Results

Gonzaga.....	7	Cheney.....	13	at Spokane
Gonzaga.....	0	Oregon.....	18	at Portland
Gonzaga.....	7	Idaho.....	6	at Spokane
Gonzaga.....	6	O. S. C.....	33	at Corvallis
Gonzaga.....	0	S. F. U.....	20	at Spokane
Gonzaga.....	21	Washburn.....	0	at Spokane
Gonzaga.....	7	W. S. C.....	0	at Pullman
Gonzaga.....	7	Montana.....	7	at Great Falls
Gonzaga.....	50	Puget Sound.....	12	at Spokane
Gonzaga.....	20	Portland.....	0	at Spokane

## LUMBER

ONE PIECE OR A TRUCKLOAD

..◆◆◆..

Phone, Glenwood 0180

**McGoldrick Lumber Co.**

N. 816 Cincinnati St.

Tickets For All Gonzaga Games  
On Sale Here

*Don't Bite—Just Lite*

## SMOKE WEBSTER CIGARS

5c and up

**PETER M. JACOY**  
DISTRIBUTOR



COMPLETE LINE  
OF ALL  
SPORTING  
GOODS

*Bird Hatch*  
SPORTING  
GOODS CO.

S. 11 Howard St.

NEW  
LOW  
PRICES



BROADWAY

2  
1  
1  
4

**OWL  
CREEK  
COAL**

**HAWKEYE FUEL CO.**

### Gonzaga's 1935 Lettermen Lost

John Close, Tackle  
Doug Day, Center  
Russ Hale, Guard

Ed Justice, Half  
Tom McNeese, Fullback  
Mike Tucci, Center

Matt Vassen, Guard

Long Lake  
LUMBER  
Company

Wholesale  
and Retail



Phone: Main 4394  
N. 348 WALL STREET  
SPOKANE

BROADVIEW

*for*

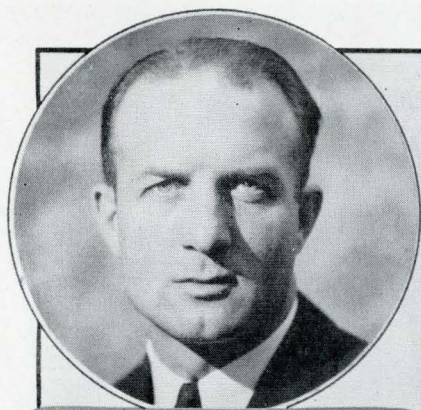
Thirty-one years  
Spokane's favorite  
family . .

**MILK**

*Safe because it's Pasteurized*

Phone, Brdway 0364





"MIKE" PECAROVITCH  
HEAD COACH



REV. PAUL F. CORKERY, S.J.  
ATHLETIC DIRECTOR



"SAM" DAGLEY  
ASSISTANT COACH



"BILL" FRAZIER  
BACKFIELD COACH

JOHN CLOSE  
LINE COACH



CLAUDE McGRATH  
FRESHMAN COACH

RAY "DOC" MAURO  
TRAINER

## GONZAGA Football Staff

In 1931 several changes were made in the Gonzaga Athletic Staff. The Rev. Paul F. Corkery, S. J., was transferred from the University of San Francisco, where he acted as athletic director, to the position of Athletic Director at Gonzaga University. The same year Head Coach, Mike Pecarovitch, and Assistant Coach, Sam Dagley, moved up from Los Angeles, to assume the chief coaching positions for the Bulldogs. Freshman coach, Claude McGrath, took over the Freshman team in 1931. That Fall "Bill" Frazier was

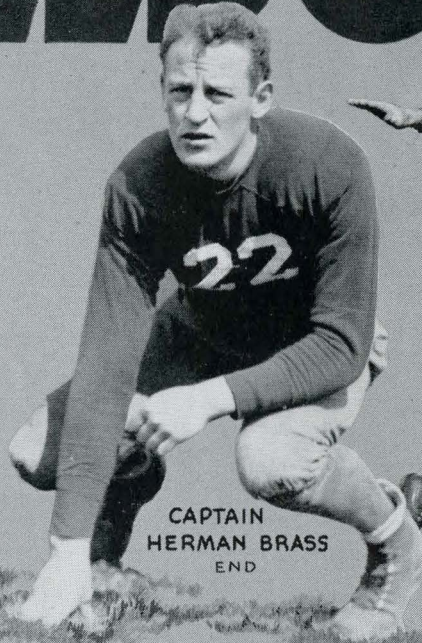
calling signals for the Gonzaga eleven, and Ray "Doc" Mauro received the title of Trainer. These six men have been working together continually for the past six years, and their combined efforts have produced teams which Gonzaga is proud to acknowledge. This year, John Close, veteran Gonzaga lineman of the class of 1935, has been added to the coaching staff as Line Coach. With the exception of Sam Dagley who received his "maximas" from the University of Santa Clara in 1927, the entire Football Staff are graduates of Gonzaga University.



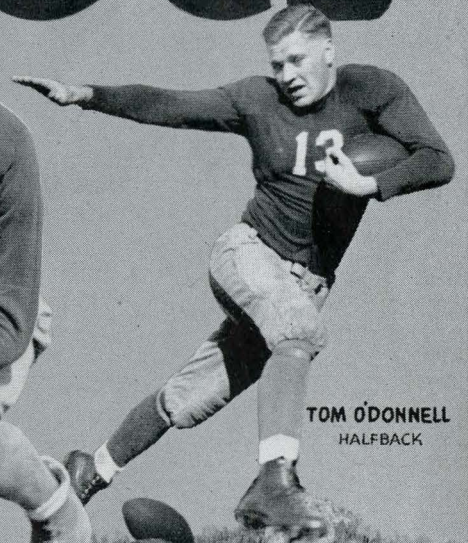
# BULLDOGS



MIKE TODOROVICH  
GUARD



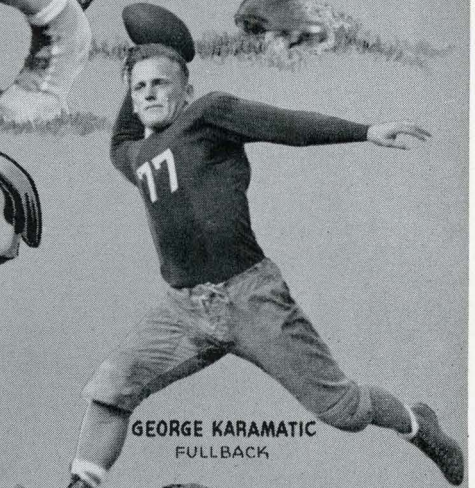
CAPTAIN  
HERMAN BRASS  
END



TOM O'DONNELL  
HALFBACK



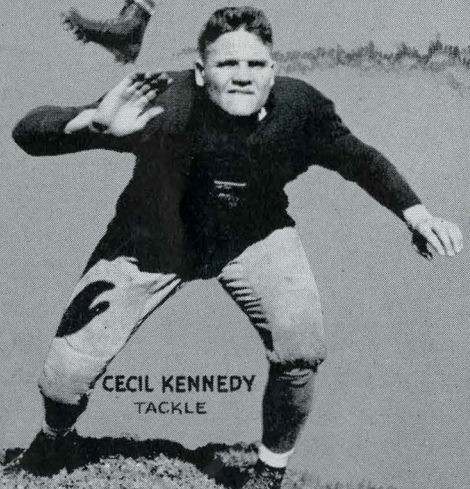
THOR ULVESTAD  
END



GEORGE KARAMATIC  
FULLBACK



GALE SIEGLE  
CENTER



CECIL KENNEDY  
TACKLE



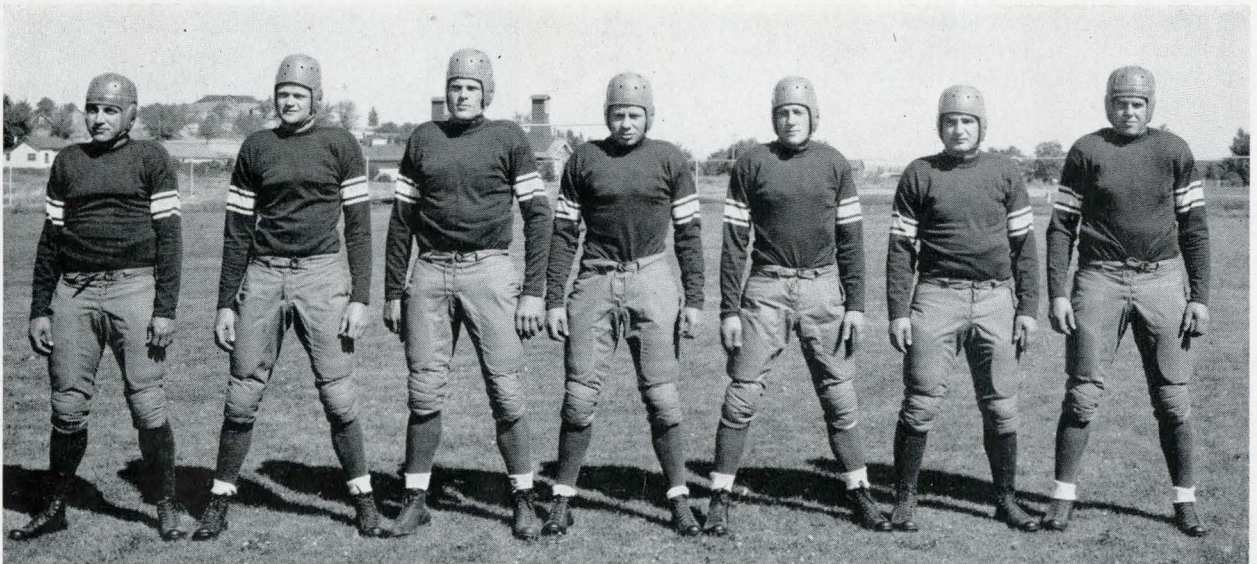


## Coach Byron (Red) Reese

CHENEY NORMAL

Beginning his sixth year as coach of the Savages. Coach Byron "Red" Reese looks more optimistic than ever. Graduation last Spring did not hit "Red" as hard as it has in previous years, and he returns to Gonzaga tonight with a team of veterans. In fact, with the exception of a few changes we will see the same team on the field tonight that conquered the Bulldogs last year with a score of 13-7. Although it is generally expected that the score will be different this year, there's no altering the fact that Coach Reese will have his usual strong, fighting team.

Below we have Cheney's starting linemen for to-night's game. Every man a veteran and ready to see what can be done to repeat last year's surprise victory.



Brannon  
End

Blair  
Tackle

Felber  
Tackle

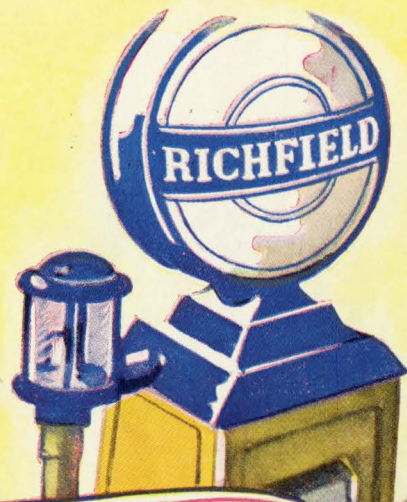
Bawman  
Guard

Green  
Center

Frank  
Guard

Borck  
End





### Cheney Squad

20 Bankey, end	56 A. Poffenroth, quarter or half	66 Borck, end
21 Boyk, halfback		67 Shields, halfback
22 White, tackle	57 Blair, tackle	68 Brown, halfback
23 Lybecker, full	58 Hibbs, end	70 Gehlen, tackle
24 Stannard, g	59 Bannon, end	72 Barnes, halfback
25 Burbank, c	60 J. Poffenroth, g	74 West, guard
26 Forrey, tackle	61 Cronrath, tackle	75 Bauman, guard
27 Ahlers, tackle	62 Dawson, tackle	76 Green, center
28 Smith, end	63 Yenter, center	77 Felber, tackle
53 Cross, quarter	64 Harris, fullback	78 Frank, guard
54 Pierce, half	65 Maurstad, end	79 Anderson, full

### Gonzaga Squad

1 Haug, q	18 Bradford, q	36 Lansing, e
4 Leonard, e	19 Reynolds, g	38 Van Derzender, c
5 Kennedy, t	20 Ulvestad, e	39 Madden, Geo., t
6 Higgins, q	21 Goldstein, h	42 Baker, g
8 McBreen, h	22 Brass (Capt.), e	43 Eiguren, f
9 Habermann, g	25 McElvain, h	44 Justice, e
10 Siegle, c	26 McGuire, f	45 Madden, John, g
11 Bauregard, h	27 Morgan, g	46 Murphy, t
12 Olsen, h	28 Todorovich, g	47 Peyron, g
13 O'Donnell, h	29 Kievit, t	48 Van Dyck, t
14 Ely, e	30 Flanagan, e	50 Hanson, t
15 Smart, f	32 Imhoff, t	51 Healy, c
16 Vaessen, e	35 Caramanica, g	62 Franck, g
17 Melinkovitch, h		77 Karamatic, f

*There is no substitute*

# RICHFIELD





PROBABLE  
**STARTING LINE-UP**

Subject to Change by Coaches

GONZAGA		CHENEY	
22 Brass (C.).....	L. E. ....	Borck	66
45 Madden.....	L. T. ....	Felber	77
47 Peyron.....	L. G. ....	Frank	78
10 Siegle.....	C. ....	Green	76
9 Habermann.....	R. G. ....	Bauman	75
5 Kennedy.....	R. T. ....	Blair	57
20 Ulvestad.....	R. E. ....	Bannon	59
6 Higgins.....	Q. B. ....	Cross	53
12 Olsen.....	L. H. ....	Barnes	72
8 McBreen.....	R. H. ....	Poffenroth	56
77 Karamatic.....	F. B. ....	Anderson	79

**OFFICIALS**

<i>Referee</i> .....	Gale Mix
<i>Umpire</i> .....	E. Hunter
<i>Head Linesman</i> .....	C. Quackenbush
<i>Field Judge</i> .....	E. Mitchell

Score	1	2	3	4	Total
Cheney					
Gonzaga					

ate for ....



# Hi-Octane





**ARDEN PROTECTED MILK**  
Both Are Necessary to Successful  
Athletes

**ARDEN FARMS CO.**  
Post & Mallon Spokane, Wash.  
FORMERLY  
Western Dairy Products Co.

**WARMTH WITHOUT WORRY**

**Coal  
Wood  
Coke  
Millblocks**

**Boyle Fuel Co.**  
N. 1014 Division St., Bdwy. 1121

***The "Flying Wedge"  
Is Out!***

The "flying wedge," once part of football tactics, is out of fashion—and so is a cleaning method that leaves your clothes with a "hangover" of cleaning fluid smell.

Send your clothes to be renewed with **SANTONE**, the new method that cleans to the heart of the fabric, restores color and lustre, and leaves the garment odorless!

Just Call Main 2141

**Crystal Laundry  
Dry Cleaners**

701 North Howard St.



*Use  
General  
Paints  
Varnishes  
and  
Enamels  
Flex  
Quick-Step  
Wall  
Cover*

**General Paint Corporation**

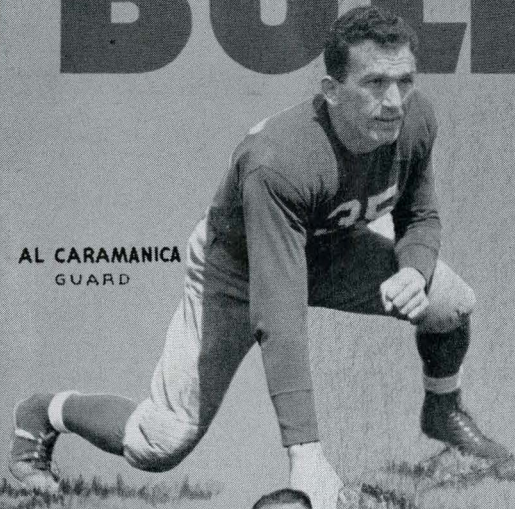
715 First Ave.

Main 2166

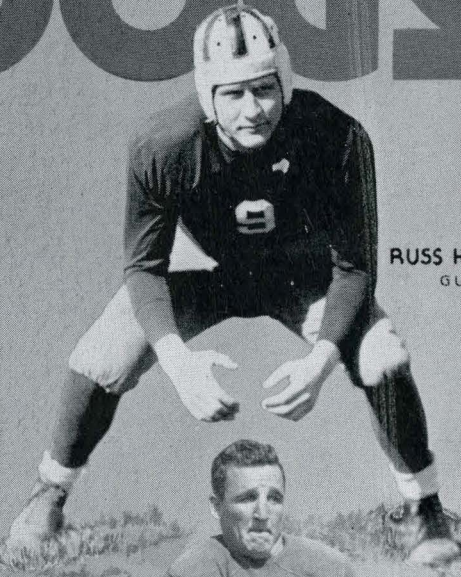


# BULLDOGS

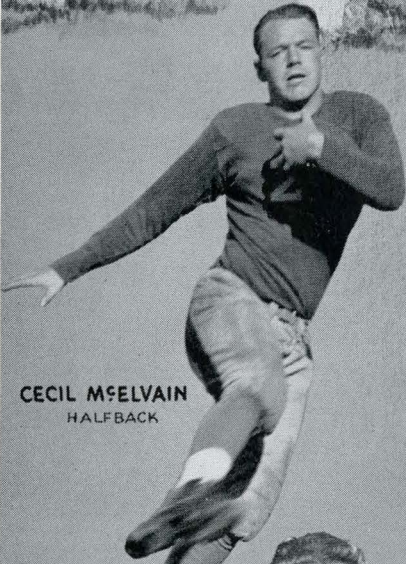
AL CARAMANICA  
GUARD



RUSS HABERMAN  
GUARD



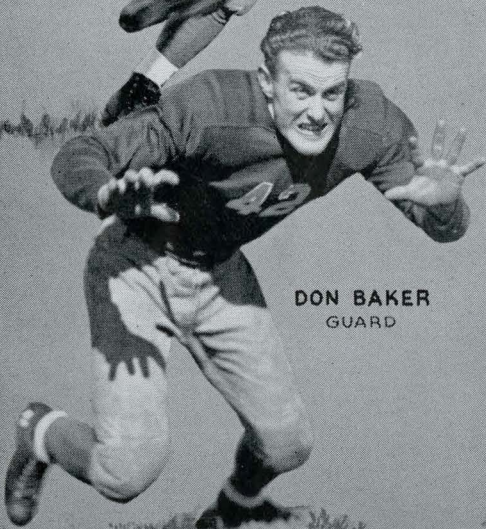
CECIL McELVAIN  
HALFBACK



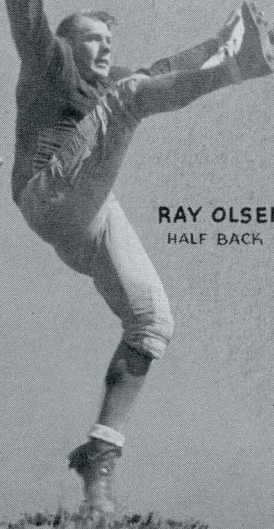
PETE HIGGINS  
QUARTER



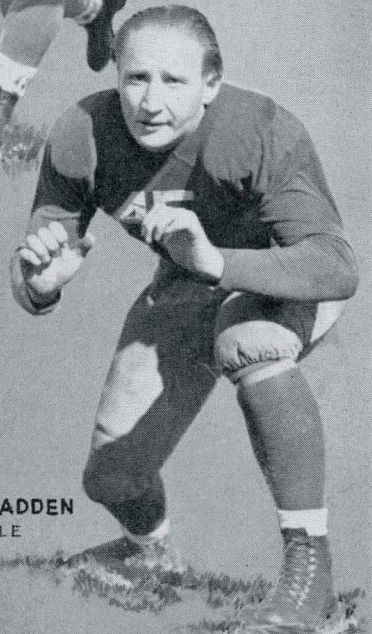
DON BAKER  
GUARD



RAY OLSEN  
HALF BACK



JOHN MADDEN  
TACKLE





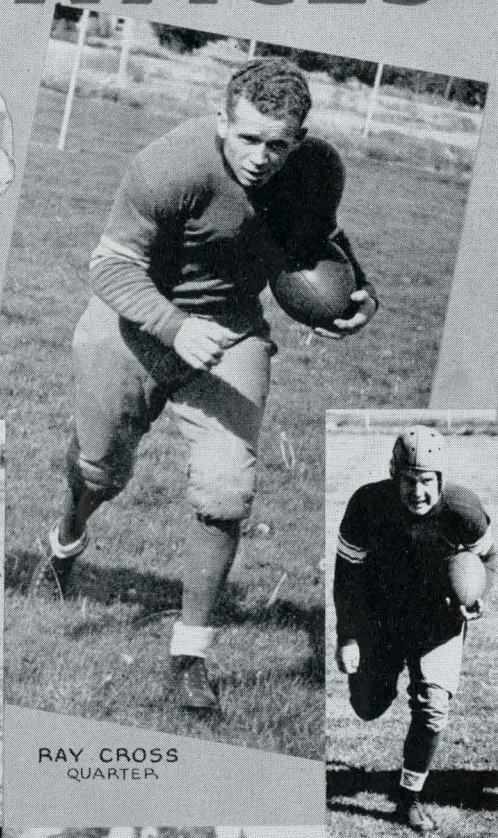
# CHENEY SAVAGES



BERTLE ANDERSON  
FULLBACK



JOHN  
POFFENROTH  
GUARD



RAY CROSS  
QUARTER



MAURSTAD  
END



RALPH BROWN  
HALFBACK



WAYNE HARRIS  
FULLBACK



DON  
PIERCE  
HALFBACK



ABE POFFENROTH • QUARTER



JACK BARNES • HALFBACK



TED  
DAWESON



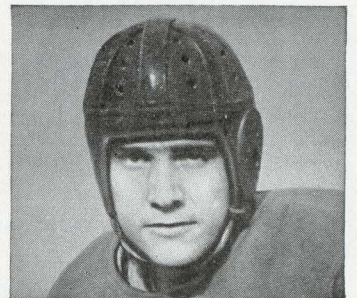
# Luckies - a light smoke

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.



TRUMAN SPAIN

Southern Methodist tackle • Member of Grantland Rice's All-America Team for 1935 • Home: Breckenridge, Texas • His savage line play helped carry the Mustangs through 13 straight games without defeat.



## 1936 Rule Changes

The game of football you are looking at today has all the appearances of last year's game, but actually it differs in two major respects. After studying a maze of recommendations the National Football Rules Committee, in its annual meeting held in California last February, ordered these things:

1. Elimination of the "slow whistle." This ended the practice of delaying toots on the whistle originally prescribed to allow more latitude for lateral passes. The change was ordered after the nation's leading coaches said that the slow whistle was responsible for too many injuries.

2. Creation of a "free ball" on a blocked kick which does not pass

the line of scrimmage. This means that either side may advance the ball if it is recovered before going dead. The old rule was that the kicking side got only a dead ball if it recovered a blocked kick.

Minor changes were made in regulations covering forward passes. These apply especially to "screen" players, and to the use of ineligible receivers as decoys on passes. The regulations today prohibit an ineligible player from advancing ahead of the point where the pass is caught, intercepted or falls incomplete. In addition, ineligible receivers are prohibited from obstructing the "right of way or view" of any opponent.



**MERKLE'S  
BAKERY**

Bread  
Buns  
Rolls

W. 528 Indiana Ave.

**THE GONZAGA BULLDOGS**  
*Are Wearing*

**OCTONEK ATHLETIC  
Knitted Wear**

Because it meets the most exacting  
requirements in every respect

**OCTONEK KNITTING CO.**  
1626 Fifth Avenue  
SEATTLE, WASHINGTON



---

---

## PENALTIES

### LOSS OF FIVE YARDS

- |   |   |   |
|---|---|---|
| 1 Holding by defensive side                   | 7 Offside   | 14 Taking time out more than three times during half              |
| 2 Crawling                                    | 8 Encroachments on neutral zone                           | 15 Player out of bounds   |
| 3 Attempt to draw opponents off-side          | 9 Feint to snap ball                                      | 16 Running into kicker  |
| 4 Delaying game                               | 10 Illegal possession                                     | 17 Second, third or fourth incomplete forward pass in four downs. |
| 5 Taking more than two steps after fair catch | 11 Interference with opponents before ball is put in play |   |
| 6 Illegal tackling or blocking                | 12 Substitute failing to report                           |   |
|   | 13 Backfield in motion                                    |   |

### LOSS OF FIFTEEN YARDS

- |   |   |   |
|---|---|---|
| 18 Holding by side in possession of ball      | 25 Tripping   | 33 More than one attendant going on field           |
| 19 Hurdling                                   | 26 Leaving field during one-minute intermission       | 34 Failure to come to one-second stop in shift play |
| 20 Coaching from sidelines                    | 27 Unsportsmanlike conduct                            | 35 Roughing the kicker                              |
| 21 Intentional grounding of forward pass      | 28 Piling up  | 36 Clipping   |
| 22 Interference with fair catch               | 29 Tackling out of bounds                             | 36 Illegal return to game                           |
| 23 Substitute communicating before first play | 30 Rushing, pulling, interlocking, interference, etc. | 37 Team not ready to play at scheduled time.        |
| 24 Throwing fair catcher                      | 31 Running into opponents illegally                   |   |
|   | 32 Individual going on field without permission       |   |

### OTHER PENALTIES

- |  |   |  |
|--|---|--|
| 38 Foul within one-yard line: half distance to goal line       | 40 Slugging: half distance to goal and disqualification       | 42 Any act committed by an outsider but affecting the game: the referee is empowered to impose such penalty as justice may require |
| 39 Interference with forward pass by defense: loss of the ball | 41 Flagrant roughing of kicker: 15 yards and disqualification |  |
- 
-



# *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,  
Head and shoulder, heart and soul,  
Till you fall across the goal.



*And another all-star eleven -*

**1 2 3 4**  
**THEY**  
**5 6 7 8 9 10 11**  
**SATISFY**