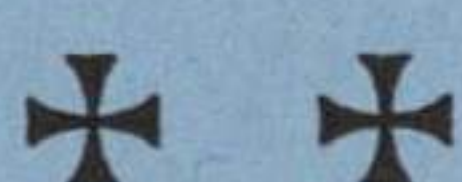


F O O T B A L L

Madison Bell,

Southern Methodist University



We are fortunate in being able to secure Madison Bell, coach of the famous Southern Methodist University Mustangs, to head the football coaching staff. Coach Bell was a member of the famous Praying Colonels of Centre College in Kentucky and his steady progress in the coaching profession has finally placed him in charge of one of the most popular and colorful teams in football history.

Bell has been at Southern Methodist University for a number of years and the wonderful team of the 1935 season, considered the best forward passing aggregation on the American gridiron, was a product of his expert coaching. The team went through an undefeated season and was chosen to play in the Rose Bowl at Pasadena.

Coach Bell is an advocate of the single-wing back and the short punt formations, and features kicking and forward passing in his offensive attack. He will have a fund of valuable information for the student coaches.

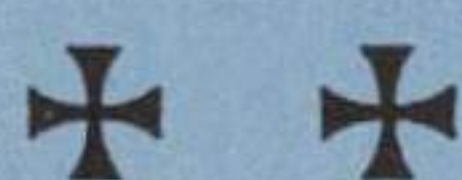
Wesley Fry, Kansas State College

Coach Fry is one of the younger coaches of the middle west, but has already established himself as one of the most successful. In his college days at Iowa University he was chosen as an all-star quarterback and later played fullback in professional football where he was recognized as one of the great players of the country. He is head football and baseball coach at Kansas State College at Manhattan.

Fry will feature the double-wing back formation and kicking and defensive tactics in his course and will do some demonstration work, something in which he excels.

Elmer Holm, Washburn College

Holm has taught in the coaching school before and is recognized as one of the finest coaches in the country. Two years ago his course on line play was so popular that the coaches requested he be held over for an extra day. He is the new Director of Athletics and head football coach at Washburn College and in his playing days was a star lineman at Nebraska University.



B A S E B A L L

Wesley Fry, Kansas State College

In addition to his football work, Coach Fry will also handle baseball in the coaching school. He is head coach of baseball at Kansas State and understands the game from every angle. He will emphasize fundamentals and his lectures will be supplemented by moving pictures showing the proper methods to be employed in coaching boys in the fine points of the game.