

## THE IOWA CYCLONE

*Who hoped to be heavyweight champion*

SOME 16 years ago, as sport followers will recall, a young farm boy, Carl Noltze by name, was creating considerable of a stir in heavyweight boxing circles. He came from a farm near Sioux City, Iowa, and so quick was his rise to prominence that he was called the "Iowa Cyclone."

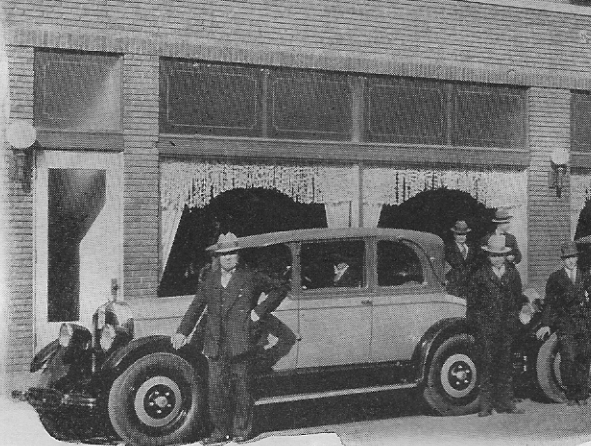
Sporting editors placed their stamp of approval on him and emphatically listed him as a comer. He had the goods they said, enough so as to get to the top. He was a "brainy" fighter, continually doing the unexpected and outsmarting his opponent. Fast and clever, he possessed a stiff punch and was as strong as the big draft horses on his dad's farm.

Fate started him on his prize ring career. A boxing bout had been scheduled for his home town and the crowd had gathered at the ringside. The announcer finally appeared and said that one of the boxers had been taken suddenly ill and would anyone volunteer. Before he realized what was happening Noltze was pushed into the ring, his friends knowing that he was handy with his "mits."

The fight was a "hummer," Noltze finally winning with a knockout in the ninth. "That filled the home boys with pride," Noltze said, "and they started looking for more victims. Another outsider was brought in and I knocked him out in the seventeenth round."

A few more fights followed, which he won in easy fashion, and then his "manager," the population of his home town, insisted he was ready for bigger game. On the pugilistic horizon appeared Carl Gesto, the Oklahoma "White Hope" who was willing to meet the "Iowa Cyclone."

Gesto had the better record and was considered an easy



*Noltze is the man at the left*

winner. But Noltze was no respecter of reputations and put Gesto to sleep in the second round. His reputation soared and promoters in the big cities began bidding for his services.

Then the big match was arranged. Peoria was the town and Sam Langford, the "Boston Tar Baby" was the opponent. Facing Sam in those days was a brave task for any human. That was when the "Boston Tar Baby" had two good eyes and before the fourth and fifth raters had begun to punch him silly.

Noltze went to Chicago to prepare for the bout. While there his manager had an opportunity to pick up some loose change so he signed Noltze to meet another young heavyweight sensation, Jack Dempsey. This was when the "Manassa Mauler" was arriving and beginning to show the form that later earned for him his famous nickname.



# He Once Fought DEMPSEY

Also

SAM LANGFORD

TOMMY GIBBONS

BILLY MISKE

FRANK MORAN

*Then he took his Savings and  
started in the Automobile Business*

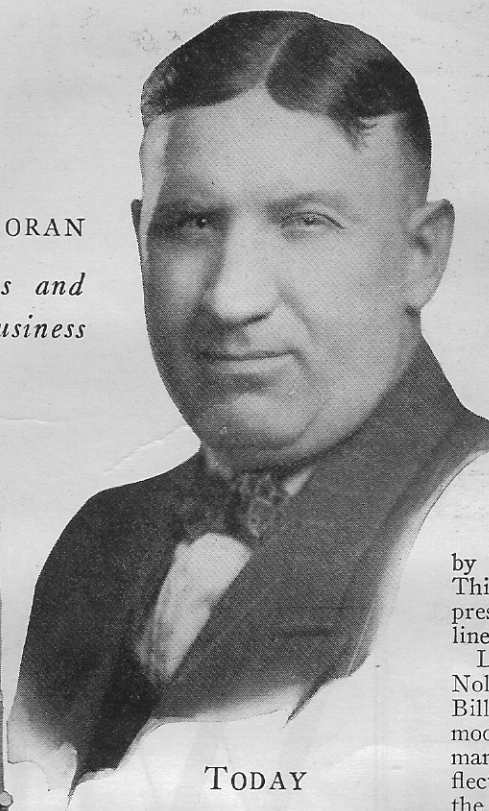
By

MacCauley

Burke



*in this line in front of his salesroom*



TODAY

CARL NOLTZE  
*Automobile Dealer in  
Sioux City, Iowa*

Noltze was a veteran now, and although the beating Langford gave him didn't add to his reputation, he was still in demand by the promoters. About this time Tommy Gibbons, brother of Mike Gibbons, the famous phantom of the ring, made his appearance.

Such a match was considered a "natural" and several promoters were anxious to land it. Both boxers were young, fast, clever and were willing to mix. They met in Chicago and although Gibbons was more clever, Noltze earned a draw by his aggressiveness and harder hitting. This match regained much of his lost prestige, and as a result he became a headliner once more.

Looking for new fields to conquer, Noltze's manager signalled out the late Billy Miske. Miske was willing to accommodate him. In his enthusiasm, Noltze's manager was indiscreet and cast serious reflections on Miske's ability. He overlooked the fact that Billy was about the best boxer of that period.

When they met, Miske threw gloves from every angle, until Noltze actually believed that he had several confederates helping him. Noltze, always dangerous because of his heavy hitting, made the fight interesting and lost little prestige because of his defeat.

A few weeks passed and he was offered the opportunity of meeting Frank Moran, the possessor of a roundhouse right called "Mary Ann." It was a close bout, Noltze gradually winning on points until Moran in coming out of a clinch hit Noltze flush on the chin with "Mary Ann" knocking him out.

More fights followed and more victories were the result. Successful as he was, Noltze could not get the decision over one opponent—parental objection. His mother kept insisting that he leave the ring and go into business. Finally her arguments won and Noltze "hung up the pillows" and the sporting world heard no more of the "Iowa Cyclone."

He took \$1,400 of his ring earnings and started selling automobiles in his home town of Howarden, a small town not far from Sioux City. Today he is one of the best known automobile men in the middle west and head of the Noltze-Murray Motors, Inc., Studebaker distributor in Sioux City. His \$1,400 has grown to \$200,000 and promises to continue.

Into the automobile business, Noltze took a philosophy that he learned in the squared arena. In automobile language it reads something like this: "The sale isn't lost until you see the prospect's license plates on your competitor's car."

"You've got to search for the (Continued on page 178)"

Right from the gong, Dempsey left no doubt as to what he wanted to do. A left lead missed its mark, but a swinging right caught Noltze on the right shoulder making it next to useless for seven rounds. Thanks to his cleverness, Noltze managed to eke out enough points to earn a draw.

Then came Peoria. Langford took him in hand and proceeded to give him the worst beating of his career. The "Boston Tar Baby" was crafty and could hit. It was only Noltze's strength and courage that kept him going for nine rounds. In the tenth round Langford put over the finishing blow, after hitting him with everything but the rafters of the opera house.

"I never knew," Noltze said in speaking of this bout, "that one man could punch as hard as a mule could kick. There ought to be a law against men like Langford getting into the ring."

our last fiscal year, and over 2,000 used cars, while a sale a month in the old days was a fair average. Indeed, I confess, I don't pine for the so-called 'good old days' when I had to pay cash for all the cars I bought, and to find customers who were able to pay me cash for them too."

## He Once Fought Dempsey

*(Continued from page 39)*

*business to make certain of getting it.*

*"You've got to know your prospect, know the size of his pocketbook, the kind of car he prefers whether it is a coach, coupe or sedan.*

*"And you've got to keep everlasting at him to get the order."*

NOLTZE further drew from his boxing career by deciding to personalize his business. In the ring he had won many supporters by his ability to make friends. He carried this policy out by meeting every new and used car owner, and because he always asks how the car is performing regardless of where he might meet them. He maintains that the sale is the beginning rather than the end of a deal and that to show interest in the owner's car after he has taken delivery is to build one's business on a firm foundation.

He has Sioux City well combed for prospects, a most profitable source being his tie-up with the employes of service stations located at strategic parts of the city. When cars visit these stations, their condition is noted and the owner engaged in conversation. If the attendant is convinced that the owner is in the market for a new car he gets in touch with Noltze, who puts a salesman on the job. Thus the first step of adding another owner to his growing list is started.

## Stutz Adopts Triplex

TRIPLEX non-shatterable glass will be standard equipment in all windshields, windows, and division lights in the Blackhawk and Stutz cars.