

OFFICIAL PROGRAM



RICE FIELD

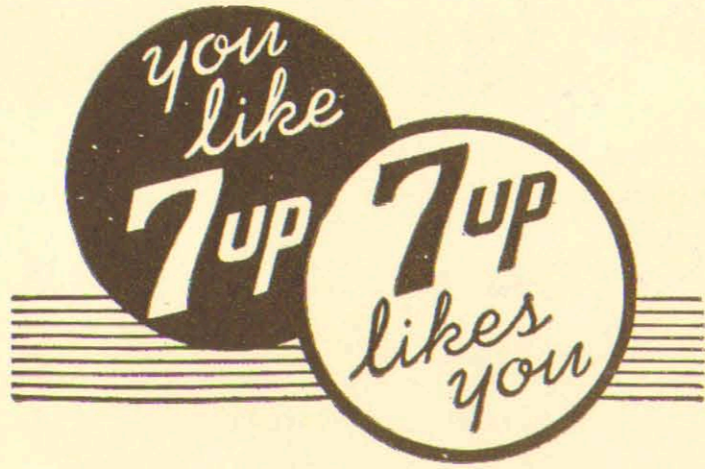
2:30 P. M.

PRICE TWENTY-FIVE CENTS

NOV 27 1937

RICE vs BAYLOR

More than One
Million cases
24,266,268 bottles
consumed by
Houston people
in 17 months



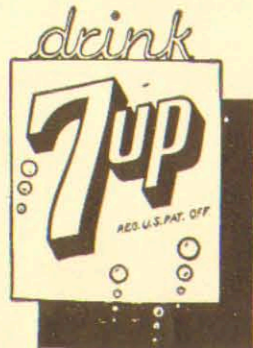
It is better to
belch
(PARDON US)
and stand the blame,
than to squelch
the belch and
bear the pain.

**A GOOD MIXER
IN ANY
COMPANY**

**QUENCHES
THIRST
QUICKLY**

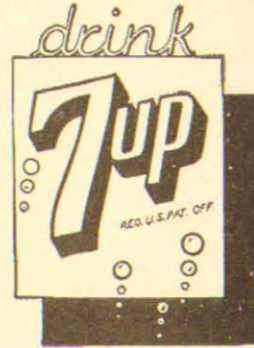


7up
For the
Stomach's Sake
||
Pure
Sparkling
Delightful
||
In this
Bottle Only
||
Be Sure to
Get
Genuine



You Like It . . . It Likes You

ORDER A CASE FROM YOUR DEALER



"COMPLETE YOUR DAY THE POPULAR WAY"



at **Pig n' Whistle**
OPEN ALL NIGHT

MAIN at BLODGETT

THREE LOCATIONS:
HARRISBURG at 65th

MAIN at ROSALIE



Baylor University

WACO, TEXAS

VS.

Rice Institute

HOUSTON, TEXAS

RICE FIELD

November 27, 1937


Published by
The Rice Institute Athletic Association
BILL WALLACE
EDITOR AND MANAGER

**OFFICIAL
FOOTBALL PROGRAM**
Price 25c

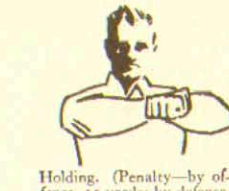
SOUTH TEXAS
COMMERCIAL NATIONAL BANK

HOUSTON, TEXAS

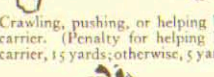
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION




Holding. (Penalty—by offense, 15 yards; by defense, 5 yards.)




Delay of game or extra time-outs. (Penalty, 5 yards.)




Crawling, pushing, or helping ball-carrier. (Penalty for helping ball-carrier, 15 yards; otherwise, 5 yards.)



Unnecessary roughness, illegal defensive use of the hands. (Penalty, 15 yards.)




Military salute also used for clipping, followed by striking the back of the knee with hand. (Penalty, 15 yards.)




Signal also used for disqualification fouls and for running into or roughing the kicker. In the latter case, the military salute is followed by swinging the leg as though punting.




Penalty refused, incomplete pass, missed field goal or conversion, both sides off-side, etc.




Illegal forward pass.




Safety.



Score — touchdown, field goal, or conversion.

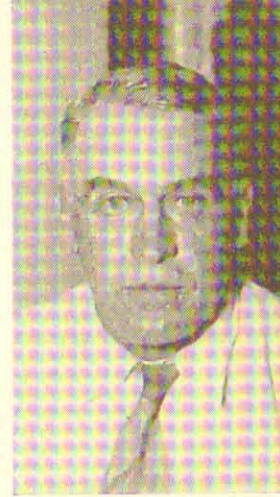


Offside and violation of kick-off formation. (Penalty, 5 yards.)

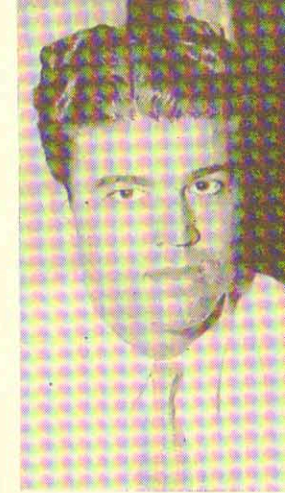


Time out.

RICE COACHES



Cecil Grigg
Backfield Coach



Lou Hertenberger
Line Coach



JIMMIE KITT'S
Head Coach



Percy Arthur, Asst. Coach



Bill Wallace, Freshman Coach

Before...during and after the game...

Call for
PHILIP MORRIS




For true smoking pleasure
Call for **PHILIP MORRIS**

You are listening



to the new

R C A PUBLIC ADDRESS SYSTEM

installed by

**SOUND SALES
&
ENGINEERING CO.**



3718 Main Street

Phone H. 7119

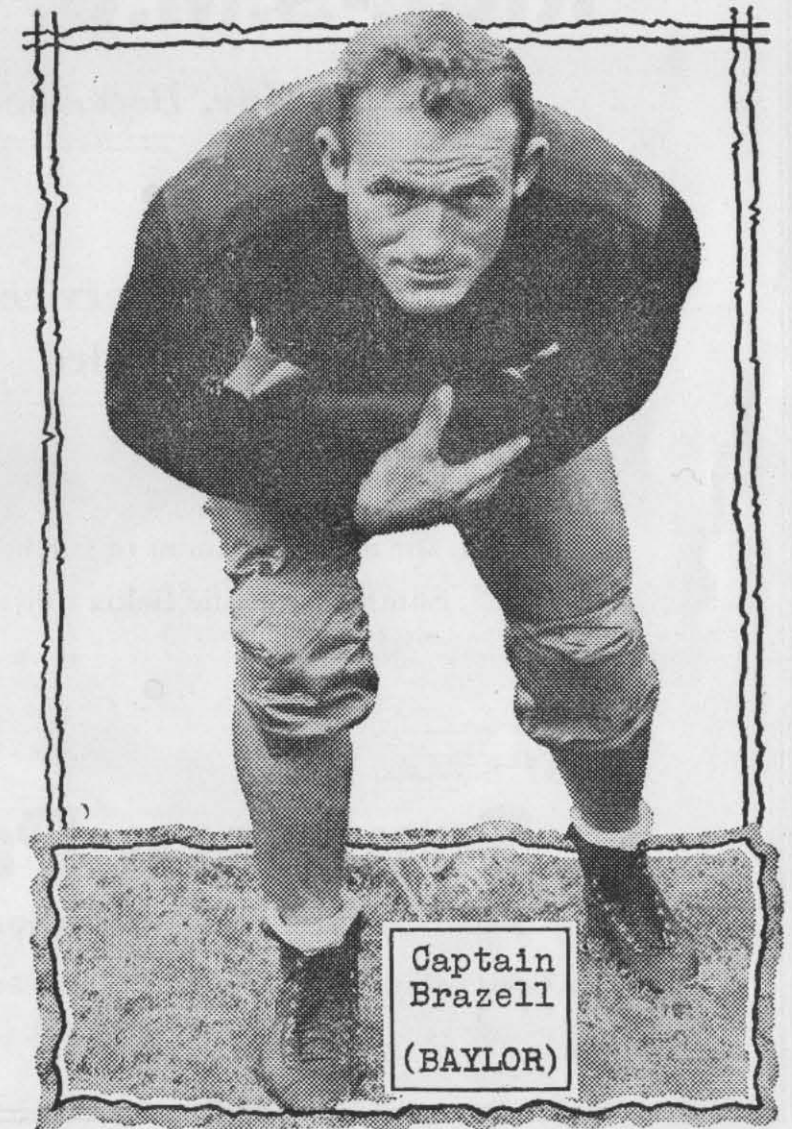
HOUSTON, TEXAS

COMPLETE R C A SOUND SYSTEMS FOR EVERY REQUIREMENT

BAYLOR



Coach Morley Jennings



Captain
Brazell
(BAYLOR)

Follow the Owls

to DALLAS

for that sensational

RICE-S.M.U. GAME

Saturday, December 4th

•
Southern Pacific Service to Dallas
Unexcelled

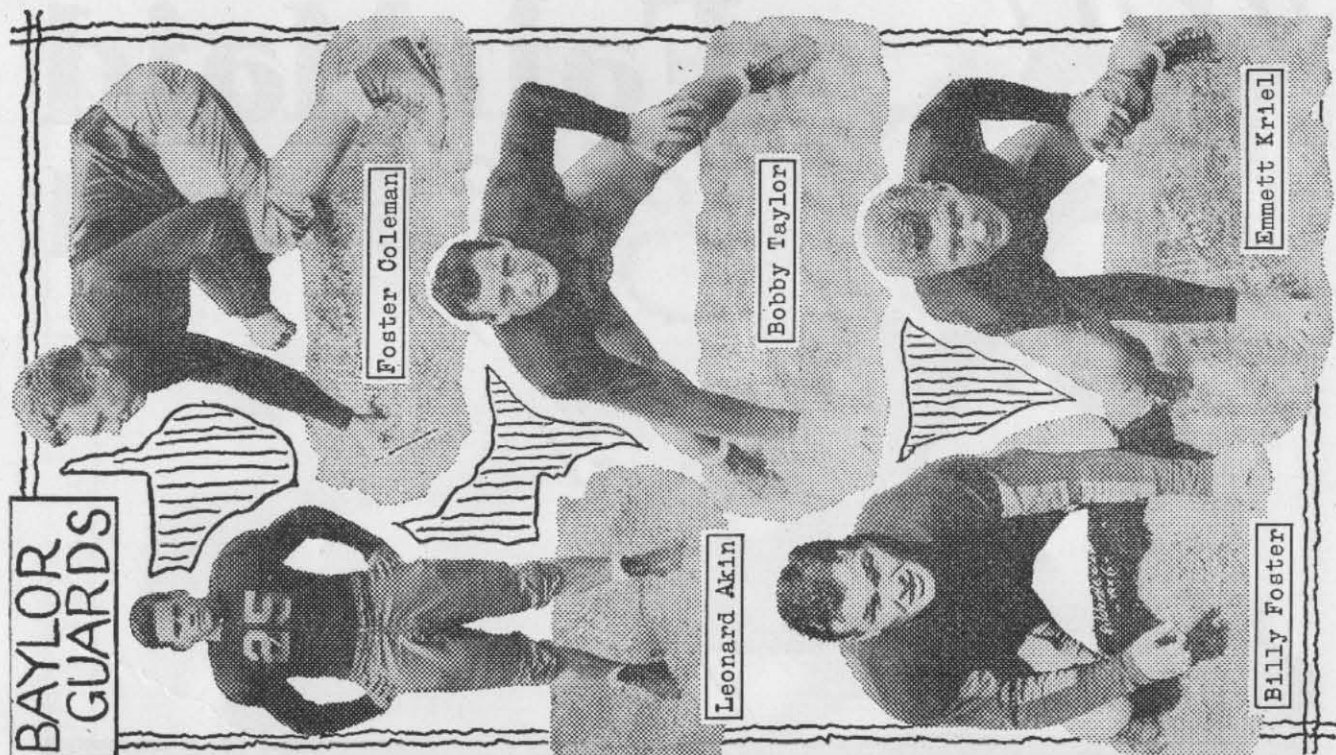
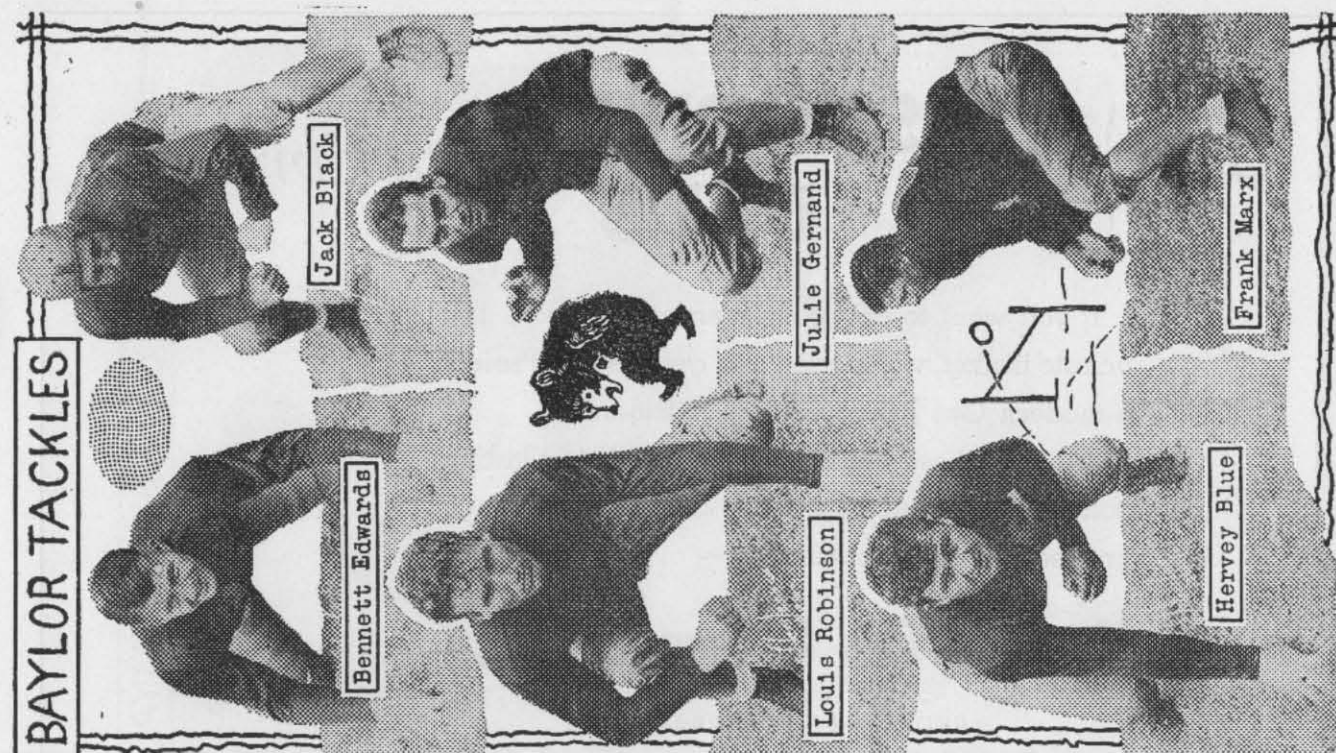
•
Watch for announcement of further details or call
Southern Pacific ticket office C-1121

•
Southern Pacific

THE POPULAR RAILROAD

City Ticket Office, 913 Texas—Grand Central Station, Washington Ave.

Phone Capitol 1121



Only **29 SHOPPING DAYS** *til Christmas*

If you want to do better than giving her a last minute trinket, we suggest you get busy and select a modern Gas Range or Gas Refrigerator.

Either of these two appliances will bring lasting conveniences and happiness. See any gas range or Electrolux Dealer. Or visit—

HOUSTON GAS & FUEL DIVISION

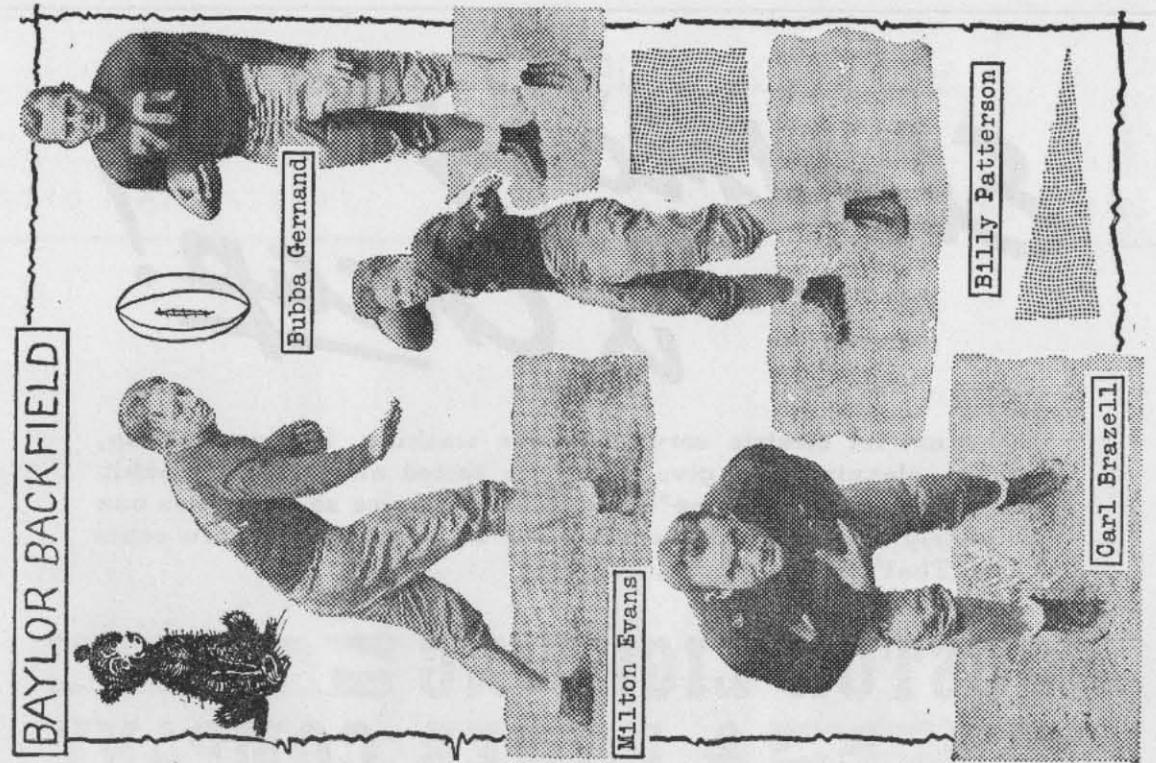
OF
UNITED GAS CORPORATION

916 MAIN STREET

CAP. 5111

Try it!

Fair-Maid
is *good* **Bread**



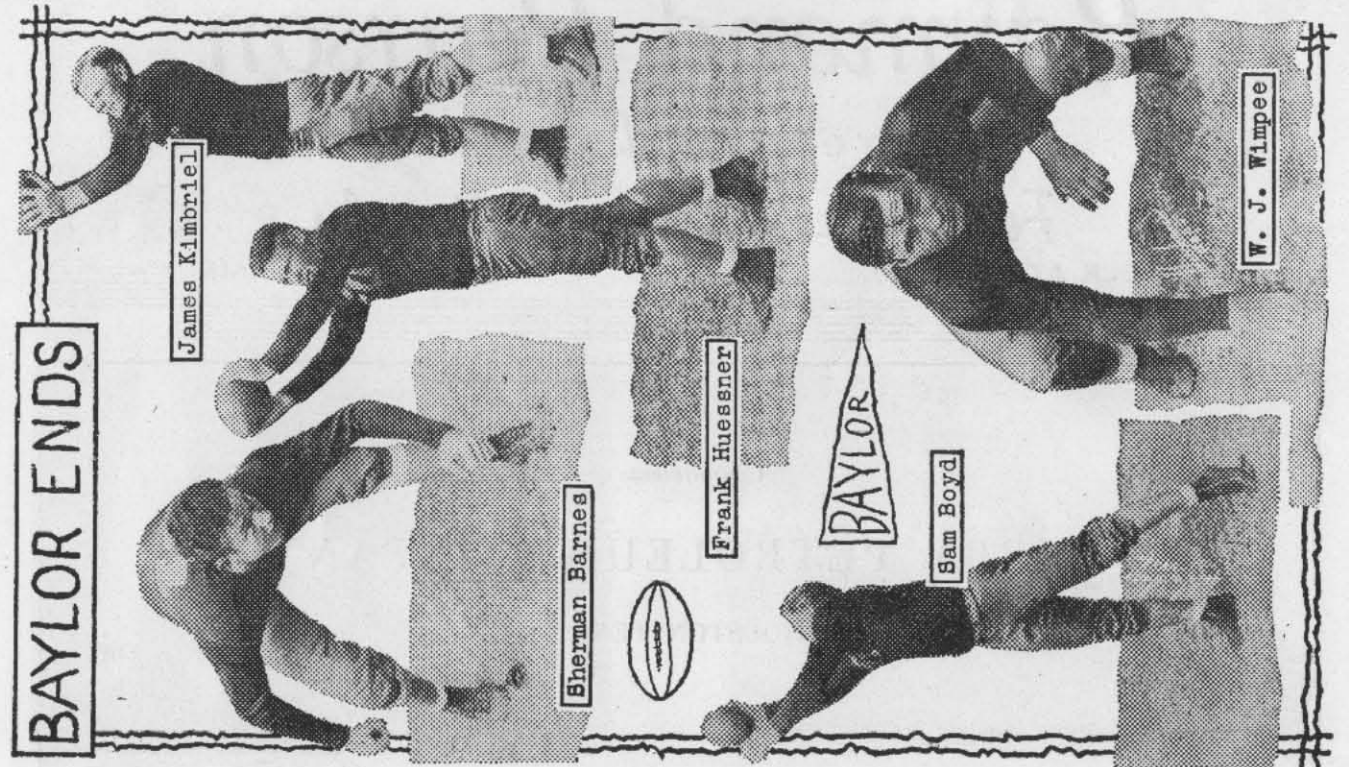
BAYLOR BACKFIELD

Bubba Gernand

Billy Patterson

Carl Brazell

Milton Evans



BAYLOR ENDS

James Kimbriel

W. J. Wimpee

Bherman Barnes

Frank Huessner

Sam Boyd



*Electricity
is Cheap!*

Why not let electric service do the washing, ironing, cooling, cooking, cleaning and give you time tested and proven electric refrigeration in your home? With electric service so cheap you can completely operate an all electric home at a cost of only a few cents a day. That's pretty cheap, isn't it?

HOUSTON LIGHTING 
 **& POWER COMPANY**

Raymond Pearson

YOUR *Ford* DEALER

Ford SALES AND SERVICE *Lincoln*

POLK AT CAROLINE

2314 MAIN

Compliments of

KIRBY PETROLEUM COMPANY

HOUSTON, TEXAS

MOSSLER ACCEPTANCE COMPANY

AUTOMOBILE FINANCING

1710 MAIN STREET

HOUSTON, TEXAS

R I C E O W L S



Douglas Sullivan



Earl Glassie



Billy Robb



Nance



Hancock

Score of the Game
(First Quarter)

Old Man Winter 0
Byrd's Overcoats 50



Byrd's Overcoats "Hold that Line"

These fleecy, warm coatings form a solid barrier to wind, chill, breeze or sneeze—and admirably styled in winter's leading models and shades.

\$25

\$29.50

\$35

Byrd's
MAIN and PRAIRIE

STAY WITH THE OWLS ★ ENJOY FORT WORTH'S BEST



WORTH HOTEL

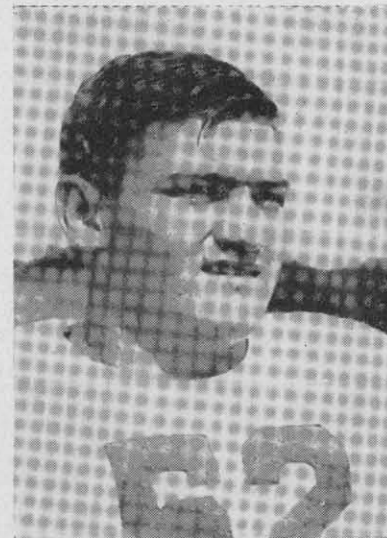
JACK FARRELL
MANAGER

SENSIBLE
RATES

"A Good Surrounding for Real Folks"



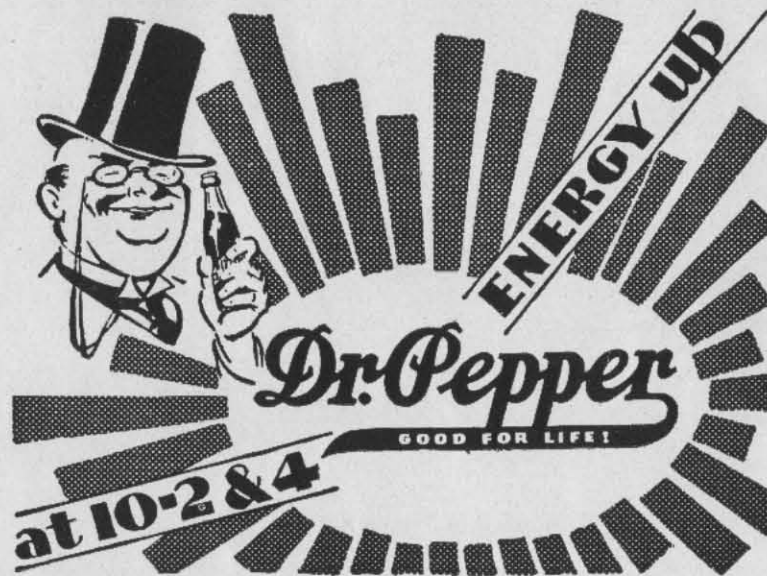
Herman Price



Matt Landry



Jim Nance



IN
BOTTLES
IT'S
BETTER

•
*Every Bottle Sterilized.
Visitors Always Welcome.*

UNION BOTTLING WORKS

Phone Preston 0366

38 Riesner Avenue

TEAM ROSTER

RICE				BAYLOR			
No.	Name	Pos.	Wt.	No.	Name	Pos.	Wt.
11	Heard-g		189	42	Hager-e		205
12	Rogers-qb		185	43	Klindworth-e		195
14	Haner-g		195	44	Sullivan-hb		150
15	Flowers-c		193	46	Williams		185
16	Husband-c		195	48	Tilton-e		185
17	Coffee-hb		168	49	Hines-t		199
18	Laurence-e		195	50	Neece-hb		175
19	Brandon-hb		185	52	Landry-g		185
20	Arthur-c		174	53	Crawford-t		262
21	Parker-fb		178	54	Couger-g		185
22	Braunon-e		187	55	Moore-g		185
23	Hancock-qb		190	56	Steen-e		185
24	Stanzel-t		205	57	Singleton-t		215
26	Creamer-qb		198	58	Hairston-g		192
27	Nance-e		195	59	Beahan-g		190
28	Nobles-t		205	60	Price-c		185
29	McBrayer-g		200	64	Murphy-t		220
30	Schuehle-fb		193	65	Palmer-e		195
32	Green-t		212	66	Lain-hb		202
33	Vickers-hb		196	68	Brandon-hb		185
34	Hardy-g		180	69	Earnest-e		160
35	Hurd-e		160	70	Cordill-hb		190
36	Garrett-q		178	71	Robb-e		180
37	Steakley-e		160	72	Glassie-fb		200
38	Stern-g		185	75	Vestal-qb		187
39	Mechler-fb		187	76	Whitlow-c		175
41	Hughes-t		200				
				20	Huessner-e		175
				21	Foster-g		185
				22	Wood-b		170
				23	Oldham-c		180
				25	Akin-g		190
				26	Blue-t		210
				27	Brazell-b		185
				29	Bailey-c		190
				30	Kimbriel-e		190
				31	Barnes-e		195
				33	Graham-b		180
				34	Cloyd-c		180
				35	Edwards-t		190
				36	Ellison-t		190
				37	Edens-g		183
				40	Grumbles-b		175
				41	Hutchens-e		165
				44	McCarver-c		180
				45	Lewallan-b		170
				46	Kriel-g		195
				47	Marx-t		190
				49	Robinson-t		195
				51	Taylor-g		185
				52	Bivins-b		165
				53	Oswalt-e		185
				54	Carothers-t		265
				55	Gernand-t		190
				57	Patterson-b		165
				58	Williams-c		190
				59	Wimpee-e		175
				62	Coleman-g		180
				63	Black-t		190
				65	Bankston-g		170
				66	Hikel-t		240
				67	Boyd-e		190
				68	Reader-t		200
				70	Gernand-b		180
				71	Williams-b		170
				72	Evans-b		165
				73	Rose-c		180
				74	Lider-b		175
				75	Tilden-b		170
				76	Baggett-b		150

PROBABLE STARTING LINE-UP

RICE	Position	BAYLOR
42 Williams	L. E.	Boyd 67
49 Hines	L. T.	Blue 26
55 Moore, Capt.	L. G.	Coleman 62
20 Arthur	Center	Williams 58
52 Landry	R. G.	Kriel 46
24 Stanzel	R. T.	Marx 47
56 Steen	R. E.	Huessner 20
23 Hancock	Q. B.	Patterson 57
44 Sullivan	L. H.	Gernand 70
70 Cordill	R. H.	Graham 33
30 Mechler	F. B.	Brazell (c) 27

OFFICIALS

Referee	Watson
Umpire	Higgins
Head Linesman	Bedford
Field Judge	Kendrick

VERNON C. FREDERICK
President

FREDERICK PRODUCE CO., Inc.

PHONE P. 3321
L. D. 94

Buyers and Shippers of

POULTRY and EGGS

806 COMMERCE AVENUE

HOUSTON, TEXAS

All roads lead to..
The pause that refreshes



SB-300-66

You can laugh at distance or long hours at the wheel, if you stop now and then for the pause that refreshes with ice-cold Coca-Cola. Along highways and byways it's always ready for you — ice-cold.

Look for the familiar red cooler

THE CHICKEN SHACK

Specializing in

LESLIE'S FRIED CHICKEN

"IT'S WORTH GOING MILES TO GET"

6515 SOUTH MAIN STREET



TRADE MARK REG.

RICE OWLS



Bill Haner



Quincy Couger



Harold Palmer

The FASHION

917 MAIN STREET

Ben Wolfman

South Texas Center of Authentic Fashions



See "FATS" RHEINLANDER for that

Special Rice Representative

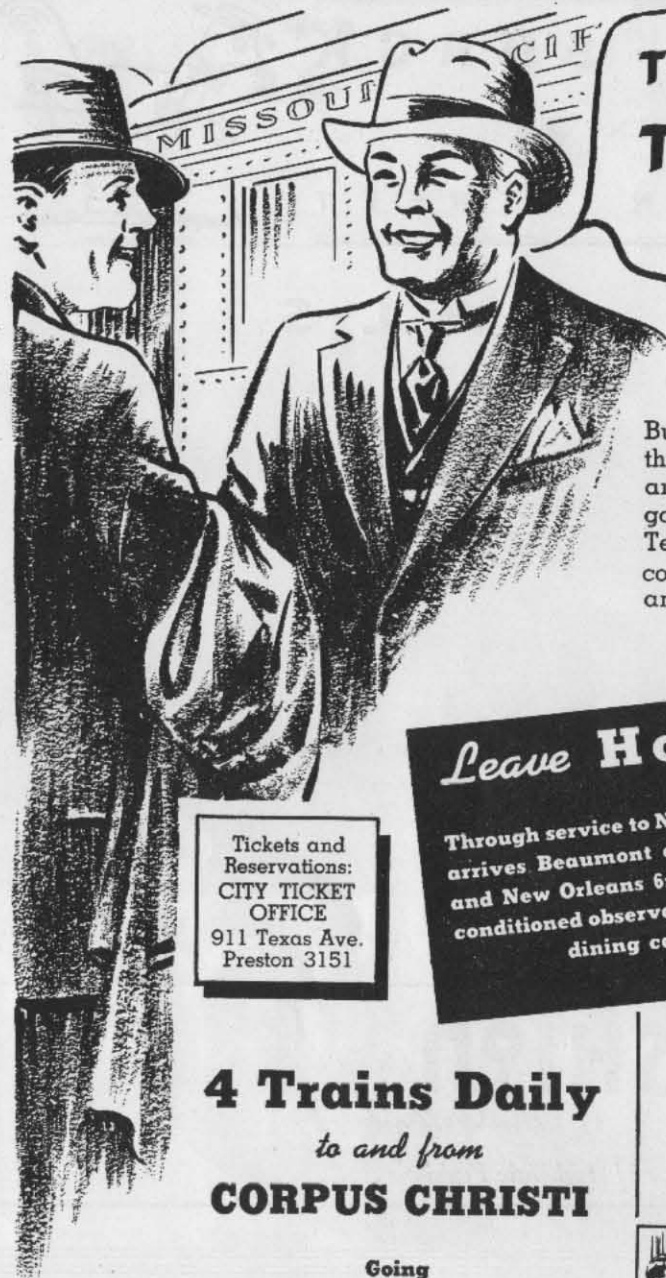
at

FORD V-8

GARRETT MOTORS, INC.

PRESTON AT LOUISIANA

NEW
OR
USED



**THE MISSOURI PACIFIC
TRIANGLE SERVICE
SAVES ME TIME
AND MONEY!**

Business men find it "good business" to have all their daylight hours free . . . to travel overnight and arrive at their destination refreshed by a good night's sleep. The convenient service of the Texas Triangle enables them to travel safely, comfortably and economically between Houston and important Texas cities.

Tickets and Reservations:
CITY TICKET OFFICE
911 Texas Ave.
Preston 3151

Leave Houston 11:30 pm

Through service to New Orleans
arrives Beaumont at 10:38 am
and New Orleans 6:59 pm. Air-
conditioned observation-parlor-
dining car.

Ar. Ft. Worth 7:00 am
Ar. Dallas 7:55 am
Ar. San Antonio . . 7:40 am

Air-conditioned drawing
room sleepers and coaches.

4 Trains Daily
to and from
CORPUS CHRISTI

Going

Lv. Houston 9:00 am 9:20 pm
Ar. Corpus Christi . . . 3:25 pm 4:05 am

Air-conditioned trains go through
to Rio Grande Valley points.

Returning

Lv. Corpus Christi
12:30 am 1:55 pm
Ar. Houston
7:30 am 8:30 pm

**To the North and East
THE SUNSHINE SPECIAL**



This luxuriously appointed train leaves Houston at 12:30 pm, arriving in Memphis at 7:20 and St. Louis at 8:30 the next morning, affording connections at Memphis with trains to the Southeast and at St. Louis with fast trains to the North and East. Deluxe

throughout it has air-conditioned sleepers, coaches, dining car and lounge car with fountain service, radio and shower baths.

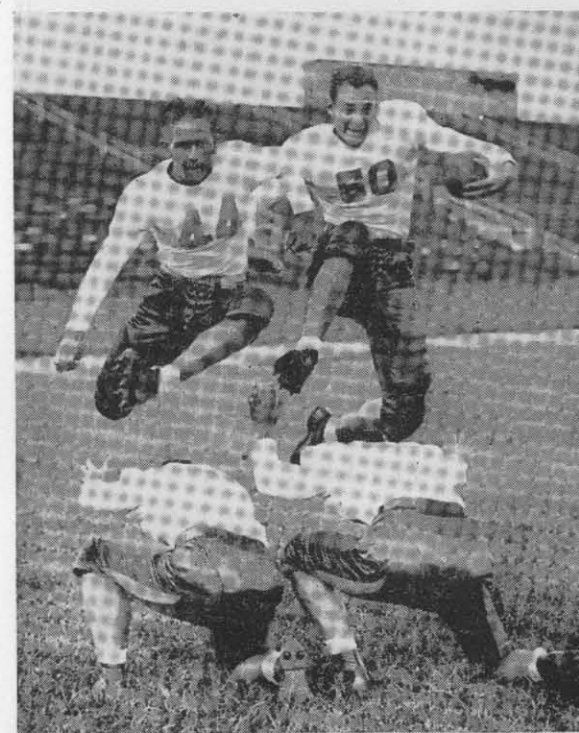


A SERVICE INSTITUTION

RICE OWLS



SCHUEHLE



SULLIVAN

NEECE

DINE and DANCE

Every Night of the Week

7 p. m. 'til 12 p. m.

NO COVER CHARGE

SATURDAY NIGHTS

DANCING

10 p. m. 'til 2 a. m.

\$1.50 per Couple

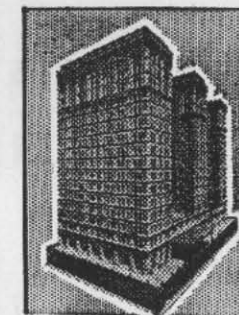
Usual Sunday Night Dinner with Dancing

7 'til 10 p. m.

MAIN DINING ROOM

RICE HOTEL

"A PLACE TO GO EVERY NIGHT IN THE WEEK"



THE RICE HOTEL

HAS MODERNIZED
WITH

"Spring-Air"

AMERICA'S FINEST MATTRESS

Known to millions as

THE MATTRESS THAT *feels* SO GOOD

BUY **Spring-Air**

FROM YOUR FAVORITE FURNITURE STORE

**PARKER
BEDDING COMPANY**

Showroom and Factory

310 NORTH MAIN

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J. J. SWEENEY JEWELRY CO.

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YARDS AT PRINCIPAL CITIES OF TEXAS

Enjoy the fun of ICE SKATING . . . at
POLAR WAVE ICE PALACE

McGOWEN AT HUTCHINS

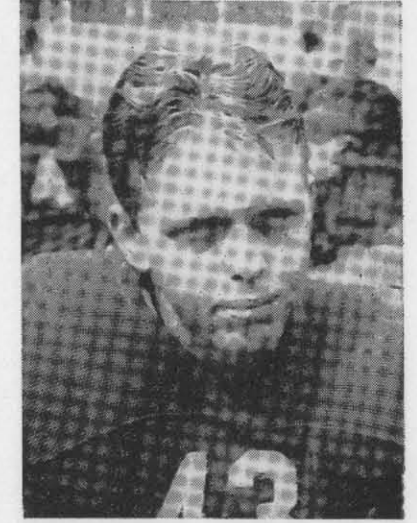
C. 1048



Sam Flowers



E. Y. Steakley



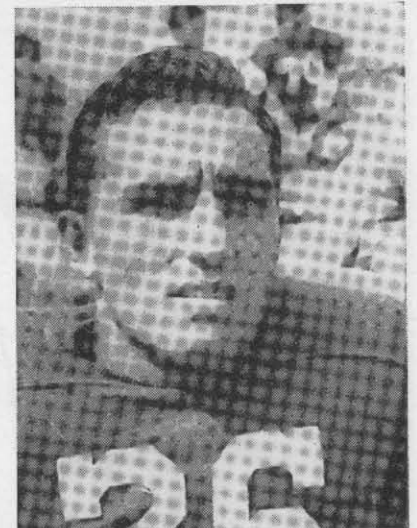
Clifford Klindworth



Frank Steen



Reinhart Stanzel



Cleo Creamer

Every Service You Expect of a
Good Drug Store



3100 MAIN STREET

HADLEY 2101

Again we have been selected by the Rice Institute dorms to take care of their laundry problems.

4711 MAIN STREET

Pearl Laundry
AND CLEANERS, Inc.

"We are known by our work"

LEHIGH 8133



Bryce Parker



Earnest Lain



Jess Hines

Follow the
HUMBLE ROUTE TO FOOTBALL GAMES

Stop for Service
WHERE YOU SEE THE HUMBLE SIGN



And He Learned about *FRESHNESS* from Her!

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

Copr., 1937, P. Lorillard Co., Inc.

All cold drinks at the Rice games are iced by the

NEW ICE SERVICE

FOR QUICK DELIVERY CALL L-8111

R I C E O W L S



Harry Arthur



Tom Vickers



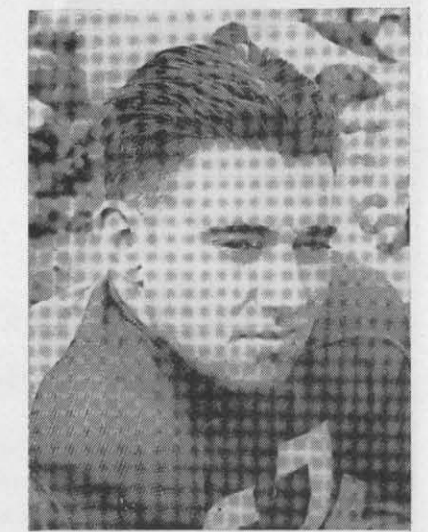
Chas. Moore, Capt.



J. R. Green



Paul Hancock



Ed Singletary

MILTON R. UNDERWOOD & CO.

BONDS

STOCKS

A Comprehensive Service to Investors

MEZZANINE, GULF BUILDING

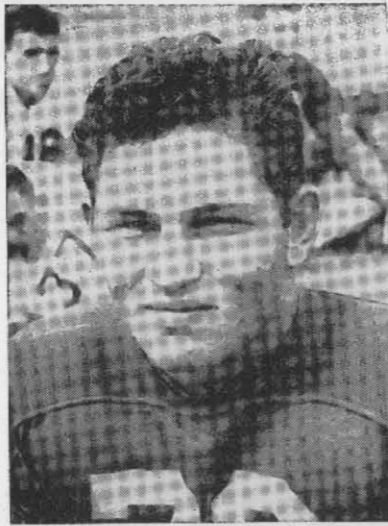
TELEPHONE PRESTON 5371

There's
ONLY ONE
WINTER
WEIGHT
 Beer - it's
GRAND PRIZE



WINTER-WEIGHT is tailor made for our weather—and there's no other beer like it. As in clothes and food, you need this heavier, matchless beer.

QUALITY! World's finest materials and famed brewing secret have made Grand Prize TEXAS' LARGEST SELLER.



Kenneth Whitlow



Dan Coffee



Don Hager



Jack Vestal

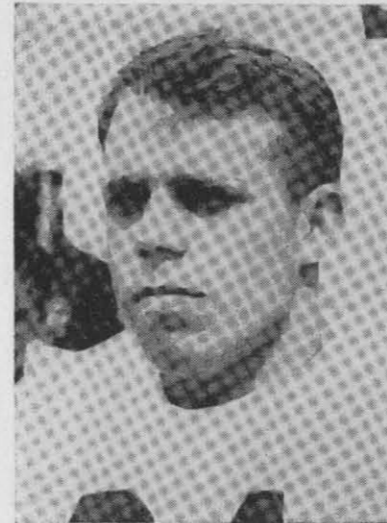


Floyd Mechler



Arthur Hughes

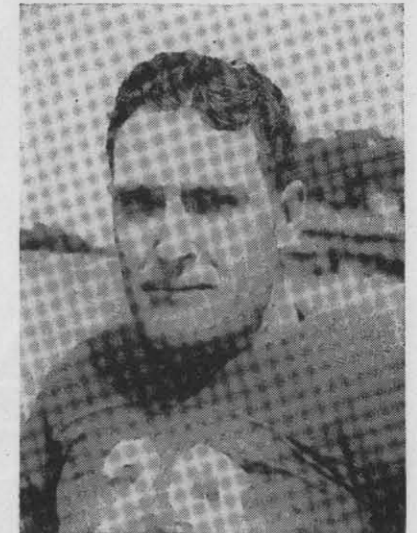
Always Pulling for Rice
HOUSTON Natural Gas COMPANY
 Frank C. Smith, President and General Manager
 PETROLEUM BUILDING



C. M. Hardy



Jake Schuehle



Ross McBrayer

After the Game . . .

DINNER
 at the
WARWICK

Complete table d'hote
 dinners 90c up

A TREAT YOU CAN AFFORD

DO YOUR
Christmas Shopping
EARLY . . . AND EASILY
use

CHECKER CABS

There's plenty of room for your bundles. You won't have to worry about parking. Our cabs will take you direct from your front door, to your store. Remember—call,

C A P. 5 1 5 1

YOU GET MORE OUT OF

**THE
LAYNE
SCREEN**



Layne Screens wrapped with a patented, semi-wedged shaped wire and containing milled groove perforations allow maximum production with a minimum of sanding-up or cutting.

The openings between the wires, flare toward the pipe and permit the passage of anything passing the screening point. The Milled grooves extending from each perforation receive fluid from 10 to 12 flared openings between the wires and direct it to the perforation in the pipe.

It is for these reasons that you get more out of a Layne Screen, not only in production, but in efficiency—length of service—economy and care-free performance.

LAYNE AND BOWLER COMPANY
HOUSTON, TEXAS

Layne Screens are used around-the-world. Advertising, reaching their international audience through trade publications of world-wide circulation, is prepared by

ROGERS-GANO ADVERTISING AGENCY, INC.
ADVERTISING ARTS BUILDING 1305 PRAIRIE AVENUE

DALE C. ROGERS, PRESIDENT

T. PAGE ROGERS, VICE PRESIDENT

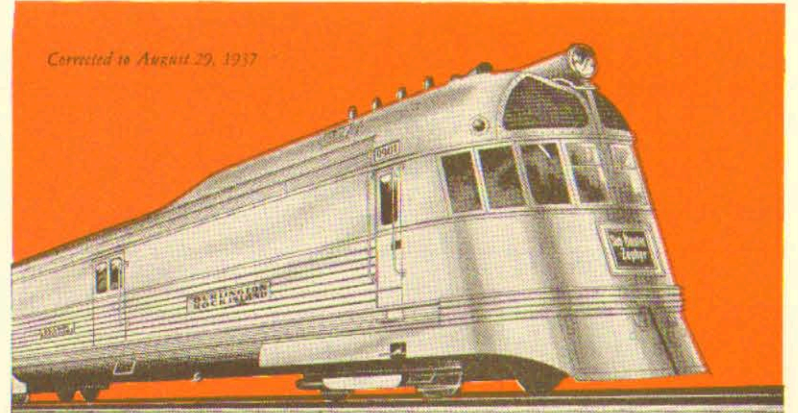
RICE OWLS



LAIN



CORDELL



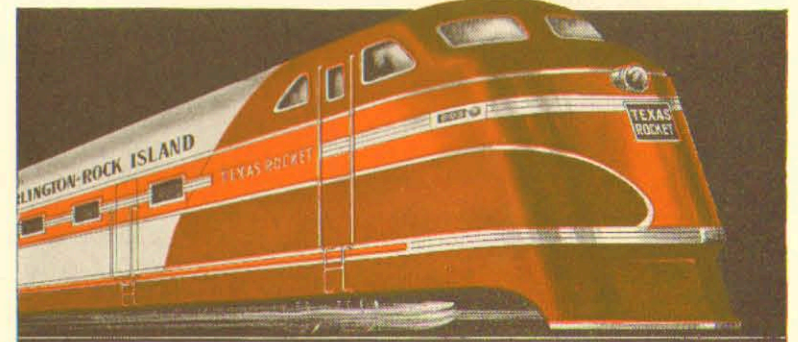
SAM HOUSTON ZEPHYR



**BURLINGTON-ROCK ISLAND
RAILROAD COMPANY**

**DOUBLE DAILY
STREAMLINE SERVICE**

BETWEEN
HOUSTON-DALLAS-FORT WORTH
DIESEL-POWERED
AIR CONDITIONED • HOSTESS SERVICE



TEXAS ROCKET

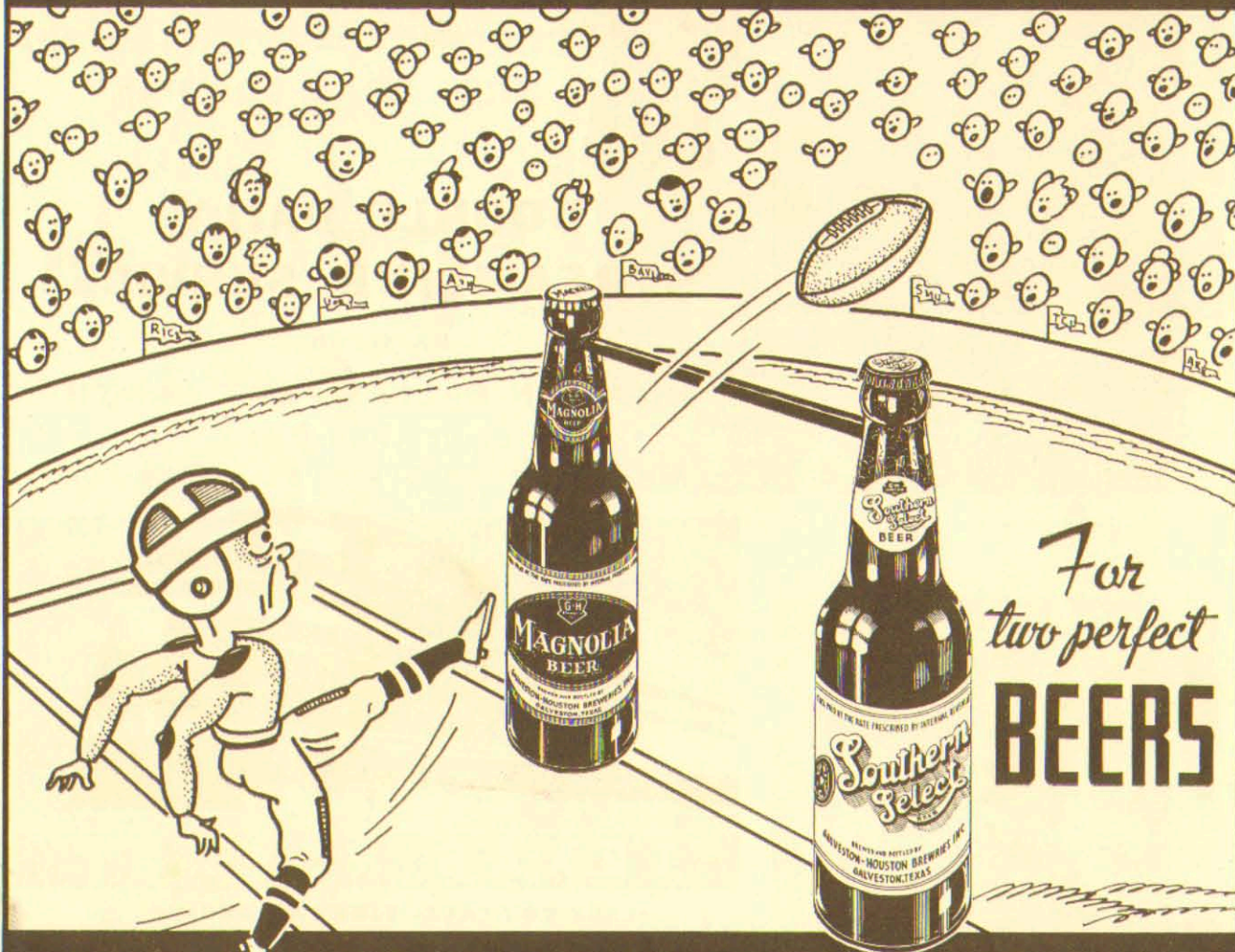
***LAST TO LEAVE—FIRST TO ARRIVE**

—NORTHBOUND—			—SOUTHBOUND—		
SAM HOUSTON ZEPHYR	*TEXAS ROCKET	SCHEDULES	TEXAS ROCKET	SAM HOUSTON ZEPHYR	
8:15 am	4:30 pm	Lv. . . . Houston . . . Ar.	12:25 pm	9:10 pm	
12:25 pm	8:40 pm	Ar. . . . Dallas . . . Lv.	8:15 am	5:00 pm	
12:30 pm	8:45 pm	Lv. . . . Dallas . . . Ar.	8:00 am	4:45 pm	
1:15 pm	9:30 pm	Ar. . . . Fort Worth . . . Lv.	7:15 am	4:00 pm	

TEXAS' FASTEST TRAINS

THE REIN COMPANY H-3185
 DAY AND NIGHT SERVICE

A PERFECT SCORE



For
 two perfect
BEERS

MAGNOLIA and SOUTHERN SELECT



"HOUSTON'S BEST SHOP FOR MEN
 AND WOMEN WHO SHOP FOR MEN"

EXCLUSIVE
 SOUTH TEXAS
 DEALER FOR

CAVANAGH HATS
 "THE WORLD'S FINEST"

ROGERS-PEET & CO.
 "FINE SUITS & TOP COATS"

BURBERRY ENGLISH OVERCOATS
 "FAMOUS ALL OVER THE EARTH"

Exclusive

HOUSTON TICKET OFFICE
 ALL RICE INSTITUTE
 FOOTBALL GAMES

Phone Preston 4198

For Reservations

"Houston's Best Shop for Men"
Norton's
 BARRINGER-NORTON CO.
 506 Main St.

Featuring

- Ready-to-Wear Suits.....\$25 to \$65
- Ready-to-Wear Overcoats.....\$25 to \$65
- Burberry English Overcoats.....\$85
- Suits Made to Order.....\$35 to \$75
- Suits tailored to measure—in our own shops—as fine as clothes can be made

\$85.00 to \$120.00

Courtland Hats.....\$5
 "Our Feature Value"

Cavanagh Hats.....\$10 to \$20
 "The World's Finest"

—and a most complete stock of new and authentic styled furnishing goods for gentlemen.

Her Singing Coach Advised A Light Smoke

**CAROLE LOMBARD^{*} PREFERS LUCKIES
BECAUSE THEY'RE EASIER ON HER THROAT**

"WHEN I had to sing in a recent picture," says Carole Lombard, "I considered giving up smoking. But my voice teacher said I needn't if I'd select a light smoke—Luckies.

"I soon found that even when singing and acting 12 hours a day, I can smoke as many Luckies as I like without the slightest throat irritation."

The reason Luckies are easy on Miss Lombard's throat is because the "Toasting" process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the honest judgment of those who spend their lives buying, selling and handling tobacco . . . with men who know tobacco best . . .

it's Luckies—2 to 1

* Star of the new Paramount production "True Confession"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"

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WITH TOBACCO EXPERTS...
WITH MEN WHO KNOW TOBACCO BEST

It's Luckies 2 to 1