

OCTOBER

SUN. MO

PI. SAT.



2

9

6

LJ

PRICE 25 CENTS

24

31

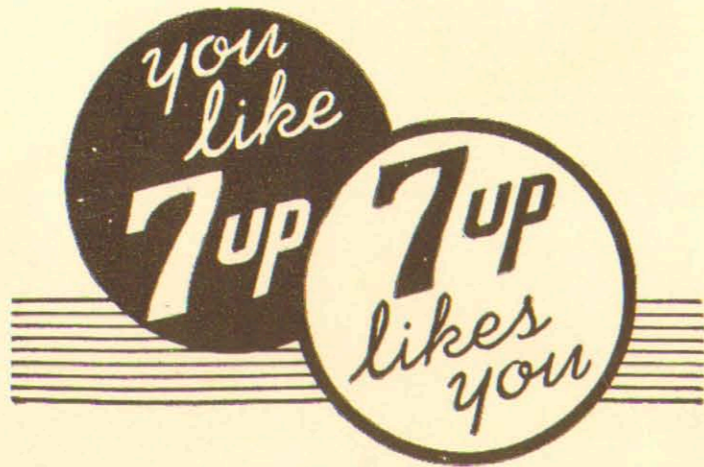
OFFICIAL PROGRAM

RICE VS L. S. U.

RICE FIELD - 2:30 P. M.

*H. H. K...*

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



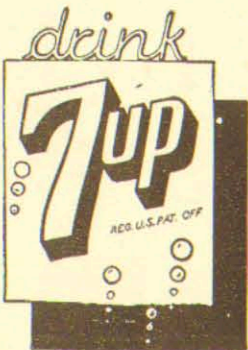
It is better to  
belch  
(PARDON US)  
and stand the blame,  
than to squelch  
the belch and  
bear the pain.

**A GOOD MIXER  
IN ANY  
COMPANY**

QUENCHES  
THIRST  
QUICKLY

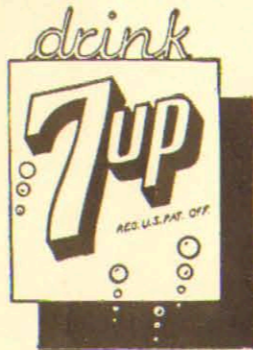


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For the  
Stomach's Sake  
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Genuine



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# Louisiana State University

BATON ROUGE, LOUISIANA

VS.

# Rice Institute

HOUSTON, TEXAS

RICE FIELD

October 9, 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

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# LOUISIANA STATE UNIVERSITY COACHES

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

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

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

Player illegally in motion. (Penalty, 5 yards. If from shift or huddle, 15 yards.)

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

Interference with forward pass, or pass touching ineligible player. (Penalty, if interference by offense, 15 yards; otherwise, ball goes to opponents at point of foul.) In case pass touches ineligible receiver, ball goes to opponents at spot of preceding down.

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

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.

Illegal forward pass.

Safety.

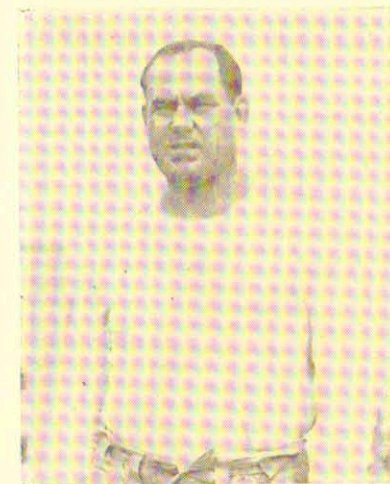
Score — touchdown, field goal, or conversion.

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

Time out.



BERNIE MOORE  
Head Coach



Ben Enis, End Coach



Emerson (Spike) Nelson, Line Coach



Joel Hunt, Backfield Coach

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## RICE COACHES



Cecil Grigg  
*Backfield Coach*



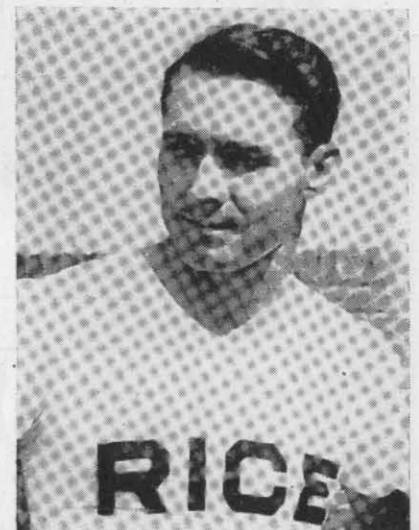
Lou Hertenberger  
*Line Coach*



JIMMIE KITTS  
*Head Coach*



Percy Arthur, *Asst. Coach*



Bill Wallace, *Freshman Coach*

2817-19 Fannin Street

Fairfax 5331

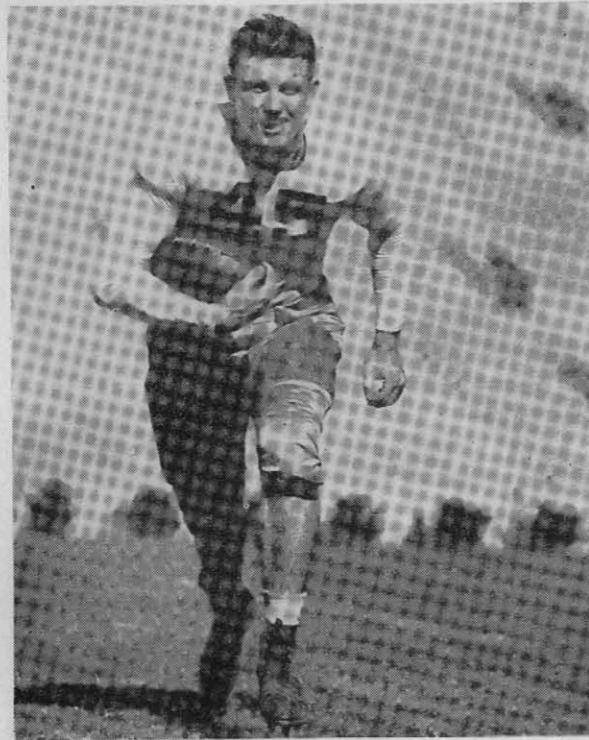
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Membership in "Friends of Rice" is vol-

untary. All who are interested are invited to join. The membership dues are only \$1.00 per year.

Remember that each 200 members enrolled will permit the offering of an additional scholarship.

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C. 6381

or

R. H. HARGROVE  
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| RICE |            |      |     | L. S. U. |            |      |     |
|------|------------|------|-----|----------|------------|------|-----|
| 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   | Brannon    | e    | 187 | 55       | Moore      | g    | 185 |
| 23   | Hancock    | qb   | 190 | 56       | Steen      | e    | 185 |
| 24   | Stanzel    | t    | 205 | 57       | Singletary | 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 |          |            |      |     |
| 10   | Canady     | e    | 180 | 45       | Staples    | fb   | 196 |
| 12   | Bussey     | hb   | 145 | 46       | Campbell   | q    | 185 |
| 15   | Gormley    | e    | 190 | 47       | Rohm       | hb   | 174 |
| 16   | Bussey     | hb   | 185 | 48       | Larsen     | hb   | 165 |
| 17   | Lester     | g    | 193 | 49       | Bartran    | g    | 186 |
| 19   | Cajoleas   | q    | 182 | 50       | Morton     | fb   | 175 |
| 20   | King       | e    | 190 | 51       | Kavanaugh  | e    | 194 |
| 22   | Warmbrod   | c    | 184 | 53       | Thornton   | t    | 194 |
| 23   | Fife       | hb   | 180 | 56       | Friend     | t    | 246 |
| 25   | Farmer     | t    | 210 | 57       | Stell      | e    | 175 |
| 26   | Gormley    | c    | 188 | 58       | Baur       | e    | 190 |
| 27   | Ferguson   | t    | 197 | 59       | Campbell   | t    | 202 |
| 30   | Clark      | g    | 202 | 61       | Wax        | hb   | 148 |
| 31   | Gatto      | t    | 205 | 63       | Erdman     | hb   | 170 |
| 32   | Vallance   | g    | 200 | 66       | Milner     | hb   | 190 |
| 33   | Messina    | g    | 178 | 67       | Darling    | e    | 180 |
| 35   | Smith      | g    | 190 | 72       | Anderson   | fb   | 185 |
| 36   | Stell      | hb   | 169 | 73       | Clasen     | hb   | 169 |
| 37   | Dumas      | e    | 195 | 74       | Friedricks | hb   | 163 |
| 38   | Cunningham | 185  |     | 75       | Ward       | e    | 175 |
| 42   | Booth      | q    | 190 | 76       | Pittman    | t    | 195 |
| 43   | Barrett    | e    | 164 | 82       | Kendrick   | q    | 193 |
| 44   | Monget     | c    | 188 | 88       | Lemak      | fb   | 175 |

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## PROBABLE STARTING LINE-UP

| OWLS             | Position    | TIGERS     |
|------------------|-------------|------------|
| 27 Nance         | L. E.       | Dumas 37   |
| 49 Hines         | L. T.       | Gatto 31   |
| 55 Moore (Capt.) | L. G.       | Smith 35   |
| 60 Price         | Center      | Gormley 26 |
| 29 McBrayer      | R. G.       | Lester 17  |
| 41 Hughes        | R. T.       | Friend 56  |
| 46 Williams      | R. E.       | Gormley 15 |
| 75 Vestal        | Quarterback | Booth 42   |
| 50 Neece         | R. H.       | Milner 66  |
| 44 Sullivan      | L. H.       | Rohm 47    |
| 30 Schuehle      | F. B.       | Staples 45 |

## OFFICIALS

|              |         |
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| Referee      | Curtis  |
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| Head Lineman | Watson  |
| Field Judge  | Streit  |



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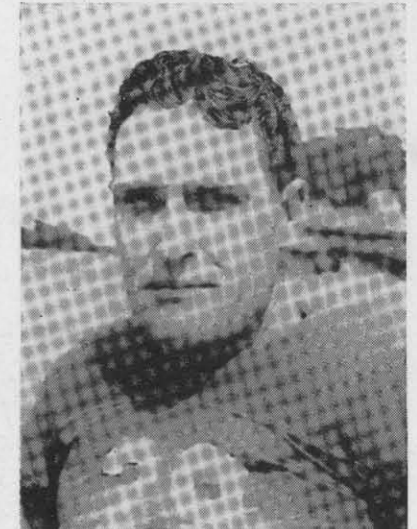
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This wonder train is moulded into one sleek unit from the specially built locomotive to the windowed curve of the observation. The Streamliner sits low on the rails.

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|-------------|-------------------|-----------|
|             | <i>Northbound</i> |           |
| Lv. Houston | .....             | 4:00 P.M. |
| Ar. Dallas  | .....             | 8:45 P.M. |
|             | <i>Southbound</i> |           |
| Lv. Dallas  | .....             | 4:15 P.M. |
| Ar. Houston | .....             | 9:00 P.M. |

All seats in Chair Cars or Parlor Car must be reserved in advance (Parlor Car charge, \$1.00 each). Only First Class Tickets honored in Parlor Car; no additional charge for seats in Chair Cars.

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## Welcome Louisiana

Welcome, Honorable Richard W. Leche, Governor of Louisiana; Dr. James M. Smith, President of the University; 2,700 students; 208 members of the band; 6,000 fans; and last, but far from least, members of the Louisiana State University Football Team and members of Coaching Staff.

Rice Institute and Louisiana State University have been battling for victory ever since 1915, with Rice taking three wins, L.S.U. four, and two games being ties. This afternoon's game will mark the tenth between the two schools, and may the best team win.

### THE COACHING STAFF:

**HEAD COACH:** Bernie Moore, a graduate of Carson-Newman in Tennessee, where he played fullback and tackle, is beginning his third season as head coach of Louisiana State University's football team. His 1935 and 1936 teams won Southeastern Conference titles and played in the Sugar Bowl at New Orleans. A native of Jonesboro, Tenn.

He was in the Argonne and St. Mihiel engagements

and after the war was one of a group of college graduates sent by the government to study at the University of Bordeaux in south France. Returning to the United States in 1919, he was coach at LaGrange, Georgia, high school in 1919 and 1920.

In 1921 and 1922 he coached football, basket ball and track at Allen Military Academy at Bryan, Texas. His 1923 track team placed second in the National Interscholastic meet.

Line coach at Sewanee in 1923, '24 and '25, he became head coach of football and basketball at Mercer University in the fall of 1926, remaining there until he came to L. S. U. after the 1928 season as line coach.

Named track coach in 1930, his teams won the Southeastern Conference track and field meet in 1932, 1933, 1934, and 1935 and 1936.

**BACKFIELD COACH:** Joel Hunt, a football immortal at Texas A. and M., was an All-Southwest Conference quarterback in 1925, 1926 and 1927. Follow-

*Continued on page 26*

## Give it to Elmer!

Your laundry, cleaning and storage will receive his personal attention!

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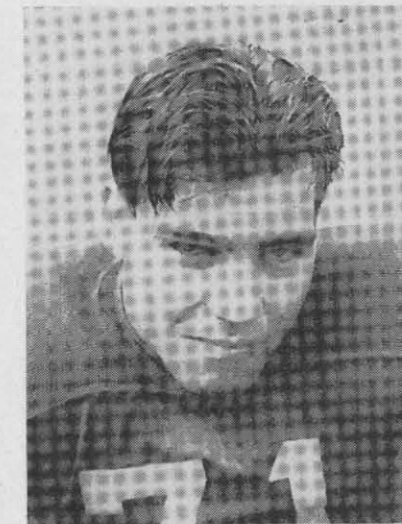
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Earl Glassie



Billy Robb



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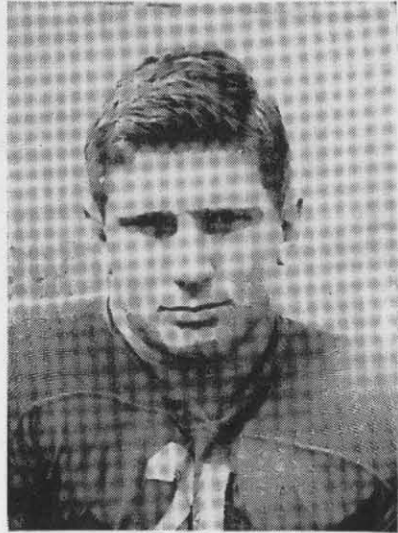
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AND CLEANERS, Inc.

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Bryce Parker



Earnest Lain



Jess Hines

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**HUMBLE ROUTE TO FOOTBALL GAMES**

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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



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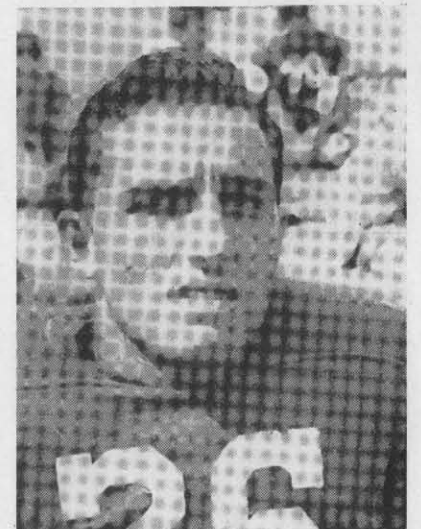
C. 1048



Frank Steen



Reinhart Stanzel



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All cold drinks at the Rice games are iced by the

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today?



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it  
Texas'  
Largest  
Seller!

Bottled at the  
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100% Union

*Continued from page 22*

ing his graduation in 1922, he played professional baseball for five years in every class league, including several tryouts with the St. Louis Cardinals. He voluntarily retired from baseball in 1932 after breaking his ankle at Toronto. He was head football coach at the College of Marshall, junior college champions of Texas in 1929, for two years after his graduation. He served as backfield coach at Texas A. and M. until he came here in February, 1933, as tutor of Tiger backs. He is married and has a two and a half year old daughter.

#### INTERESTING INFORMATION

Ben Friend, 246-pound junior tackle, is the oldest, tallest and heaviest man on the football squad. He is 6 feet 5 inches tall and is 25 years old.

Young (correct) Bussey, 185-pound halfback from Houston, Tex. A sensation at San Jacinto High School in Houston, Bussey can pass, punt and run with the ball like a veteran. L. S. U. coaches expect much of him. He needs varsity experience.

Jake Staples, 196-pound sophomore fullback from Monroe, La. Apparently the ideal fullback, the big Staples is pushing two veterans for their jobs and may be the first fullback on the list before the season is very old. What he can do against tough competition is still to be decided, however.

Eddie Gatto, junior tackle, was rated by Line Coach Spike Nelson as the best tackle in the conference in 1936. Nelson expects the 205-pound veteran to be even better this season.

Charles (Pinky) Rohm, triple threat halfback, played some grand football last fall and is expected by L. S. U. supporters to be an outstanding contender for All-Conference honors this season. He is an excellent punter and passer and a superb ball carrier.

Guy (Cotton) Milner was a sensational sophomore halfback in 1936. A junior with a year's experience now, he is expected to show the improvement noted in spring practice.

Glenn Bussey, sophomore halfback from Houston, Texas, is the smallest man on the squad. He weighs 145 pounds and is 5 feet 7 inches tall. B. W. Wax, sophomore halfback from Baton Rouge, is next smallest—he weighs 148 and is 5 feet 9.

The squad's average weight is 186 pounds.

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# WORTH HOTEL

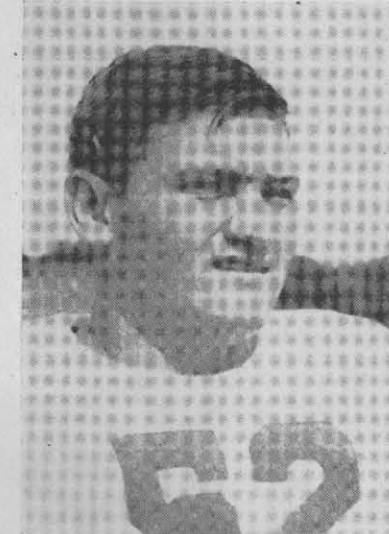
JACK FARRELL  
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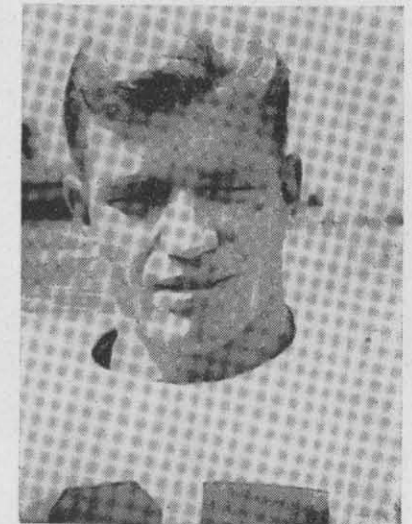
SENSIBLE RATES



Herman Price



Matt Landry



Jim Nance

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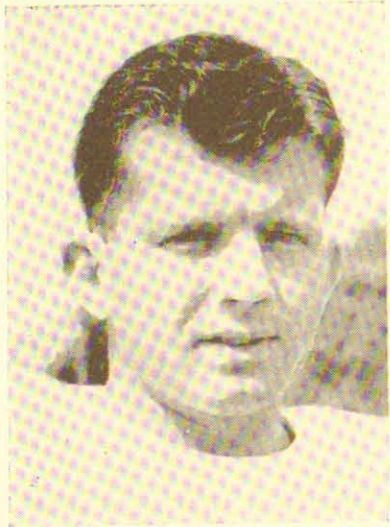
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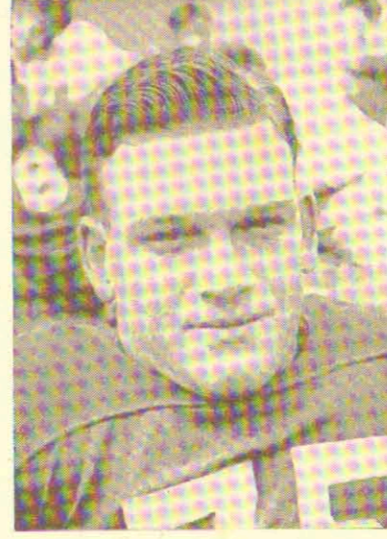
Kenneth Whitlow



Arthur Hughes



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