

H. Paul & Keller



PRICE 25c

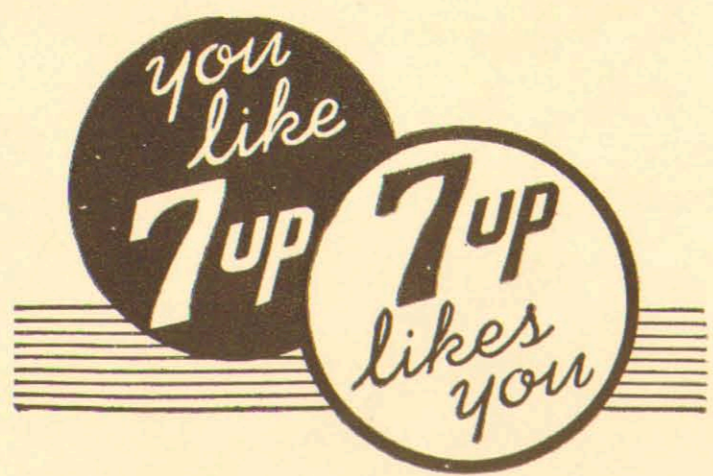
OFFICIAL PROGRAM

RICE vs AUBURN

RICE FIELD

2:30 P. M.

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



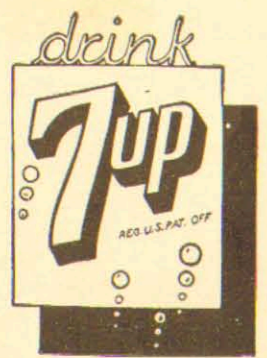
*It is better to
belch
(PARDON US)
and stand the blame,
than to squelch
the belch and
bear the pain.*

**A GOOD MIXER
IN ANY
COMPANY**

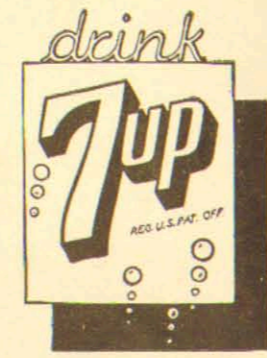
**QUENCHES
THIRST
QUICKLY**



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
THREE LOCATIONS:
HARRISBURG at 65th
MAIN at BLODGETT
MAIN at ROSALIE



Alabama Polytechnic Institute
AUBURN, ALABAMA

VS.

Rice Institute
HOUSTON, TEXAS

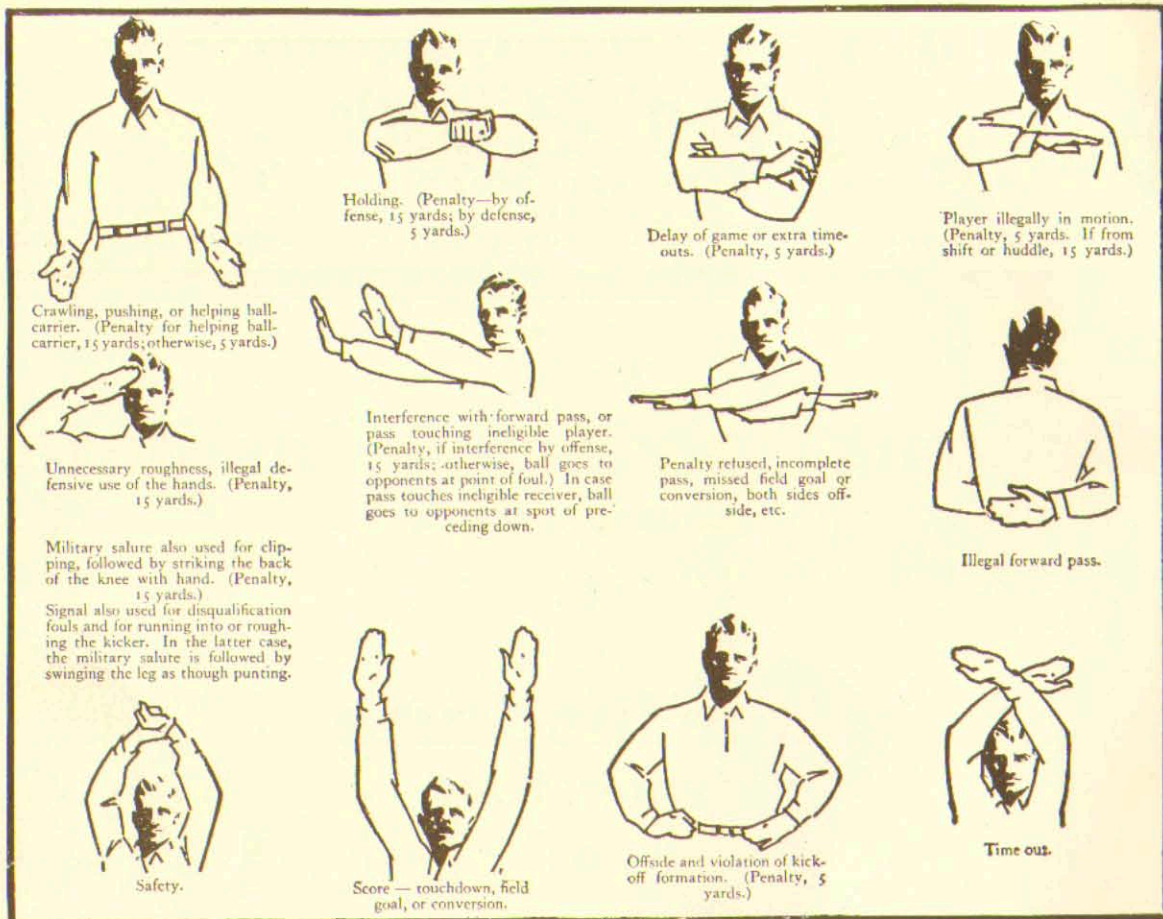
RICE FIELD
October 30, 1937

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

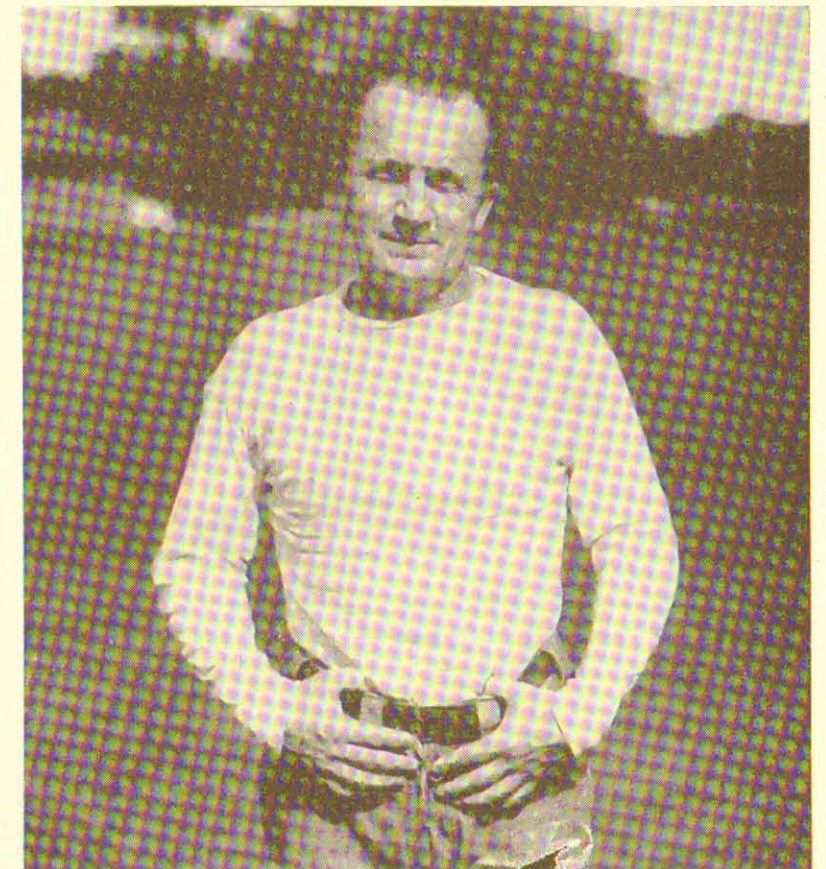
**OFFICIAL
FOOTBALL PROGRAM**
Price 25c

**SOUTH TEXAS
COMMERCIAL NATIONAL BANK**
HOUSTON, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



AUBURN COACHES



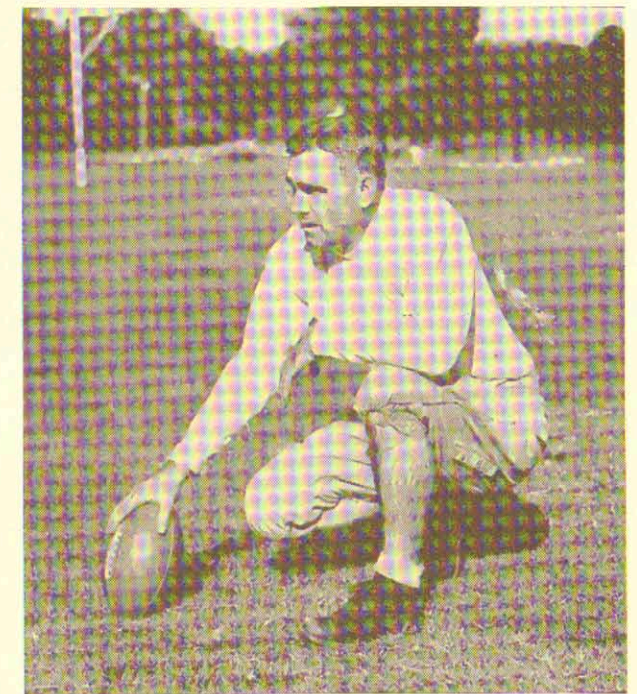
COACH JACK MEAGHER
Head Coach and Athletic Director

Before...during and after the game...
Call for
PHILIP MORRIS

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



BOOTS CHAMBLESS
Assistant Coach



DELL MORGAN
Line Coach

You are listening



to the new

R C A PUBLIC ADDRESS SYSTEM

installed by

**SOUND SALES
&
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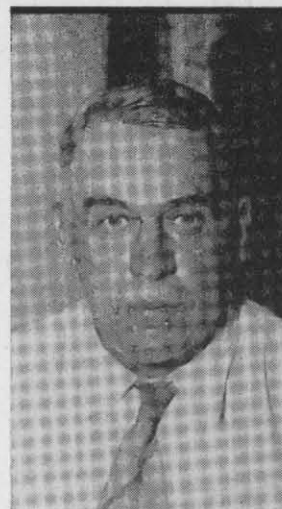
3718 Main Street

Phone H. 7119

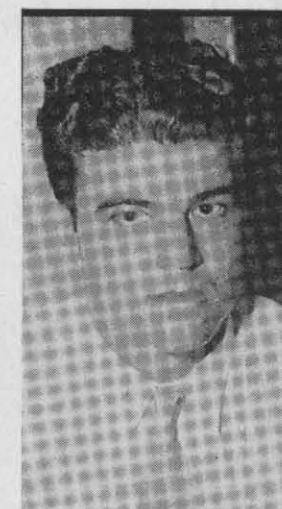
HOUSTON, TEXAS

COMPLETE RCA SOUND SYSTEMS FOR EVERY REQUIREMENT

RICE COACHES



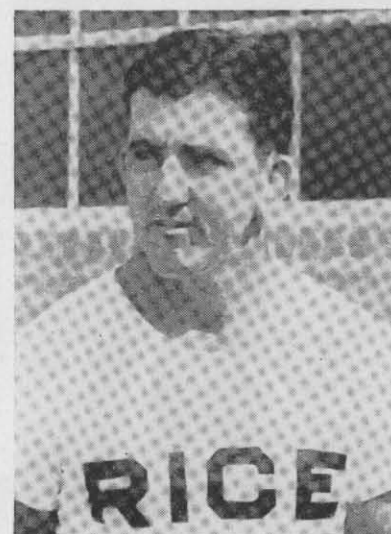
Cecil Grigg
Backfield Coach



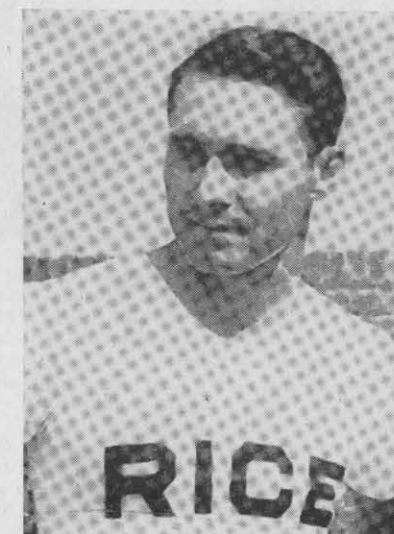
Lou Hertenberger
Line Coach



JIMMIE KITTS
Head Coach



Percy Arthur, *Asst. Coach*

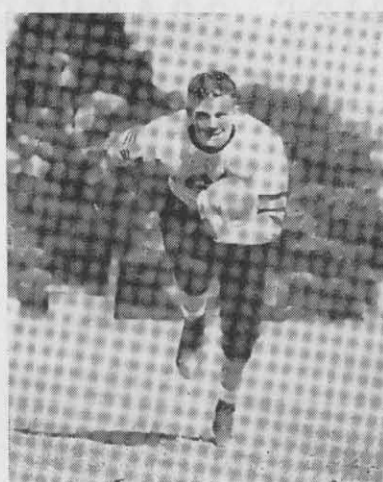


Bill Wallace, *Freshman Coach*

Welcome Jack Meagher and the Auburn Plainsmen



DUTCH HEATH, *Fullback*



SPECK KELLY, *Halfback*



GOON HARRISON, *End*



REX McKISSICK, *End*



BO RUSSELL, *Tackle*



Captain LESTER ANTLEY, *Center*

JACK MEAGHER, head coach and athletic director. Born in Chicago on July 5, 1896. Graduated at Elgin, Illinois, High School in 1915. Attended Notre Dame in 1915-16-17. Was regular end on Notre Dame football team for two seasons. Left Notre Dame to enter World War as private in the Marine Corps. Was discharged from Marine Corps with rank of Captain in 1921. Launched coaching career at St. Edwards in Austin, Texas, in 1921. Remained at St. Edwards, where he completed his work for a degree, until he was promoted to head coach at Rice Institute in Houston. Resigned at Rice in 1934 to assume present position as Auburn's head football coach and athletic director. Has a 16 year coaching record of 105 victories, 54 losses and two ties. Is a member of Rotary club. Is married and has six children, five boys and one girl. Would like for his boys to play football. His 1935 and 1936 Auburn teams were two of the smartest and strongest teams in America.

Soft spoken and modest to a degree, Coach Meagher is unusually popular with his players. They respect him to the highest. He never raises his voice on the field and is not a high strung coach. Gives the players credit for all of his team's wins and takes the losses for himself. His teams are noted for their aggressiveness, neatness and enthusiasm. Always plays a hard

schedule and does not key his players up for any game. Lets them take each game in stride.

Line Coach Dell Morgan. Graduated at Austin College in Texas. Coached at Texas Tech before coming to Auburn in May, 1934. Builds lines that are almost air-tight. An outstanding tackle in college. His playing against one of Coach Meagher's clubs attracted so much attention from his present chief that his career was followed and he was signed to coach at Auburn after his sterling coaching feats at Texas Tech. Is the handy man of Auburn's athletic department. Coaches the freshman basketball and varsity baseball, boxing and wrestling teams. His 1937 baseball club won the Southeastern Conference championship. Also is the football program manager.

Guard Coach Boots Chambless. Is an all-time Auburn guard in football. Finished grid career on Auburn's 1932 undefeated team. Has done a wonderful job taking inexperienced candidates and turning out swell all-around guards. Quiet and unassuming, he, nevertheless, gets all the playing possible out of the aspirants in his department. Appointed assistant coach at Auburn in September, 1934.

FRIENDS OF RICE

"Friends of Rice" is an association organized for the purpose of aiding The Rice Institute in all of its activities and of fostering a better relationship between the University, its faculty and students and the citizens of Houston.

Those of you who are members may well feel proud of the fine work you have done in the short period of two years. You will be glad to know that some of the boys you are watching on the field today are going through Rice and are securing their education through your help.

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.

If you wish to be one of the "Friends of Rice," communicate with one of the undersigned officers and you may become a member.

LARRY HAMILTON
C. 6381

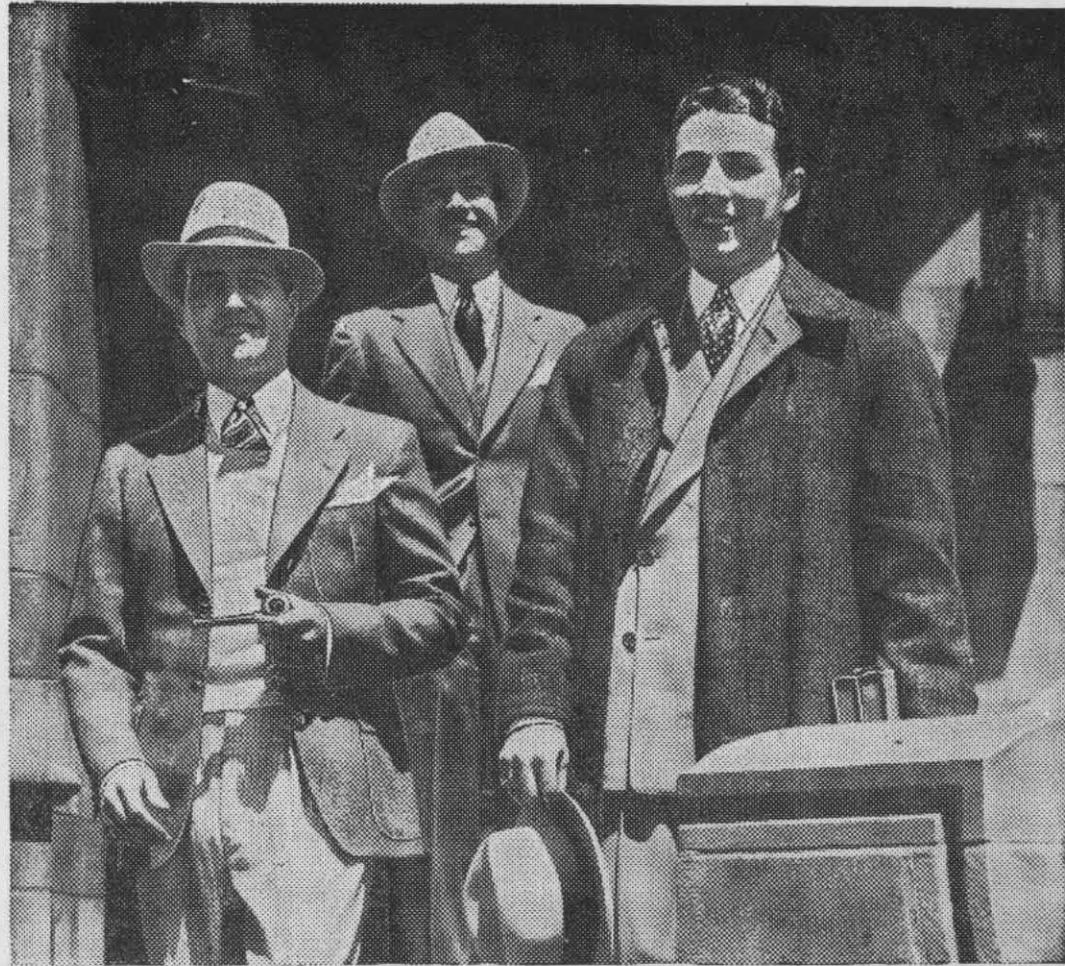
or

R. H. HARGROVE
C. 5111

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Fair-Maid
is good Bread





Men at Rice Wear *Richard Carlton Clothes*

Look around you in the Rice stands today. You'll see many a handsome young fellow wearing Byrd's clothes. They have the cut and fit that is unmistakable. The mark of true distinction.

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SUITS

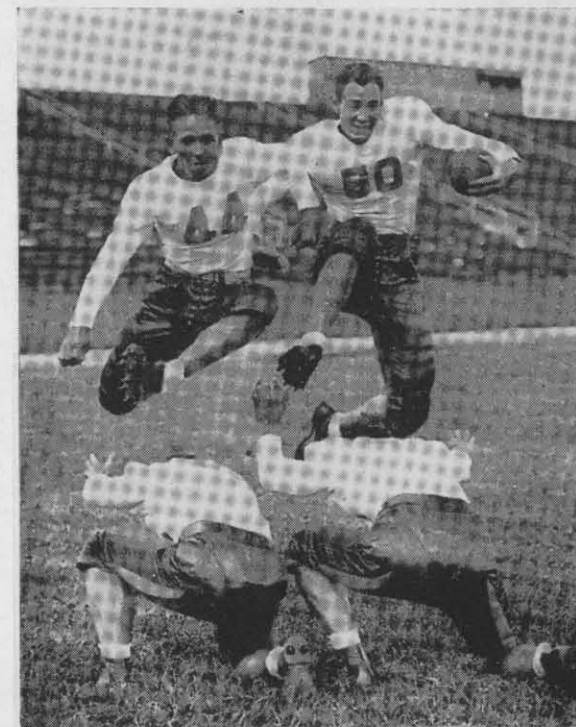
\$29⁵⁰ up.

Topcoats \$22.50 to \$39.50

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DINE and DANCE

Every Night of the Week

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

NO COVER CHARGE

SATURDAY NIGHTS ONLY

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\$1.50 per Couple

Usual Sunday Night Dinner with Dancing

7 'til 10 p. m.

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"A PLACE TO GO EVERY NIGHT IN THE WEEK"

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Parker Bedding Company

Makers of

"SPRING-AIR"

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Cushions at Rice Games

Are Furnished by

PARKER BEDDING COMPANY

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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?

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Raymond Pearson

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Ford SALES AND SERVICE *Lincoln*

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HOUSTON, TEXAS

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NEW ICE SERVICE

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Frank Hairston



Ernie Laurence



Andy Nobles



J. F. Crawford



Ed Singletary

MILTON R. UNDERWOOD & CO.

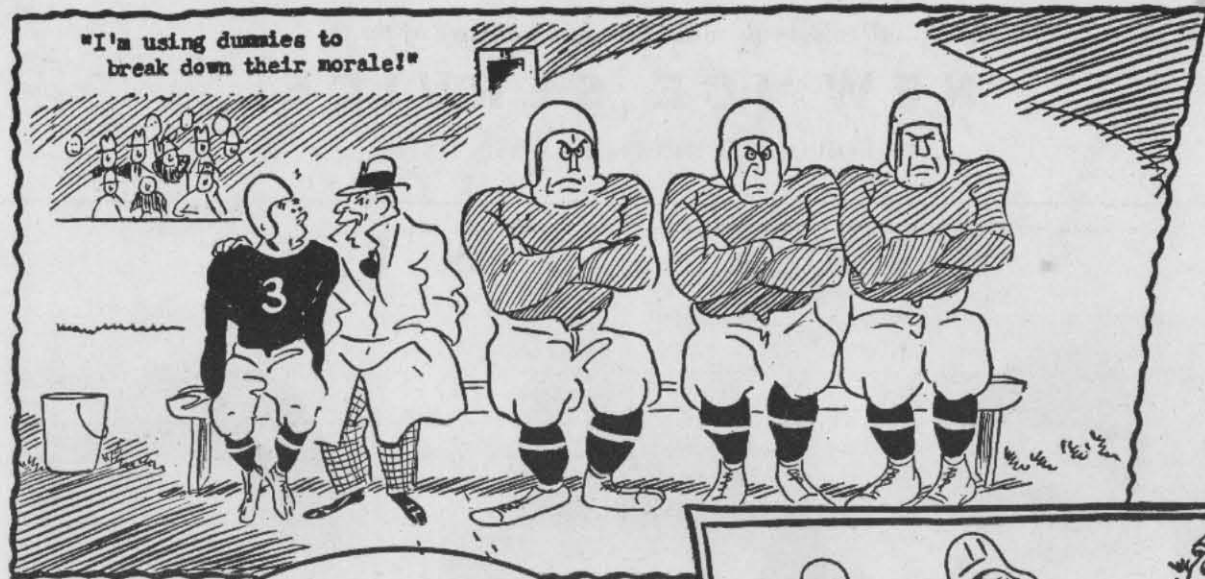
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STOCKS

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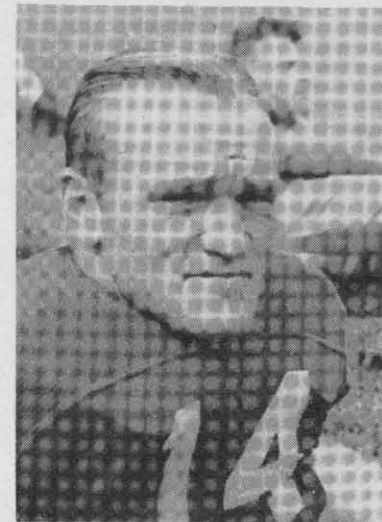
LESLIE'S FRIED CHICKEN

"IT'S WORTH GOING MILES TO GET"

6 5 1 5 S O U T H M A I N S T R E E T



R I C E O W L S



Bill Haner



Quincy Couger



Harold Palmer

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Ben Wolfman

South Texas Center of Authentic Fashions



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at

FORD V-8

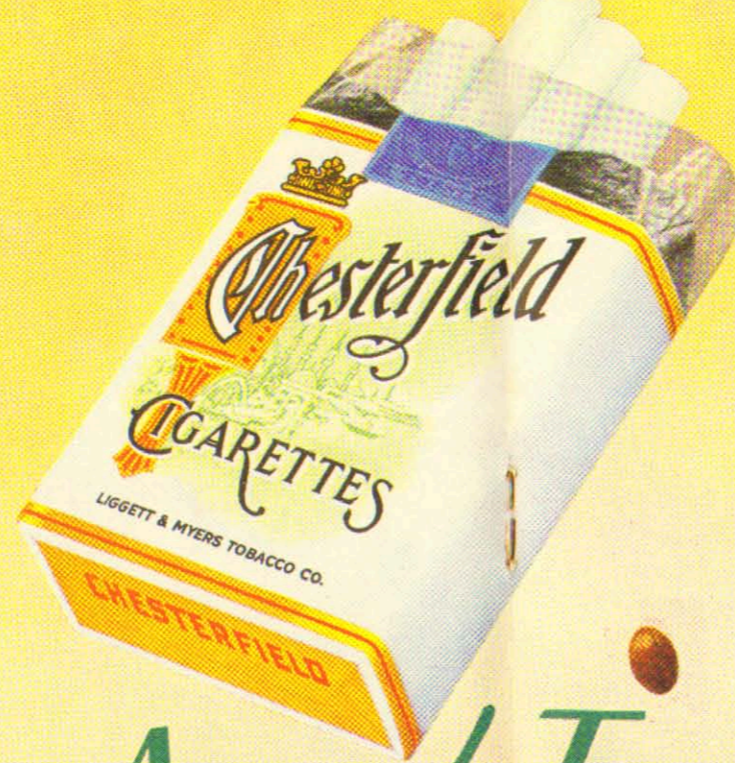
GARRETT MOTORS, INC.

PRESTON AT LOUISIANA

NEW
OR
USED

TEAM ROSTER

RICE				AUBURN			
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	Singleary	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	168	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	Howell	g	180
				11	Sitz	fb	176
				12	Whatley	e	189
				14	Smith	qb	169
				18	Wolff	t	207
				19	Weaver	fb	175
				20	Jefferies	t	205
				21	Chandler	g	187
				22	MacEachern	t	205
				24	Hitchcock	hb	164
				25	Fenton	hb	170
				26	Ellis	hb	160
				27	Gillam	g	185
				28	Sivell	g	189
				29	Waters	c	171
				30	McKissick	e	178
				31	Morgan	c	185
				32	Mercer	e	171
				33	Harrison	e	190
				34	Hamm	e	179
				35	Wendling	hb	157
				36	Fairchild	fb	187
				38	Antley	c	195
				39	Happer	hb	163
				40	Edwards	hb	164
				42	Pearson	e	177
				43	Holman	t	203
				44	Burns	g	194
				45	Russell	t	199
				46	Reeves	e	180
				47	Nichols	t	206
				48	Haynsworth		186
				49	Riddle	hb	158
				50	Davis	qb	150
				51	Heath	fb	166
				52	O'Gwynne	hb	152
				54	Mims	hb	173
				55	Bagby	c	185
				56	Burford	e	186
				58	Thorpe	g	209
				59	Kenmore	hb	160
				61	Kelly	hb	164
				62	Cantrell	hb	176
				63	Smith	g	190
				66	Walker	qb	165
				68	Fowler	qb	165
				69	Foster	qb	170
				72	Bulger	e	198



*ACE of THEM ALL
for MILDNESS and TASTE*

PROBABLE STARTING LINE-UP

RICE	Position	AUBURN
27 Nance	L. E.	Harrison 33
49 Hines	L. T.	Russell 45
55 Moore, Capt.	L. G.	Sivell 28
20 Arthur	Center	Antley 38
52 Landry	R. G.	Gillam 27
32 Green	R. T.	Holman 43
46 Williams	R. E.	Burford 56
23 Hancock	Q. B.	Walker 66
70 Cordill	R. H.	Fenton 25
44 Sullivan	L. H.	Hitchcock 24
30 Scheuhle	F. B.	Heath 51

OFFICIALS

Referee	Watson
Umpire	Clement
Head Linesman	Hart
Field Judge	Mouat

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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.

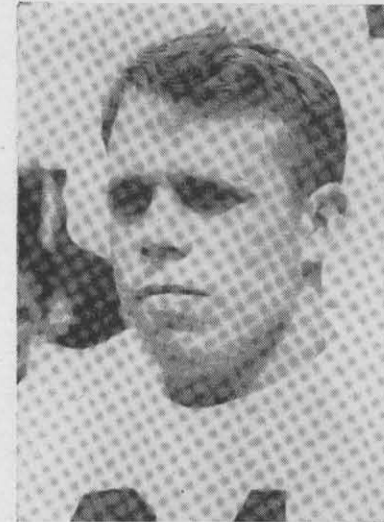
Look for the familiar red cooler

Always Pulling for Rice

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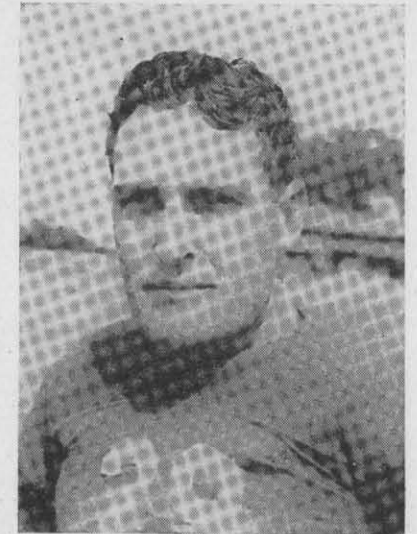
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DINNER
at the
WARWICK

Complete table d'hote
dinners 90c up

A TREAT YOU CAN AFFORD

to and from
the game in a

CHECKER CAB
CAP. 5151

You can relax, and not be
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Bob Brandon



Don Hager



Tom Vickers



Ollie Cordill



Chas. Moore, Capt.



Paul Hancock



John Neece



Dick Brannon



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F. 3321

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THE REIN COMPANY H-3185

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A PERFECT SCORE



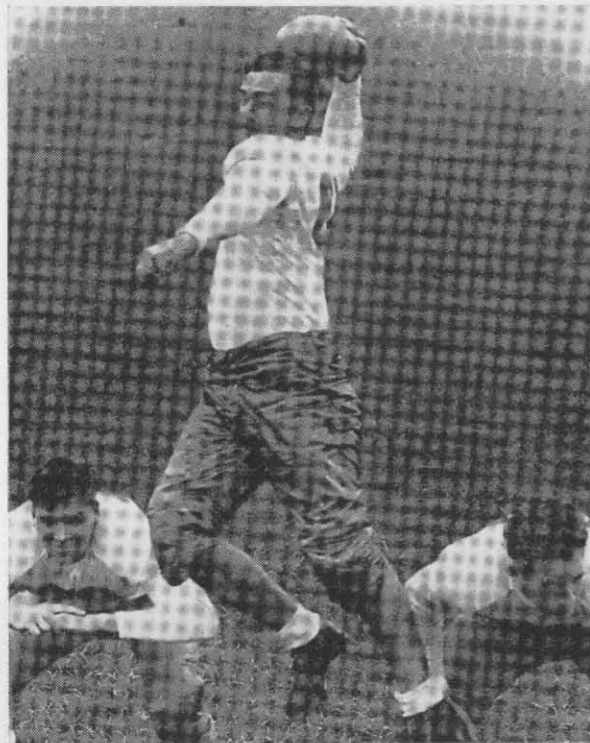
MAGNOLIA *and* SOUTHERN SELECT



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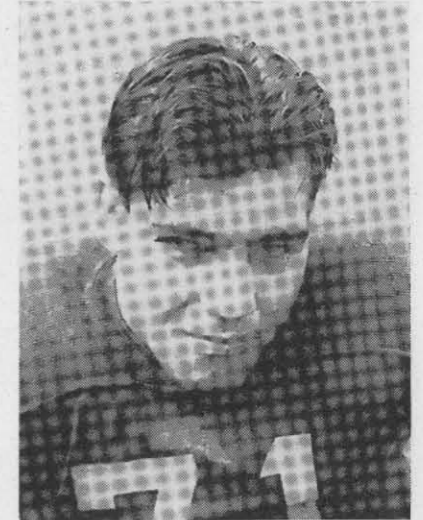
HOUSTON, TEXAS



Douglas Sullivan



Earl Glassie



Billy Robb

Turn on the heat

AN HOUR BEFORE YOU GET HOME

Walk into a comfortable, warm home—that's what you want to do after a cold afternoon in the stands.

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Ask us to explain about this modern method of heating.

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POLAR WAVE ICE PALACE

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Bryce Parker



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WORTH HOTEL

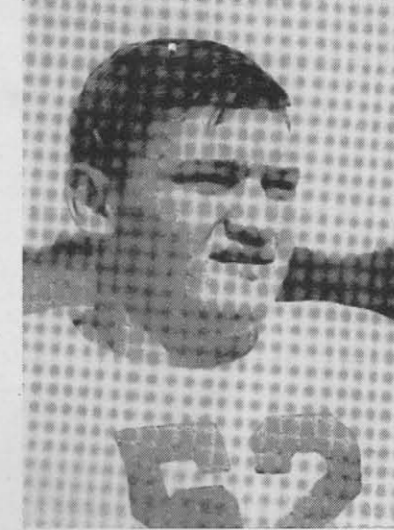
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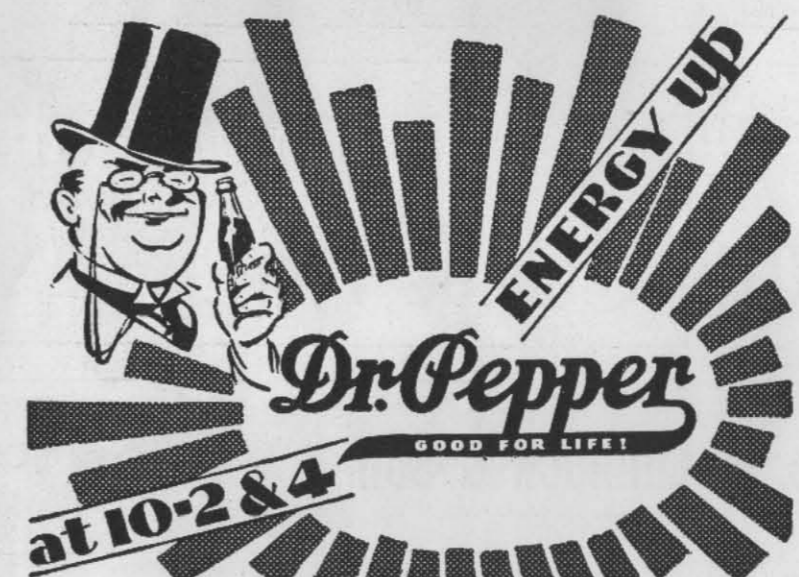



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about *FRESHNESS*
from Her!

Old Gold
CIGARETTES

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2 JACKETS OF "CELLOPHANE" KEEP THEM **FACTORY-FRESH**



ENERGY UP

Dr. Pepper
GOOD FOR LIFE!

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Courtland Hats.....\$5
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HERBERT MARSHALL* TELLS HOW THE THROAT-STRAIN OF ACTING CALLS FOR A LIGHT SMOKE

"In a recent scene," says Herbert Marshall, "I talk two minutes on the telephone. This scene took half a day to 'shoot'—four hours of painstaking voice shading. But even after scenes like this, I find that Luckies are always gentle on my throat. It's only common sense for an actor—or anyone else, for that matter—to want a light smoke."

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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 impartial, honest judgment of those who spend their lives buying, selling and handling tobacco... who know tobacco best... it's Luckies—2 to 1.

*Co-starring with Barbara Stanwyck in RKO's "A Love Like That"

A Light Smoke
EASY ON YOUR THROAT—"IT'S TOASTED"

Copyright 1937, The American Tobacco Company



WITH MEN WHO
KNOW TOBACCO BEST

*It's Luckies
2 to 1*