

R I C E vs. A R K A N S A S



NOVEMBER 11, 1939

Price 25c.



CECIL GRIGG
Backfield Coach



PERCY ARTHUR
Ass't Line Coach



LOU HERTENBERGER
Line Coach

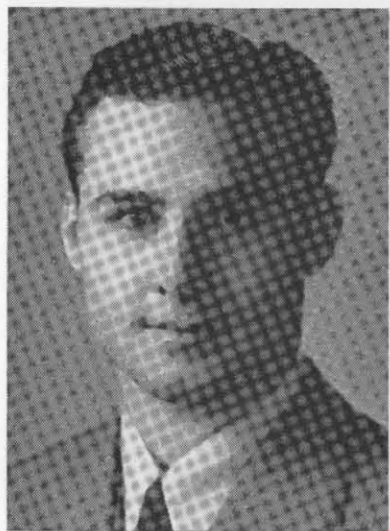


HERBERT ZEISIG
Trainer

RICE COACHES



GEORGE SCHOULTZ
Student Football Manager



BILL WALLACE
Freshman Coach



MATHEWS LANDRY
Ass't Freshman Coach



BUSTER BRANNON
Ass't Varsity Coach

THE CHICKEN SHACK

Specializing in

LESLIE'S FRIED CHICKEN

"IT'S WORTH GOING MILES TO GET"

6415 SOUTH MAIN STREET

Invites your patronage when in DALLAS, WACO, AUSTIN AND SAN ANTONIO



Trade Mark Reg.

Arkansas University

Fayetteville, Arkansas

VS.

Rice Institute

Houston, Texas

RICE FIELD

November 11, 1939

Published by
The Rice Institute Athletic Association

BILL WALLACE
EDITOR AND MANAGER

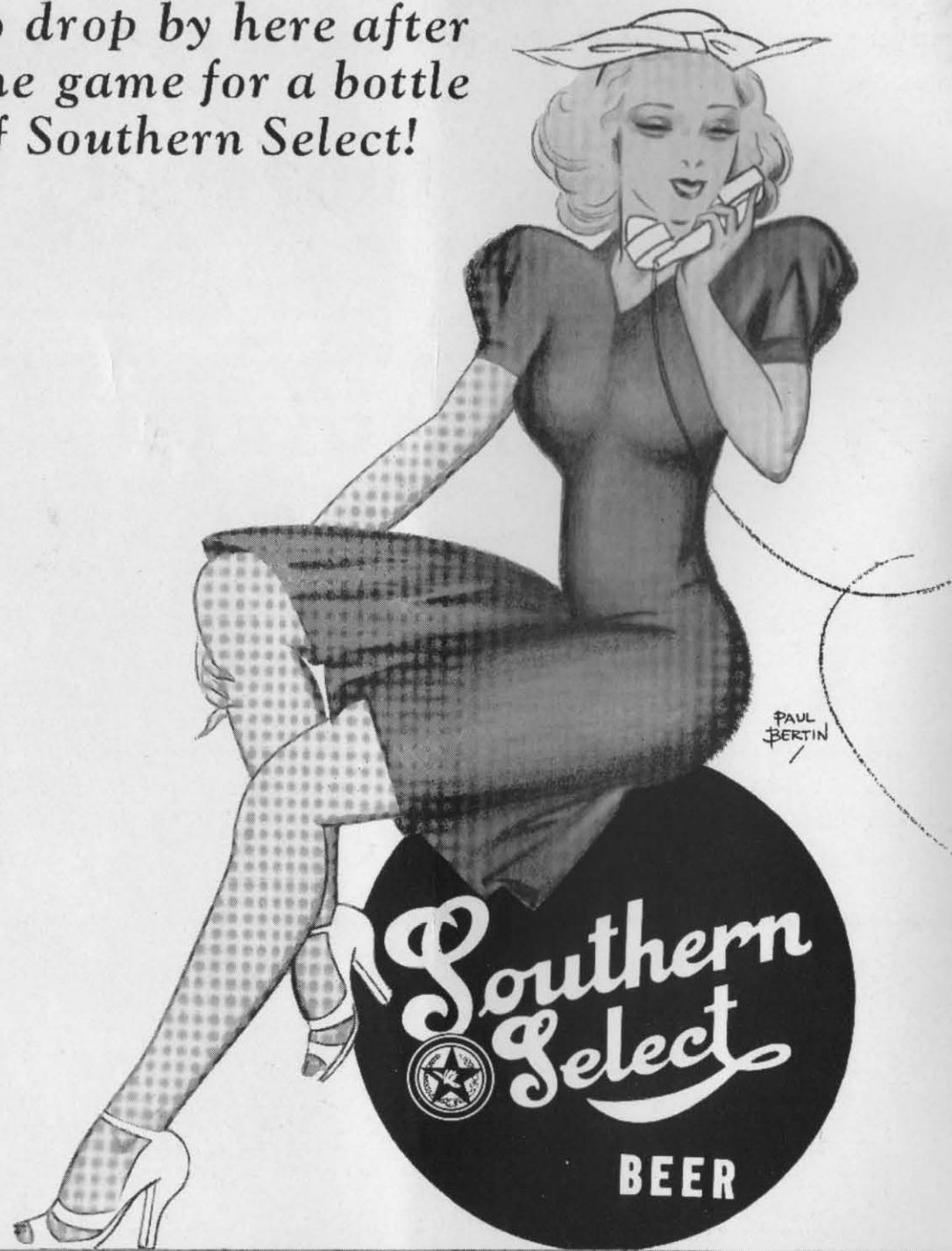
OFFICIAL
FOOTBALL PROGRAM

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SOUTH TEXAS
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HOUSTON, TEXAS

.. and tell the bunch
to drop by here after
the game for a bottle
of Southern Select!



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Specializing in

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FOOTBALL GAMES

The Humble Company urges you to go to as many football games as you can—high school, college and university—and invites you to stop for service on your way at Humble Service Stations.

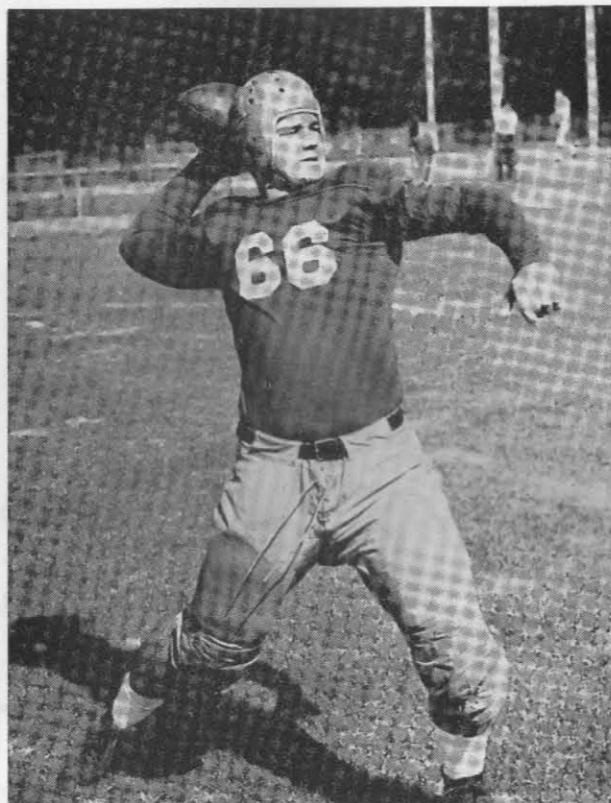
Restrooms are noted for their cleanliness (most of them are tiled); there's free ice water for yourself, free air and water for your car; even first aid kits and fire extinguishers have been provided. Accurate highway information is furnished promptly and courteously—no pains are spared to speed you comfortably on your way.

Above all, your car gets the trained attention it needs to keep it running right and looking good. Humble products—motor fuels, motor oils, special products—are second to none in performance.

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ERNIE LAIN



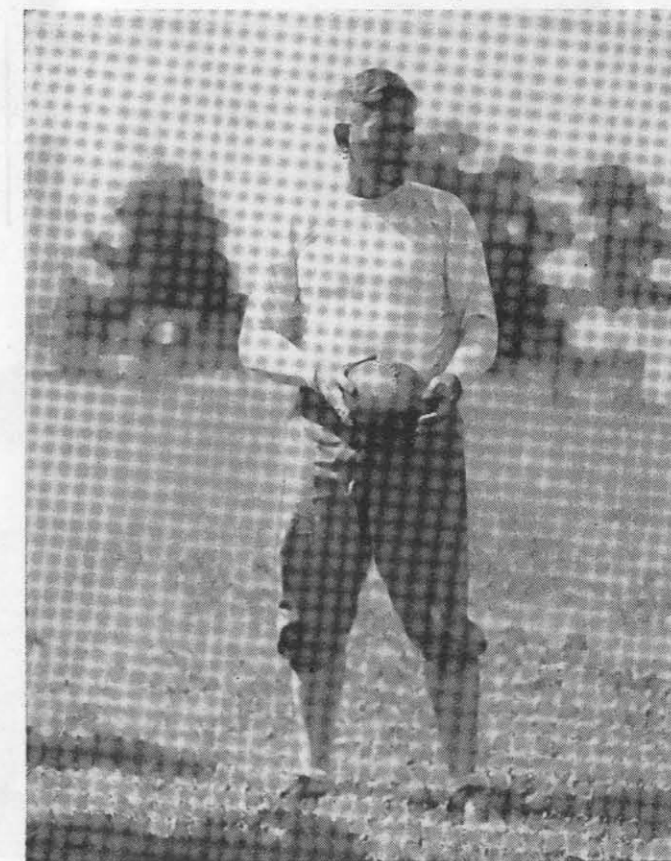
OLLIE CORDILL



JIMMIE KITTS
Rice Institute



CAPT. ED. SINGLETARY



FRED THOMSEN
Arkansas



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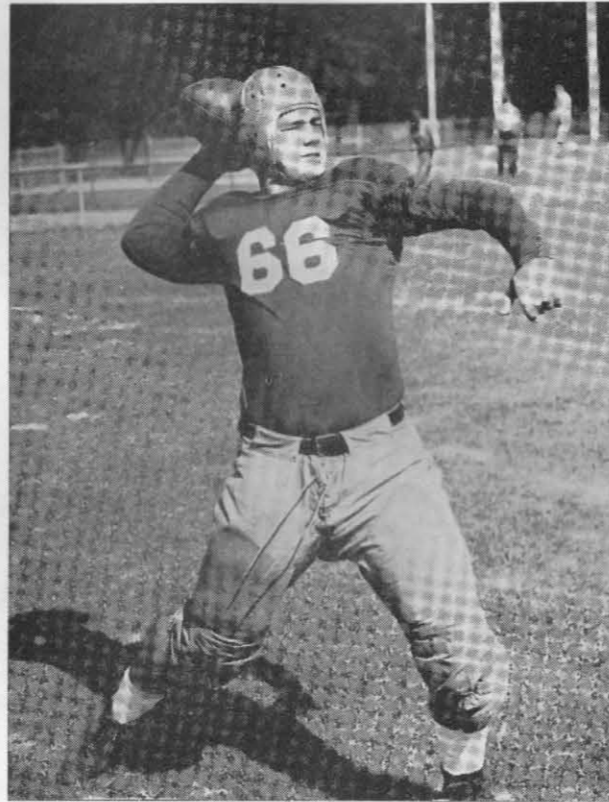
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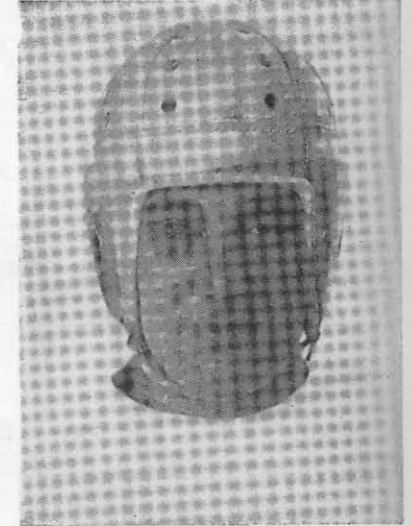
ERNIE LAIN



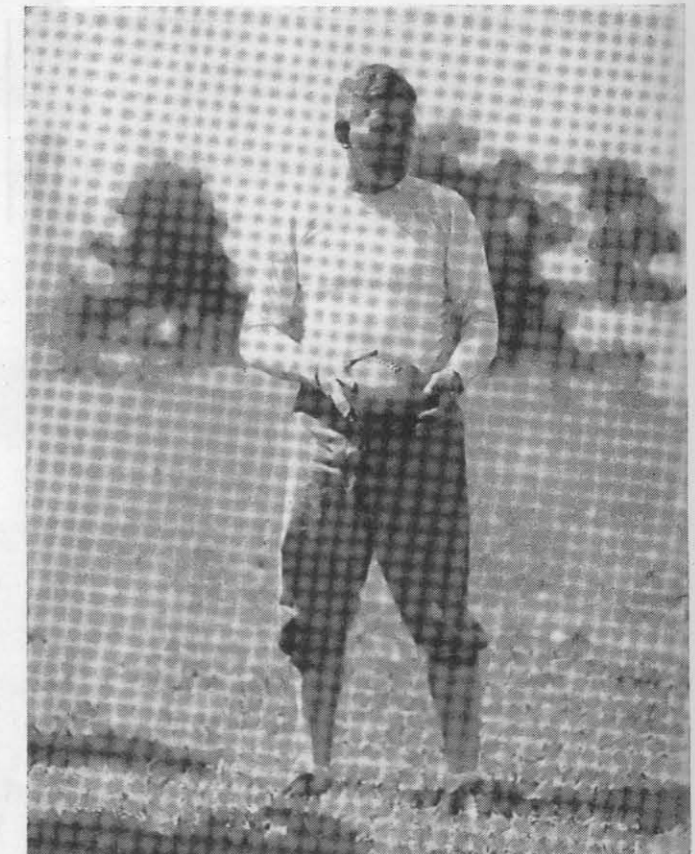
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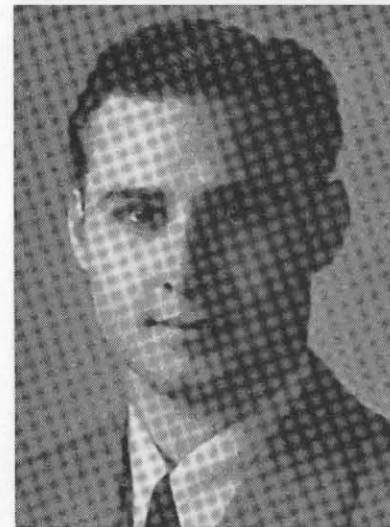


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S. S.
PRINCE
8100 SOUTH MAIN
*Intersection of Main and the
Old Spanish Trail*

Make Houston's most beautiful drive-in cafe your favorite place of refreshment after the game. You are always assured of courteous attention and appetizing food, whether you prefer to eat in the privacy of your own car, or in our attractive air-cooled dining room.

S. S.
PRINCE
8100 SOUTH MAIN
*Intersection of Main and the
Old Spanish Trail*

Today's Game

The pass-mad Razorbacks from the University of Arkansas invade Rice field this afternoon to open Rice Institute's home season in the Southwest conference.

These Razorbacks, who seldom run with the ball when there's an excuse to pass, and Rice have met in some of the conference's leading thrillers, and perhaps this afternoon will produce another. Certainly the component parts will be here. Only football's whimsical fates decide the "when" and "where" of these thrillers.

These parts dovetailed precisely a November afternoon in 1937 when Rice scored two touchdowns in the final minute and a half to ease out the Porkers, 26 to 20, in a game that still can bring "goose bumps" of excitement to Houston football fans. An orgy of touchdowns and offensive football with a Rice ending is the best way to describe it, including, of course, the Ernie Lain-to-Ollie Cordill passing combination that made possible two winning touchdowns.

This Ernie Lain and Ollie Cordill get their last crack at the Razorbacks this afternoon. They haven't seen a Rice team lose to the Arkansans, because Jake Schuehle kicked a field goal to win another thriller from the

Porkers, 3 to 0, in the fading seconds of the 1938 encounter at Fayetteville.

Rice has been fortunate in its series with the Razorbacks. The Owls hold their biggest edge over a conference team in the 10 to 3 margin over Arkansas. Only one game has been a tie in the 14 times these teams have met: only five times has there been a "goose egg" for either team in the final result.

And, before Coaches Jimmy Kitts of Rice and Fred Thomsen of Arkansas send out their teams this afternoon, here's the way the record looks:

1919—Rice 40, Arkansas 7
1920—Rice 0, Arkansas 0
1922—Rice 31, Arkansas 7
1923—Rice 0, Arkansas 23
1925—Rice 13, Arkansas 0
1930—Rice 6, Arkansas 7
1931—Rice 26, Arkansas 12
1932—Rice 12, Arkansas 7
1933—Rice 7, Arkansas 6
1934—Rice 7, Arkansas 0
1935—Rice 20, Arkansas 7
1936—Rice 14, Arkansas 20
1937—Rice 26, Arkansas 20
1938—Rice 3, Arkansas 0

Drink **Orange-Crush** *In the*
Crush *BROWN*
BOTTLE

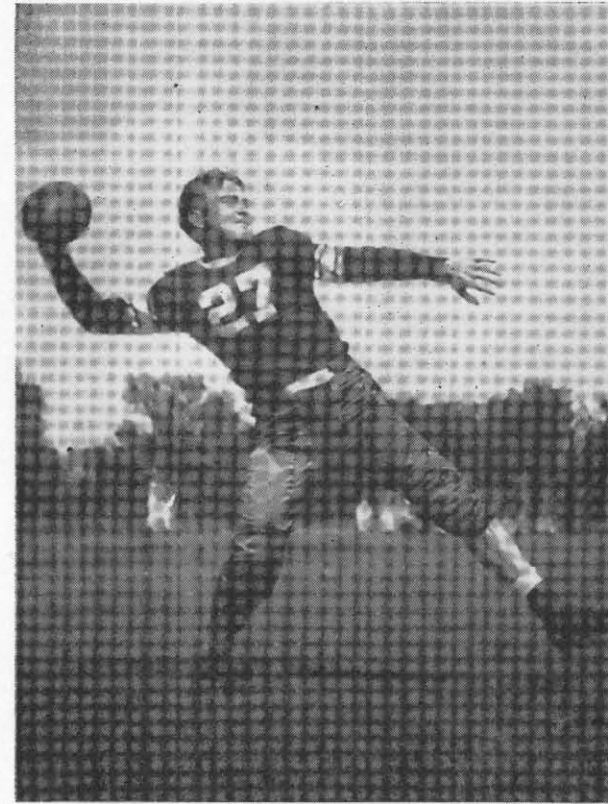


KAY EAKIN

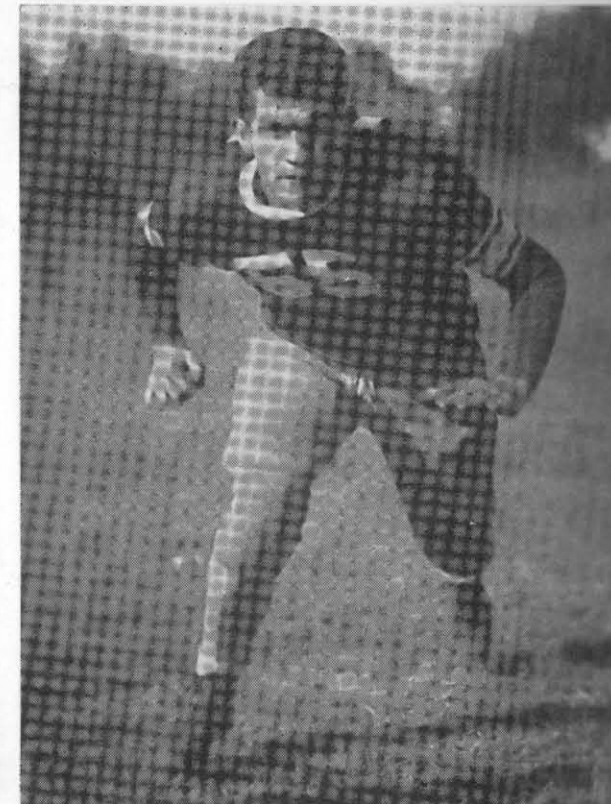


RAY COLE

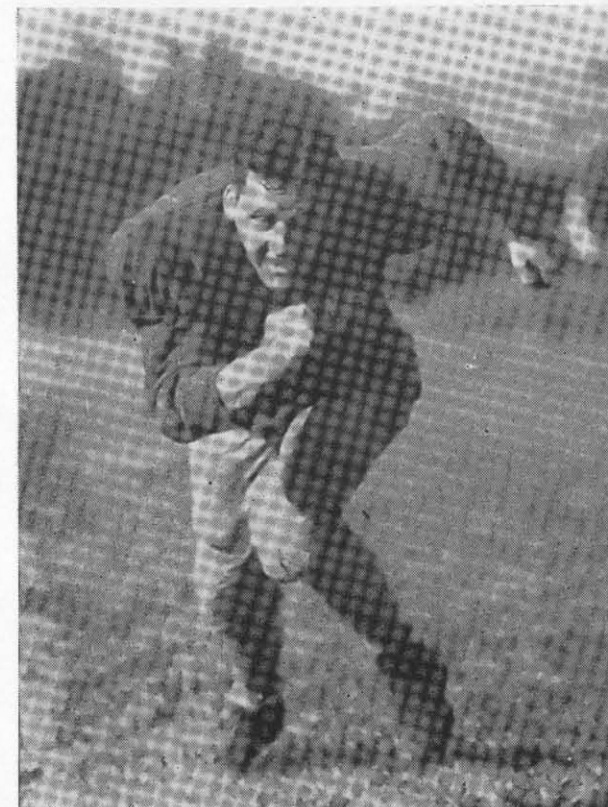
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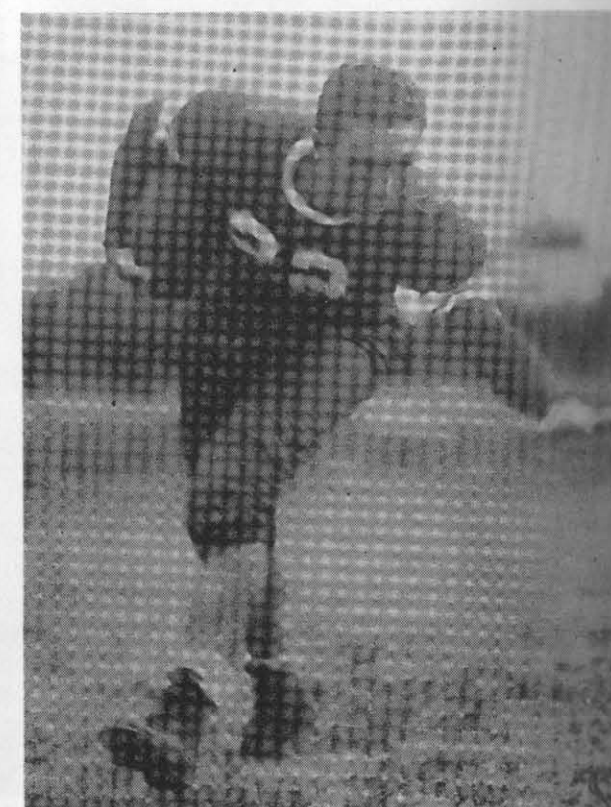
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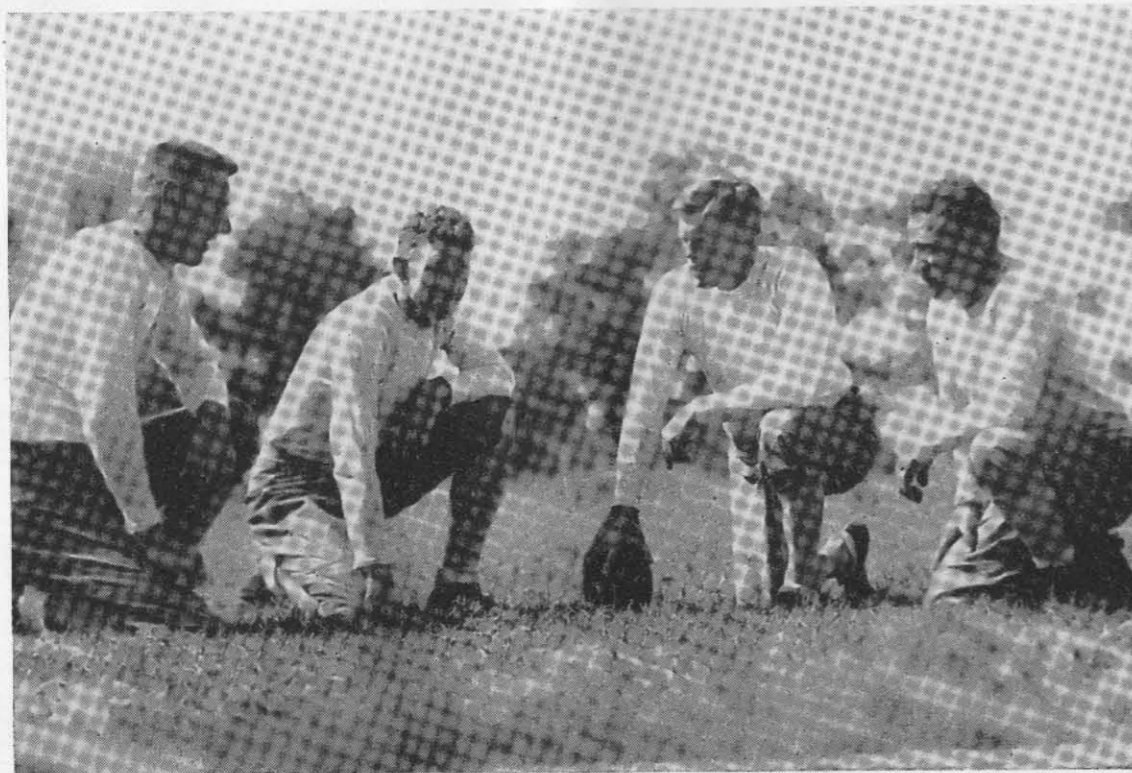
20¢ LOCALLY **25¢** TO ANY WESTERN UNION POINT IN U. S.

This material was prepared by
ASA BUSHNELL
Commissioner of the Eastern Intercollegiate
Football Association

When Time Is Out . . .

- When play is for any reason suspended by the referee.
- When the ball goes out of bounds.
- After a touchdown, safety, or touchback has been made.
- During a try-for-point after touchdown.
- While the ball is being brought out for a kick-off.
- After a fair catch has been made.
- When a forward pass becomes incomplete.
- When the ball is declared dead by the referee after a foul has been called by any official, and subsequently during the enforcement or declination of the penalty.
- While teams are taking regular 2-minute "time-outs."
- During all substitutions, except when referee believes that offending team is trying to profit by making replacements in order to call for "time-out" after having exhausted three requests for this privilege which are allowed without penalty during each half.

. . . *time begins again when ball is actually put in play.*



ROSE

LAMBERT

THOMSEN

COLE

PUNTS

KICKER	QUARTER				AV
	1	2	3	4	
RICE					
VISITORS					

PASSES

	1	2	3	4	TOTAL
	RICE ATTEMPTED				
RICE COMPLETED NO. YARDS					
RICE INTERCEPTED					
VISITORS ATTEMPTED					
VISITORS COMPLETED NO. YARDS					
VISITORS INTERCEPTED					

YARDS FROM SCRIMMAGE

PENALTIES	PLAYER	1	2	3	4	NO.	TOTAL	SCORERS	PTS.
		RICE							
VISITORS									

KICK RETURNS	PLAYER	1	2	3	4	NO.	TOTAL	SCORERS	PTS.
		RICE							
VISITORS									

KICKOFFS	PLAYER	1	2	3	4	NO.	TOTAL	SCORERS	PTS.
		RICE							
VISITORS									

SCORE

	1	2	3	4	TOTAL
	RICE				
VISITORS					

FIRST DOWNS

	1	2	3	4	TOTAL
	RICE				
VISITORS					

ARKANSAS FOOTBALL SQUAD OF 1939

No.	Name	Position	Ht.	Wt.	Year	Home Town
16	Lyon, Gloyd	Back	5-11	185	Senior	Ranger, Texas
17	Gray, Guy	Back	6-1	190	Junior	DeQueen
18	Pitts, R. C.	End	6-4	190	Soph.	Forrest City
19	Sisson, Walter	Guard	5-8	204	Soph.	Newport
21	Carter, Jan	Tackle	6-4	225	Junior	Hazen
22	Hamberg, Walter	Back	5-9	165	Senior	Lonoke
24	Johnston, Cecil	Guard	5-10	215	Junior	Clarksville
25	Neal, Aubrey	Back	5-11	175	Soph.	Clarendon
26	Mitchell, A. E.	Back	5-11	175	Junior	Rogers
27	Atwood, Ralph	Back	5-10	165	Senior	El Dorado
28	Britt, Maurice	End	6-3	205	Junior	Lonoke
30	Yates, A. J.	Guard	6-1	195	Junior	Bentonville
31	Cato, Daryl	Center	6-2	195	Soph.	Lonoke
32	Hayden, Kenneth	Center	6-1	205	Soph.	Smackover
33	Freiberger, John	End	6-8	216	Junior	Point, Texas
34	Sutton, Johnny	Guard	5-11	200	Soph.	Texarkana
35	Eakin, Kay (Co-Captain)	Back	6-0	180	Senior	Marianna
36	Scalet, Joe	Back	6-0	175	Junior	Hartford
37	Cole, Ray (Co-Captain)	Back	5-11	190	Senior	Ranger, Texas
38	Zuber, Paul	End	5-11	175	Senior	Van Buren
39	Hickey, Howard	End	6-2	205	Junior	Clarksville
40	Adams, O'Neil	End	6-3	195	Soph.	Beebe
41	Miller, Newman	Tackle	6-1	210	Junior	Amarillo, Texas
42	Southerland, Bill	End	6-3	180	Junior	Texarkana
43	Cochran, Ray	Back	6-0	175	Junior	Fayetteville
45	Pearce, Howard	Guard	5-10	175	Junior	North Little Rock
46	Campbell, Joe	Back	5-9	190	Junior	Stuttgart
47	Mays, Dudley	Tackle	6-3	205	Senior	Fordyce
48	Allison, Robert	Tackle	6-3	223	Soph.	El Dorado
49	Coats, Jeff	Tackle	6-0	215	Soph.	Stephenville, Tex.
50	Simmons, Rollo	Tackle	6-4	220	Soph.	Texarkana
52	Ramsey, Louis	Back	5-11	160	Junior	Fordyce
53	McDoniel, Estes	Back	6-2	195	Junior	Batesville
54	Parker, Sam	Guard	6-2	205	Senior	Little Rock
55	Simington, Milton	Guard	6-2	225	Junior	Dierks
58	Holly, Zeylon	Center	6-0	185	Junior	Hope
61	Singer, Saul	Tackle	6-4	250	Junior	Brooklyn, N. Y.
62	Schmidt, Harold	Back	5-11	168	Soph.	Texarkana
64	Thorpe, Wilfred	Guard	6-2	215	Senior	Little Rock

RICE VARSITY FOOTBALL SQUAD OF 1939

No.	Name	Position	Wt.	Ht.	Age	Years Exp.	Class	Home Town
10	Bassett, Livy	R. Guard	190	6-0	21	1	Jr.	Brenham, Texas
12	Mahan, Dearle	R. Guard	180	5-11	20	0	Soph.	Breckenridge, Texas
14	Haner, Bill	Q. Back	195	6-0	23	2-L	Sr.	Pampa, Texas
15	Tipton, Douglas	L. End	190	6-1	20	1	Jr.	Livingston, Texas
16	Husbands, Howell	Center	200	6-0	22	2-L	Sr.	Greenville, Texas
19	Clark, Bob	Q. Back	180	5-10	19	0	Soph.	New Braunfels, Texas
20	McDougle, Calvin	R. Half	175	5-11	19	0	Soph.	Corsicana, Texas
21	Matthews, J. P.	R. Guard	175	5-8	19	0	Soph.	Pampa, Texas
22	Brannon, Dick	R. End	190	6-1	20	1	Soph.	Longview, Texas
23	Everett, Jack	Q. Back	180	5-11	20	0	Soph.	Putman, Texas
24	Stanzel, Reinhart	R. Tackle	210	6-0	25	2-L	Sr.	Schulenburg, Texas
25	Woods, J. P.	L. Half	155	5-9	19	1	Jr.	Houston, Texas
26	Sloan, Buck	Center	180	6-1	19	0	Jr.	Breckenridge, Texas
27	Moore, W. C.	R. Half	174	6-1	21	1	Jr.	Bonham, Texas
28	Nobles, Andy	L. Guard	195	6-1	20	1-L	Jr.	Thornton, Texas
29	McCue, Joe	L. End	190	6-2	22	0	Soph.	St. Louis, Mo.
30	Brumley, Bob	L. Half	190	6-0	19	0	Soph.	Edinburg, Texas
31	Sadler, Mitchel	R. Tackle	205	6-2	18	0	Soph.	Huntsville, Texas
32	Green, J. R.	L. Tackle	210	6-2	23	2-L	Sr.	Pampa, Texas
33	Selman, Bert	F. Back	190	5-11	20	1	Jr.	Houston, Texas
35	DeWoody, Marvin	R. End	190	6-1	19	0	Soph.	Houston, Texas
38	Trager, Bill	L. End	205	6-2	18	0	Soph.	San Antonio, Texas
39	Mechler, Floyd	F. Back	185	6-0	21	1	Sr.	Hondo, Texas
40	Heard, Billy	L. Tackle	215	6-2	19	0	Soph.	Houston, Texas
41	Green, Stokes	F. Back	190	6-4	21	0	Jr.	Pampa, Texas
42	Hager, Don	L. Tackle	215	6-3	19	2-L	Sr.	Bay City, Texas
43	Smith, Bob	R. Tackle	210	6-4	20	1	Jr.	Eufaula, Texas
44	Price, Joe	L. Half	180	5-11	18	0	Soph.	New Castle, Texas
46	Smellage, Billy	F. Back	180	5-11	18	0	Soph.	Waxahachie, Texas
47	Bogard, Carl	L. Tackle	230	6-1	21	0	Soph.	Houston, Texas
48	Klosters, Albert	R. Tackle	205	6-4	19	0	Soph.	Dublin, Texas
50	Cline, Billy	L. Half	188	6-0	20	1-L	Jr.	Lake Charles, La.
52	Zander, Whitlock	F. Back	180	6-0	19	0	Soph.	San Antonio, Texas
53	Hartman, Fred	R. Guard	210	6-2	21	1-L	Jr.	Pampa, Texas
54	Stevens, Hugo	Q. Back	205	6-1	24	1-L	Jr.	Cleburne, Texas
55	Staley, Joe	R. Guard	195	5-11	20	0	Soph.	Cleburne, Texas
57	Singleary, Ed (Capt.)	L. Guard	215	6-2	22	2-L	Sr.	Wichita Falls, Texas
59	Beahan, Kermit	L. Guard	195	6-0	22	1	Jr.	Houston, Texas
60	Goforth, Arthur	L. Guard	200	5-11	19	0	Soph.	Wichita Falls, Texas
62	McGarahan, Pat	R. End	200	6-1	19	0	Soph.	Yoakum, Texas
63	Kunetka, Louis	R. Tackle	210	6-3	21	0	Soph.	Yoakum, Texas
64	Murphy, Paul	L. Tackle	220	6-4	21	1	Jr.	Oakdale, La.
65	Palmer, Harold	R. End	199	6-2	22	2-L	Sr.	Houston, Texas
66	Lain, Ernest	L. Half	220	6-0	21	2-L	Sr.	Mexia, Texas
67	White, Bob	L. Half	190	6-0	19	0	Soph.	St. Louis, Mo.
68	Brandon, Bob	L. End	185	6-2	21	1-L	Sr.	Ft. Worth, Texas
70	Cordill, Ollie	R. Half	190	6-2	23	2-L	Sr.	Big Spring, Texas
71	Robb, Billy	L. End	180	6-1	21	2	Sr.	Houston, Texas
72	Glassie, Earl	F. Back	200	6-0	23	1	Jr.	Kenedy, Texas
75	Suman, Don	R. Half	185	5-10	19	0	Soph.	Houston, Texas
76	Whitlow, Ken	Center	180	6-0	21	1-L	Jr.	Wichita Falls, Texas

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FOOTBALL STATISTICS

RICE VS. ARKANSAS

November 5, 1938

	Rice	Arkansas
Score.....	3	0
First Downs.....	8	10
Net Yards Gained Rushing.....	114	81
Forward Passes Attempted.....	7	28
Forward Passes Completed.....	2	9
Yards Gained by Forward Passes	50	143
Yards Lost Attempted Forward Passes.....	6	8
Forward Passes Intercepted by	2	0
Yards Gained, Runbacks of Intercepted Passes.....	16	0
Punting Average from Scrimmage.....	33	36
Yardage Punt Returns.....	24	67
Fumbles Recovered.....	0	0
Yards Lost Penalties.....	0	10
Field Goals.....	1	0
Touchdowns.....	0	0



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Coca-Cola
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Refresh

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Better GAMES!

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is Cheap!*

Arkansas

LE	LT	LG	C	RG	RT	RE
Britt 28	Allison 48	Thorpe 64	Cato 31	Simington 55	May 47	Adams 40

QB
Lyon
16

LHB
Eakin
35

RHB
Hamberg
22

FB
Cole
37

SQUAD LIST

No.	No.	No.	No.
16 Lyon, b	28 Britt, e	40 Adams, e	51 Temple, e
17 Gray, b	30 Yates, g	41 Miller, t	52 Ramsey, b
18 Pitts, e	31 Cato, c	42 Southerland	53 McDaniel, b
19 Sission, g	32 Hayden, c	43 Cochran, b	54 Parker, g
21 Carter, t	33 Frieberger, e	44 Bolin, b	55 Simington, g
22 Hamberg, b	34 Sutton, g	45 Pearce, g	56 Clark, g
23 Lawhon, b	35 Eakin, b	46 Campbell, b	58 Holly, c
24 Johnston, g	36 Scalet, b	47 Mays, t	60 Hickey, b
25 Neal, b	37 Cole, b	48 Allison, t	61 Singer, t
26 Mitchell, b	38 Zuber, e	49 Coats, t	62 Schmidt, b
27 Atwood, b	39 Hickey, e	50 Simmons, t	64 Thorpe, g

OFFICIALS

Referee..... Bell
Umpire..... Higgins

Rice

LE	LT	LG	C	RG	RT	RE
Brandon 68	Hager 42	Singletary 57	Whitlow 76	Bassett 10	Kunetka 63	DeWoody 35

QB
Stevens
54

LHB
Lain
66

RHB
Cordill
70

FB
Glassie
72

SQUAD LIST

No.	No.	No.	No.
10 Bassett, g	28 Nobles, g	43 Smith, t	62 McGarahan
12 Mahan, g	29 McCue, e	44 Price, b	63 Kunetka, t
14 Haner, b	30 Brumley, b	46 Smellage, b	64 Murphy, t
15 Tipton, e	31 Sadler, t	47 Bogard, t	65 Palmer, e
16 Husbands, c	32 Green, t	48 Klosters, t	66 Lain, b
19 Clark, b	33 Selman, b	50 Cline, b	67 White, b
20 McDougale, b	35 DeWoody, e	52 Zander, b	68 Brandon, e
21 Matthews, g	36 Sullivan, t	53 Hartman, g	70 Cordill, b
22 Brannon, e	38 Trager, e	54 Stevens, b	71 Robb, e
23 Everett, b	39 Mechler, b	55 Staley, g	72 Glassie, b
24 Stanzel, t	40 Heard, t	57 Singletary, g	73 Taylor, b
25 Woods, b	41 Green, b	59 Beahan, g	75 Suman, b
26 Sloan, c	42 Hager, t	60 Goforth, g	76 Whitlow, c

OFFICIALS

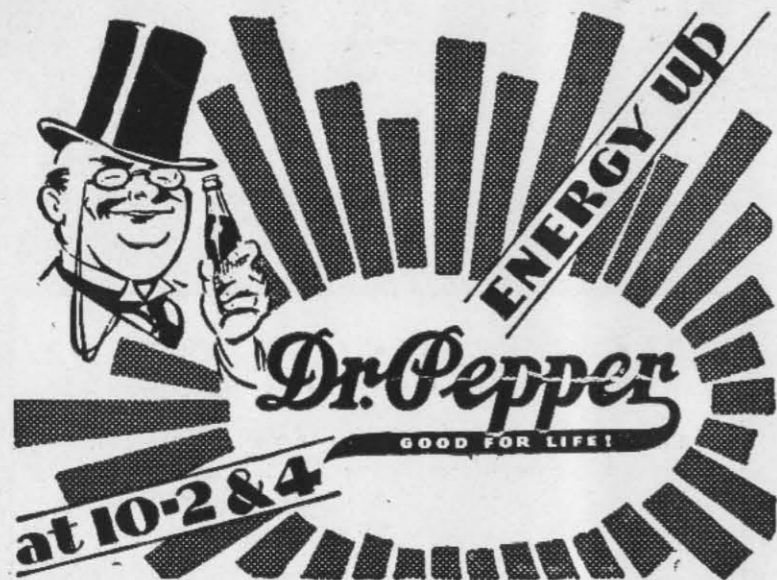
Linesman..... Ettlinger
Field Judge..... Price

Time Out...

light up with



Chesterfield
They Satisfy



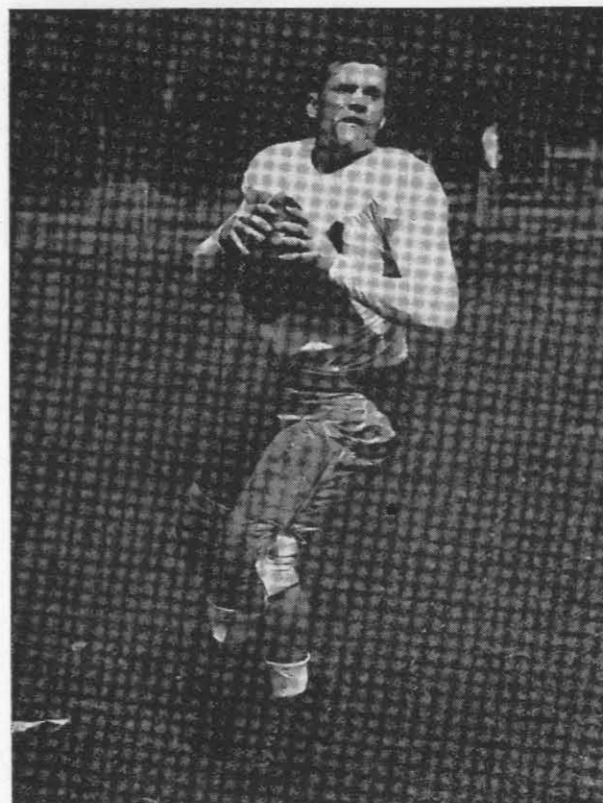
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**Warm knit vests
of all wool**

For wear under leather jacket or heavy coat sweater . . . or, if you have a suit that lacks a vest, you can match it with one of these! Just the thing to protect you from the piercing chill of damp and cold weather. In navy, brown, oxford and light grey. Sizes 36 to 50.

3.45

Goley Bros.
men's shop
main floor





Battelstein's

HOUSTON'S FINE STORE FOR MEN, WOMEN AND BOYS



Ollie Cordill

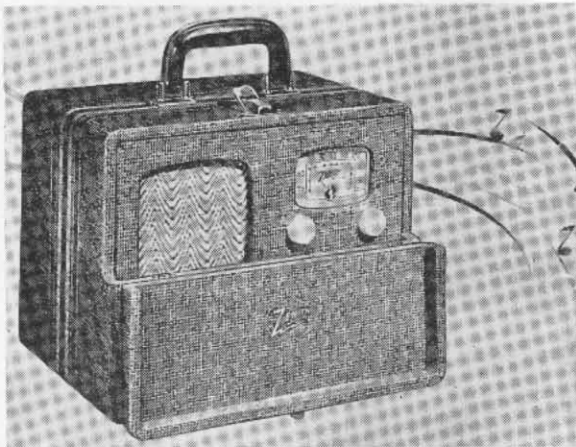


Kenneth Whitlow



Livy Bassett

Double Your Radio Fun



With Zenith Portable

Operates on Zenith dry battery pack or house current; has Zenith detachable wave magnet; 5 tubes; 5 1/2 inch speaker, for standard broadcasts, only **\$34⁹⁵**

Star Electric & Eng. Co.

613 Fannin St.

1914 Main St.



DON SUMAN

Football . . .

TEXAS STYLE

Southwest conference football is deliberately aimed to please the customer.

When a Fan pays out his \$2.50 he is guaranteed an afternoon of thrilling excitement. Forward passes fill the air . . . elusive backs break away for hair-raising runs . . . quick kicks and punts carry the play up and down the field. All of this is done because Texas Fans like wide-open football with plenty of scoring.

Advertising, too, must be aimed to coincide with the likes of Texans if it is to attract their attention. And it takes a Texas agency, that understands the character of Texans to tell a business story in advertising that brings action from Texas Customers.

Many Texas made products and business institutions are leaders in their field today because they take cognizance of this fact and have their advertising prepared with the co-operation of Texas Advertising Agencies.

Rogers-Gano Advertising Agency, Inc.

Complete Advertising Service

DALE C. ROGERS, *President* T. PAGE ROGERS, *Vice-President*
1305 Prairie Ave. Fx. 6301 Houston, Texas

For twenty years a Texas Advertising Agency

. . . preparing advertising, Texas Style.

1939 FOOTBALL SCHEDULE

Date	School	Place	Time
Sept. 30	Vanderbilt University	Houston	8:00 p.m.
Oct. 7	Centenary College	Houston	8:00 p.m.
Oct. 14	L. S. U.	Baton Rouge, La.	8:00 p.m.
Oct. 21	Sam Houston State Teachers College	Houston	8:00 p.m.
Oct. 28	Texas University	Austin	2:30 p.m.
Nov. 4	Fordham University	New York City	2:00 p.m.
Nov. 11	Arkansas University	Houston	2:30 p.m.
Nov. 18	A. & M. College	Houston	2:30 p.m.
Nov. 25	T. C. U.	Fort Worth	2:30 p.m.
Dec. 2	Baylor University	Houston	2:30 p.m.
Dec. 9	S. M. U.	Dallas	2:30 p.m.

1938 FOOTBALL SCORES

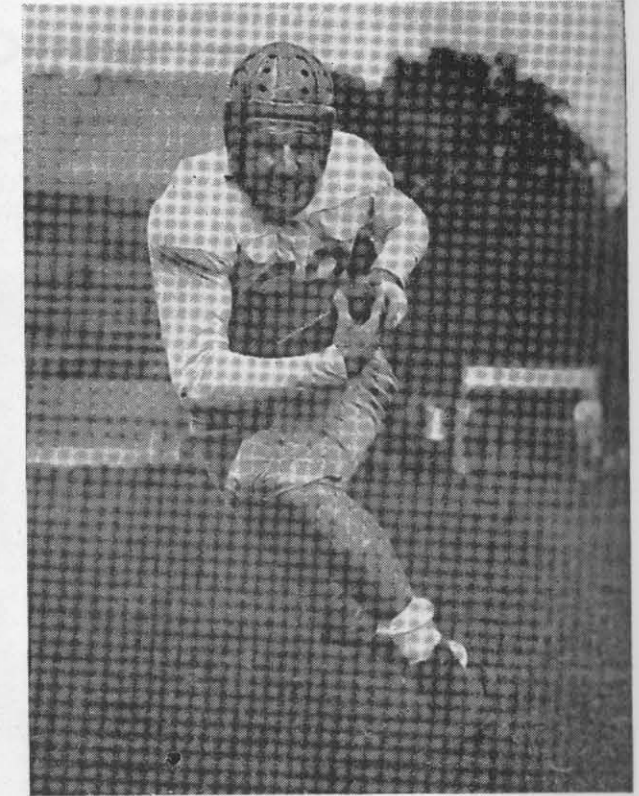
Rice	Opponent	Score
6	Oklahoma University	7
0	L. S. U.	3
17	Tulane University	26
13	Texas University	6
14	Auburn	0
3	Arkansas University	0
0	Texas A. & M. College	27
7	T. C. U.	29
6	Baylor University	21
25	S. M. U.	14

FOR RICE'S HONOR

For Rice's honor, Rice's glory,
 We will fight on,
 We will be fighting
 When this day is done
 And when the dawn comes, we will
 Still be fighting on, Rice,
 For the Gray and Blue,
 We will be loyal
 To Rice be true.



FRED HARTMAN

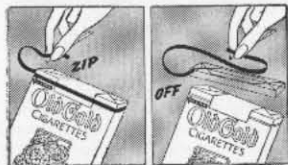


WHITLOCK ZANDER

ZIP!
and it's open!

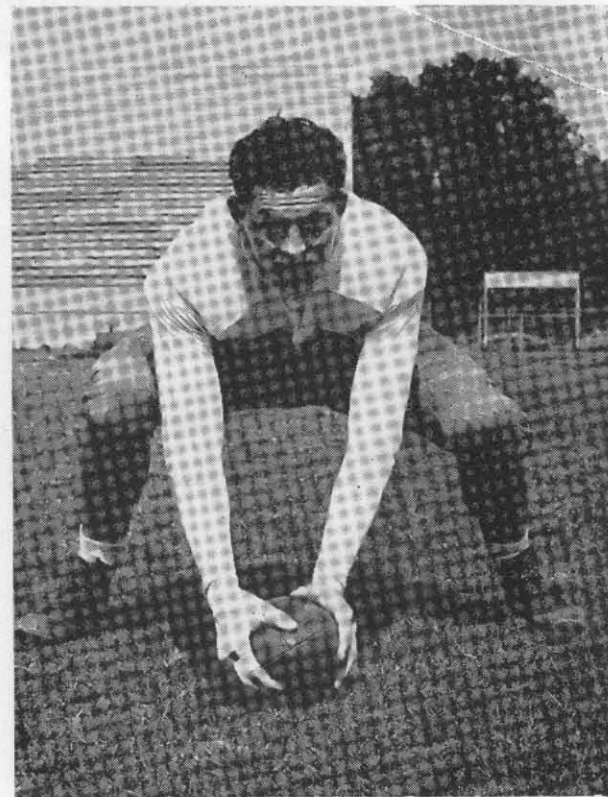
Old Gold's amazing
 New "ZIP-TOP" Pack
 Opens quick as a wink!
 You get fresh
 Double-Mellow Old Golds
 In a flash! Try
 The "ZIP-TOP" Pack today!

O.G.'s new "ZIP-TOP" pack
 FRESH Cigarettes in a FLASH!



Copyright, 1989, by P. Lorillard Co.

Now . . . DOUBLE "CELLOPHANE"
 opens DOUBLE QUICK . . . 2 Jackets sliced in 1 ZIP!



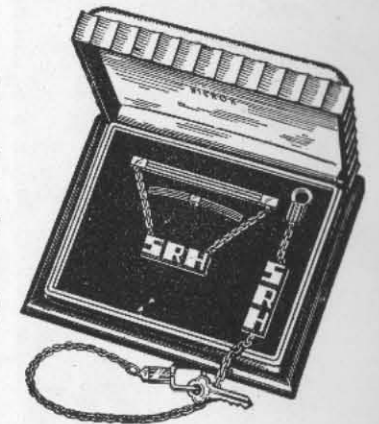
KEN (TUFFY) WHITLOW

"R" ASSOCIATION

The flowering vines, roses and shrubs
 planted in front of the Field House and
 around the stadium were donated by the
 "R" Association.

The "R" Association is a group of
 former Rice students who earned letters
 in various athletic sports.

GIVE A
 MAN A
 SET OF
 BLOCKS



- Clever Block-Initials on Hickok Key chain and Alligator-grip tie chain. Complete with matching collar bar. \$4
- Hickok Block-Initial jewelry packaged individually: tie bar, \$1; tie chain \$1; cuff links, \$2.50; Ascot tie guard, \$1; belt buckle, \$1; key chain \$2; KoiNife, \$3.

LEOPOLD & PRICE

. . . 805 MAIN

ERNEST BLACK

BLACK-BROLLIER, INC.

LEE BROLLIER

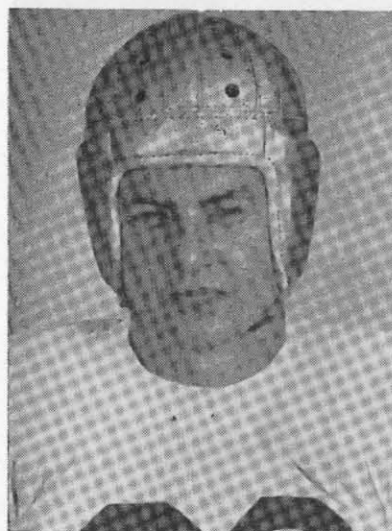
BUILDING MATERIALS . . . ROCK LIME MORTAR

Our Brick adds to the Beauty of the New Rice Stadium

803 BLODGETT ST.

HOUSTON, TEXAS

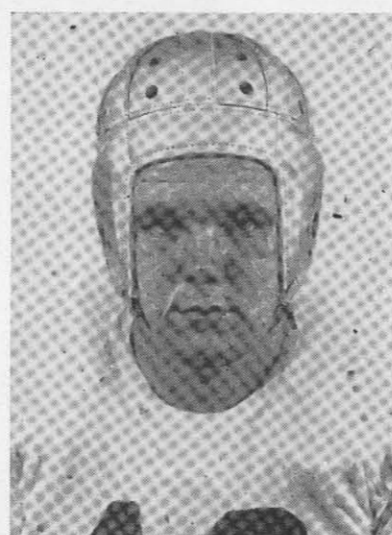
PHONE HADLEY 2103



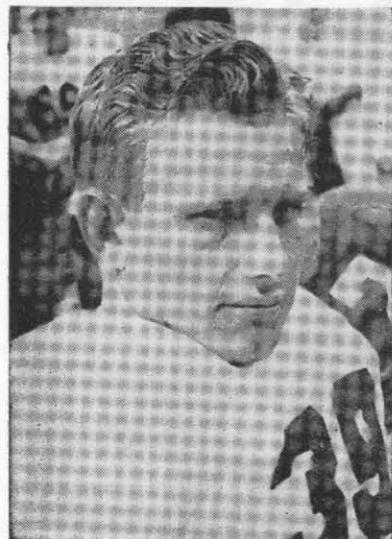
Buck Sloan



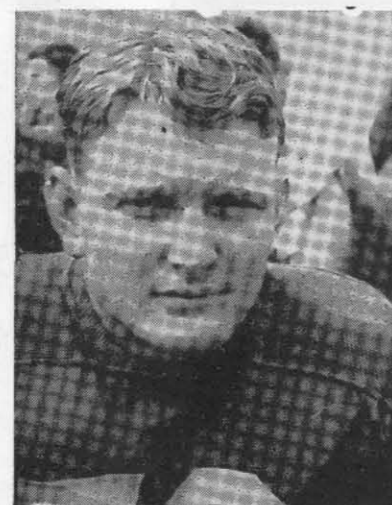
Bob Smith



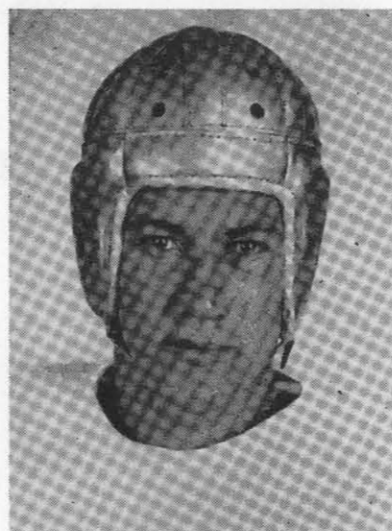
Billy Heard



Floyd Mechler



Earl Glassie



Louis Kunetka

J. J. SWEENEY JEWELRY CO.

700 MAIN CORNER CAPITOL

VERNON C. FREDERICK
President

FREDERICK PRODUCE CO., Inc.

PHONE P. 3221
L. D. 94

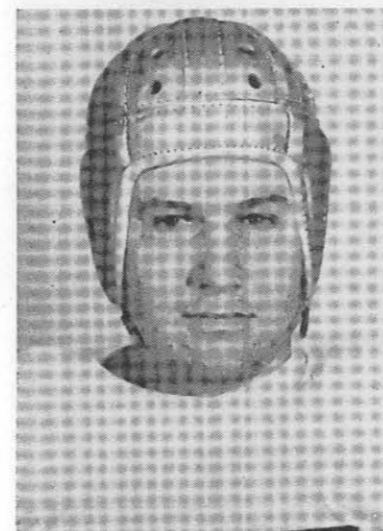
Oldest and Largest Poultry and Egg Dealer in Houston

209 SECOND STREET

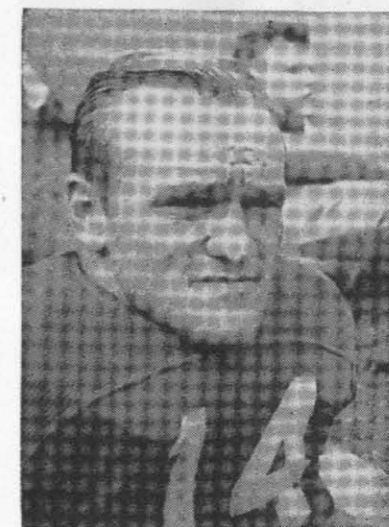
ESTABLISHED 1896

HOUSTON, TEXAS

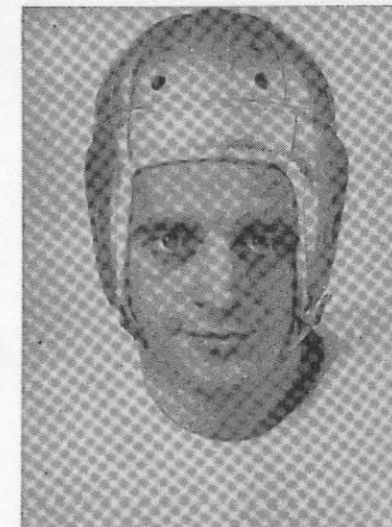
Direct in Rear of M. & M. Bldg.



Douglas Tipton



Bill Haner



W. C. Moore

THE OWLS, *rise and shine*

Last Saturday, Fordham knew they had a fighting football team on their hands. Especially during the last half when the Owl line showed brilliant charging on offense—stubborn resistance on defense.

A salute to the Owl linemen.

Great Southern Life Insurance Company

E. P. GREENWOOD, President

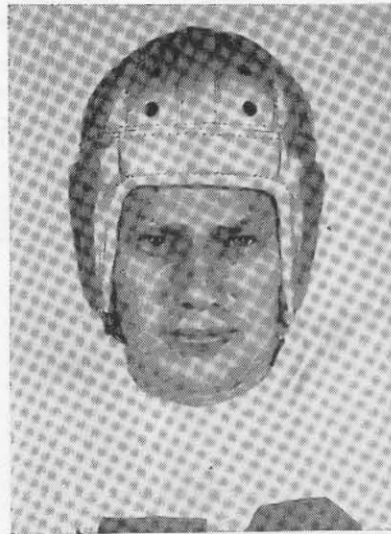
Home Office

Houston, Texas

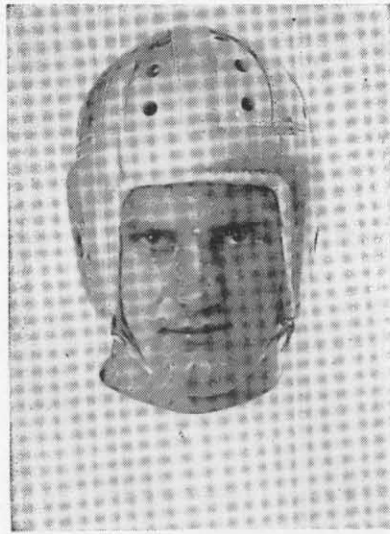
There's
no finer
beer at
any price
... *that's why*

IT'S TEXAS'
LARGEST
SELLER

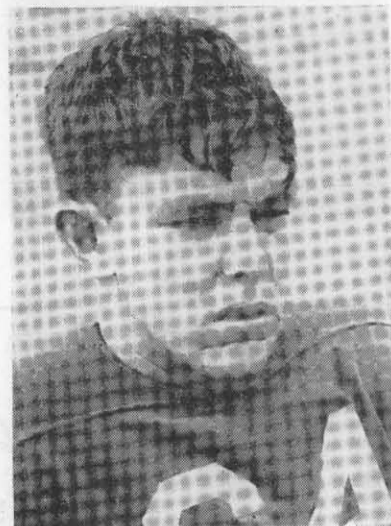
**GRAND
PRIZE**



Moose Hartman



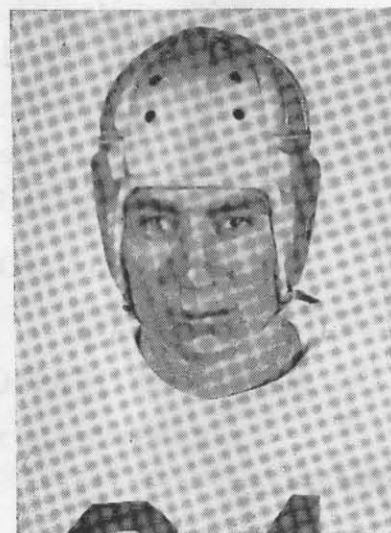
Don Hager



Paul Murphy



J. R. Green



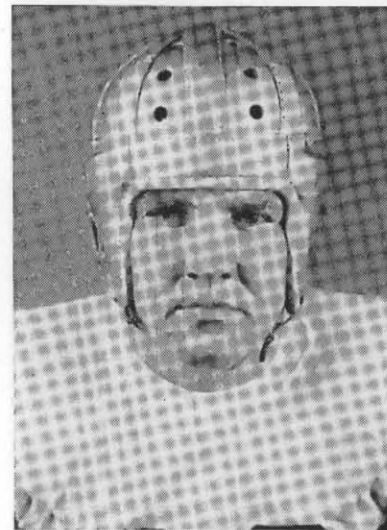
Hugo Stevens



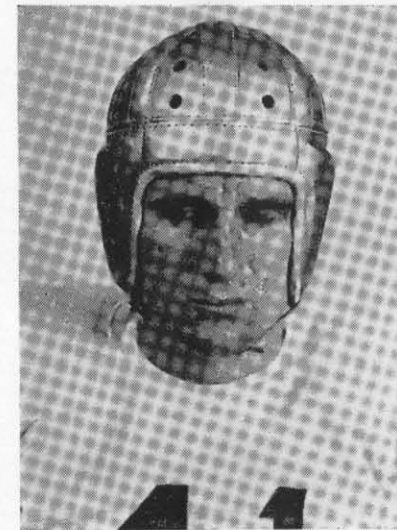
Earnest Lain



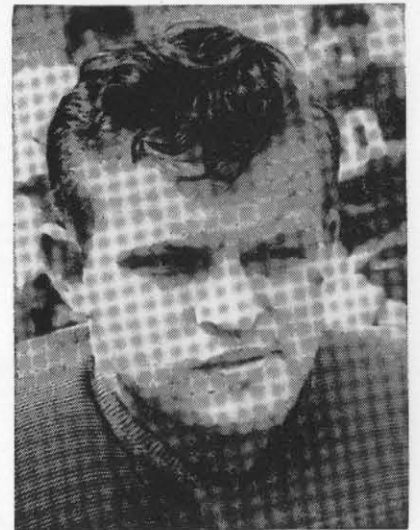
Keep in Shape with
SANITARY FARM DAIRIES MILK
Extra Care Makes It Extra Good



Bert Selman



Stokes Green



Reinhart Stanzel

Celebrate Tonight

AT HOUSTON'S GLORIOUS
NEW RENDEZVOUS
FOR THE PLEASURE-
SEEKERS OF THE SOUTH

The **Empire Room**

RICE HOTEL

★ ★ ★ ★ *Music by* ★ ★ ★ ★

GEORGE HAMILTON

and his famous **ORCHESTRA**

Playing for Luncheon and Dinner Daily
Dancing Nightly 'Til 1 A. M. ★ Saturdays 'Til 2 A. M.

Meet your
Friends
in the
EMPIRE
ROOM
LOUNGE



Dinner Guests
May Remain
for Dancing
Without
Cover Charge
Except
on
Saturday.

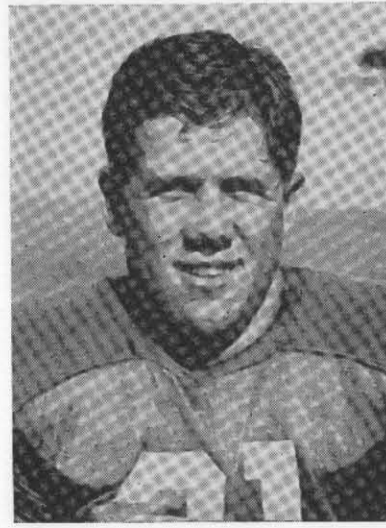
The *Fashion*
 917-19-21 MAIN STREET
 South Texas Center of Authentic Fashions



Jack Everett



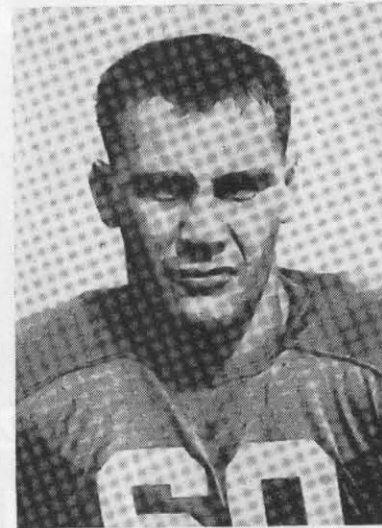
Mitchel Sadler



J. P. Mathews



Calvin McDougle



Arthur Goforth



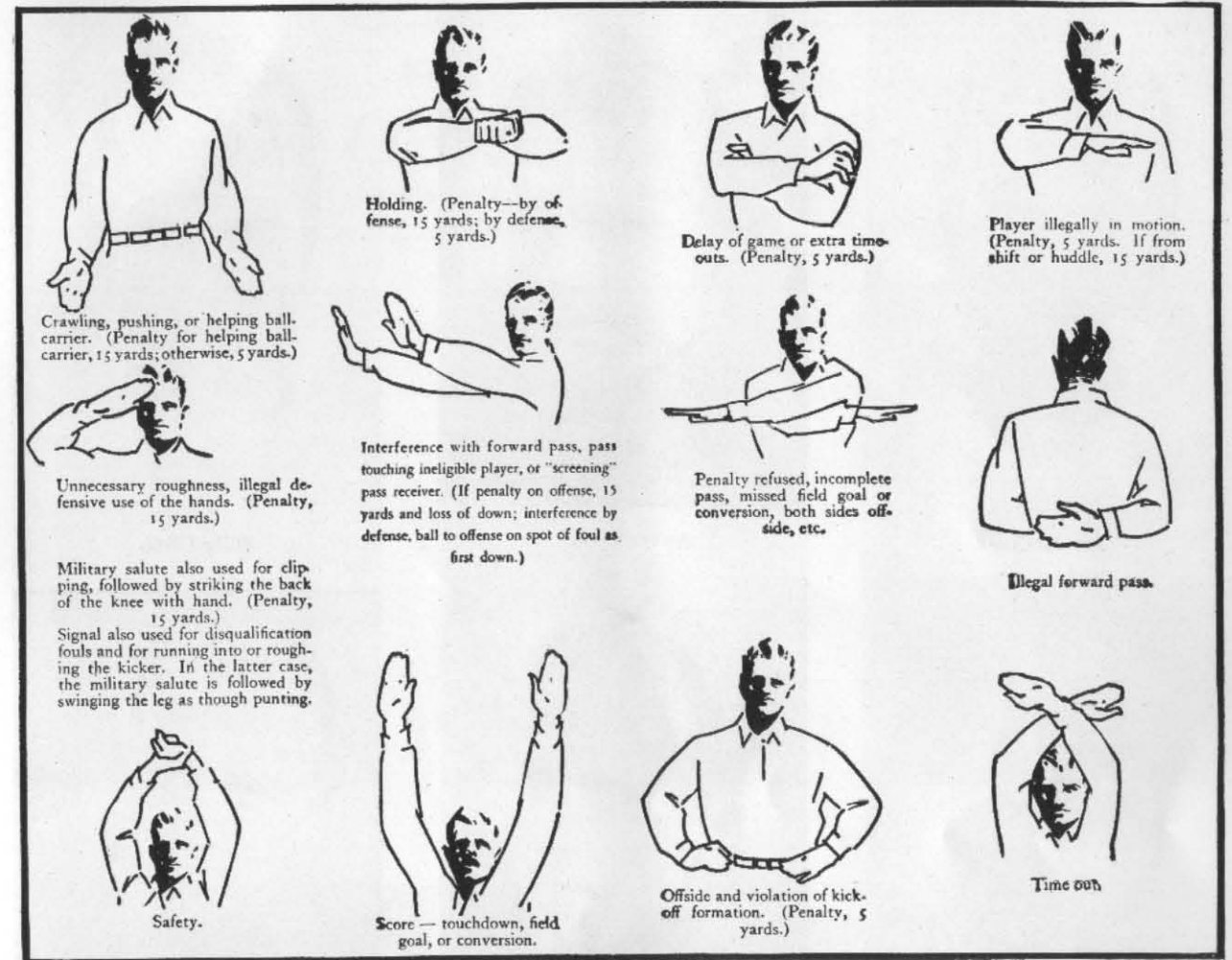
Bob Brumley

"WE ARE WITH YOU"
BLALOCK-McCALL LUMBER CO.

3219 LEE LAND AVE.

"WE PLEASE YOU"

PHONE F. 7368



Penalties

- 1 Taking more than three times out during either half
- 2 Illegal delay of game
- 3 Failure of substitute to report to umpire
- 4 Violation of kick-off formation

LOSS OF FIVE YARDS

- 5 Failure to maintain proper alignment of offensive team before ball is snapped. Also, backfield man illegally in motion
- 6 Offside by either team, or encroachment on neutral zone
- 7 Attempt to draw opponents offside

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- 9 Illegal use of hands and arms by defensive players
- 10 Flying block or flying tackle
- 11 Running into kicker
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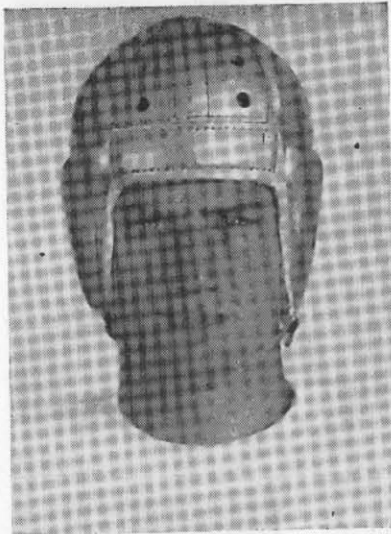
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- 24 Roughing the kicker
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- 26 Tackling player out of bounds
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- 28 Illegal interference with defense by passing team

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- 29 Striking, kneeling, or kicking opponent—half the distance to the goal and disqualification of offending player
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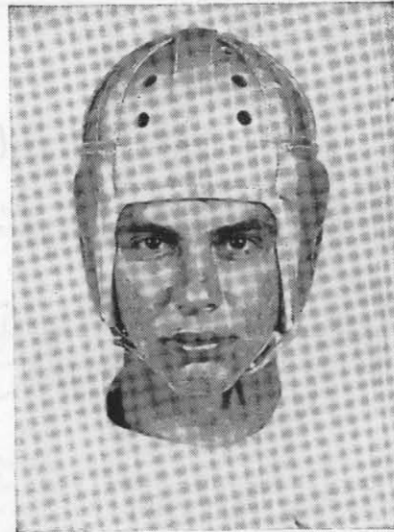
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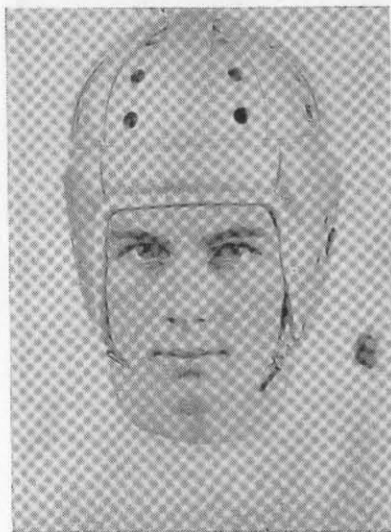
Joe McCue



Andy Nobles



Billy Cline



J. P. Woods



Bob Brandon



Harold Palmer



Pat McGarahan



Dick Brannon



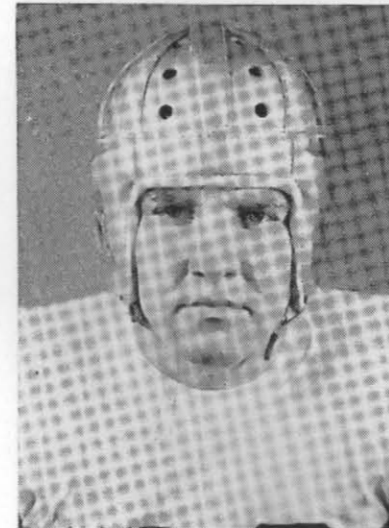
Howell Husbands



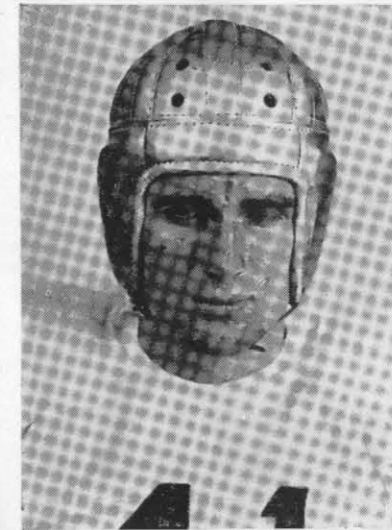
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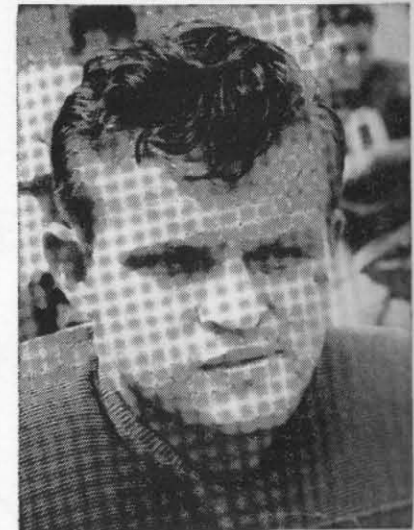
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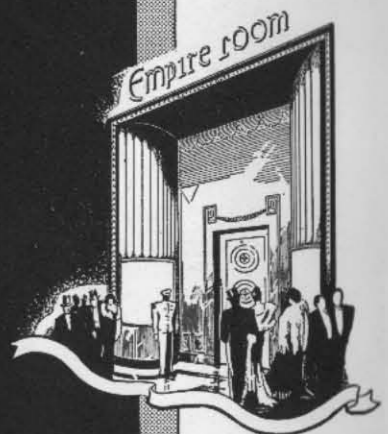
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GEORGE HAMILTON

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Playing for Luncheon and Dinner Daily
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Meet your
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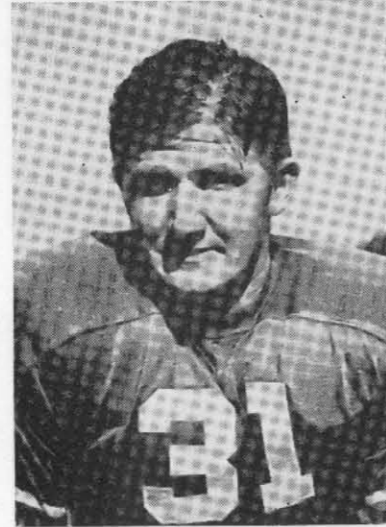


Dinner Guests
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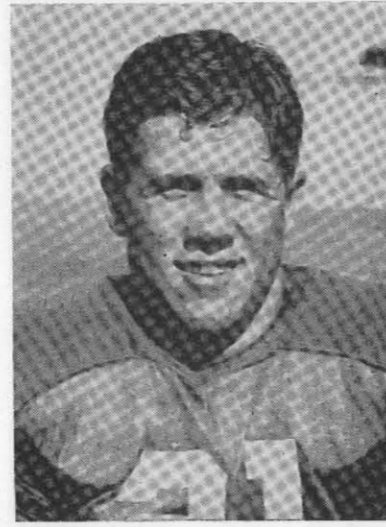
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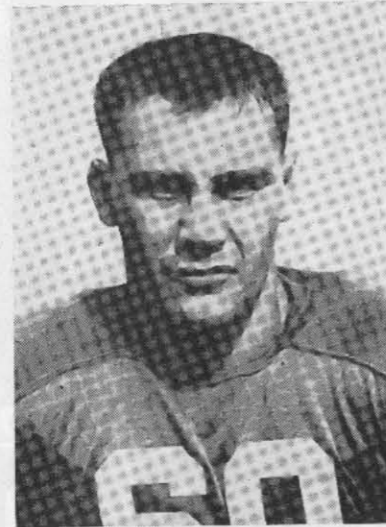
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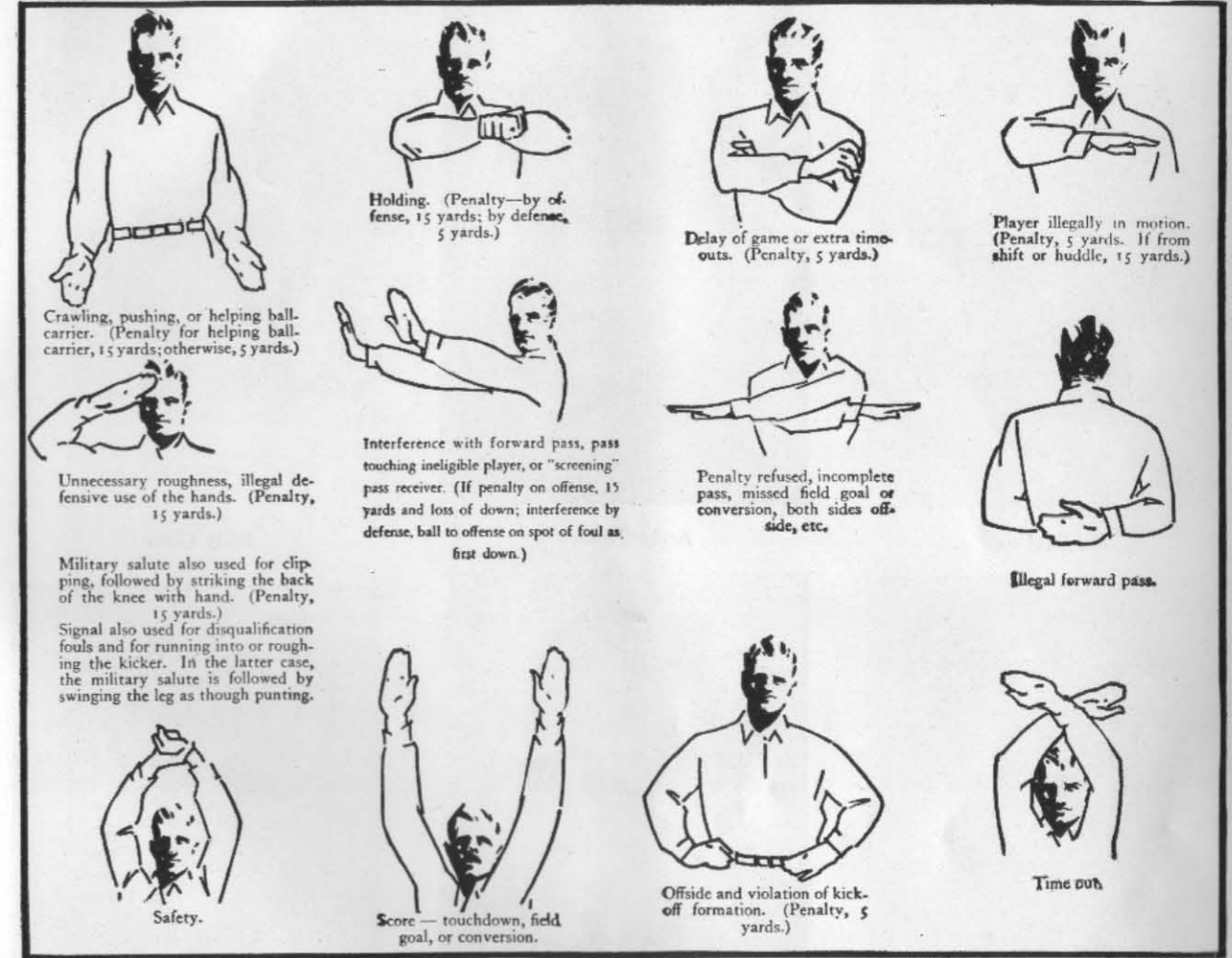
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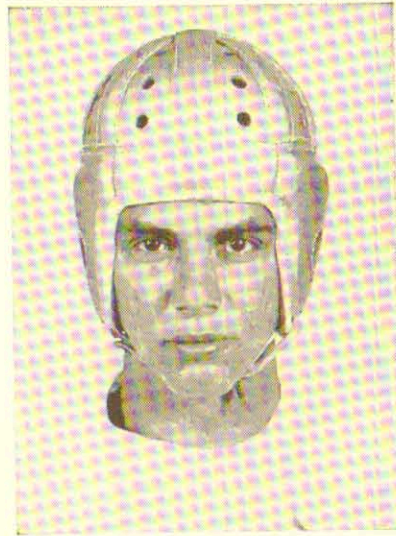
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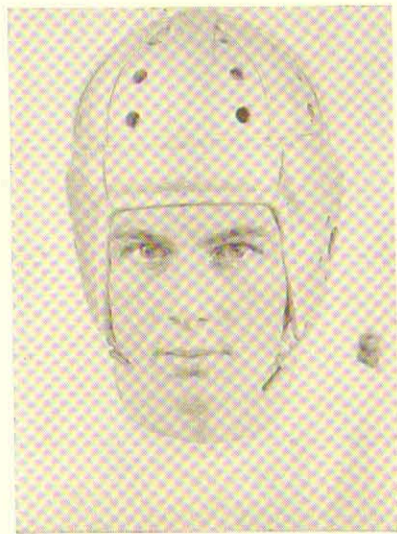
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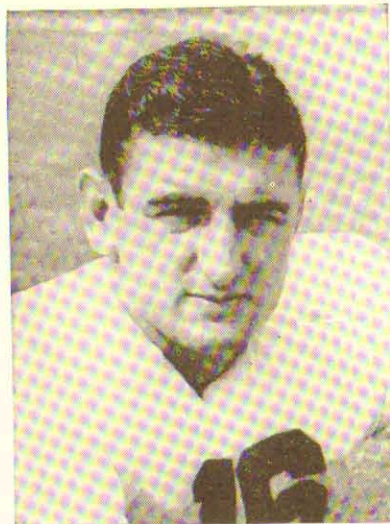
Harold Palmer



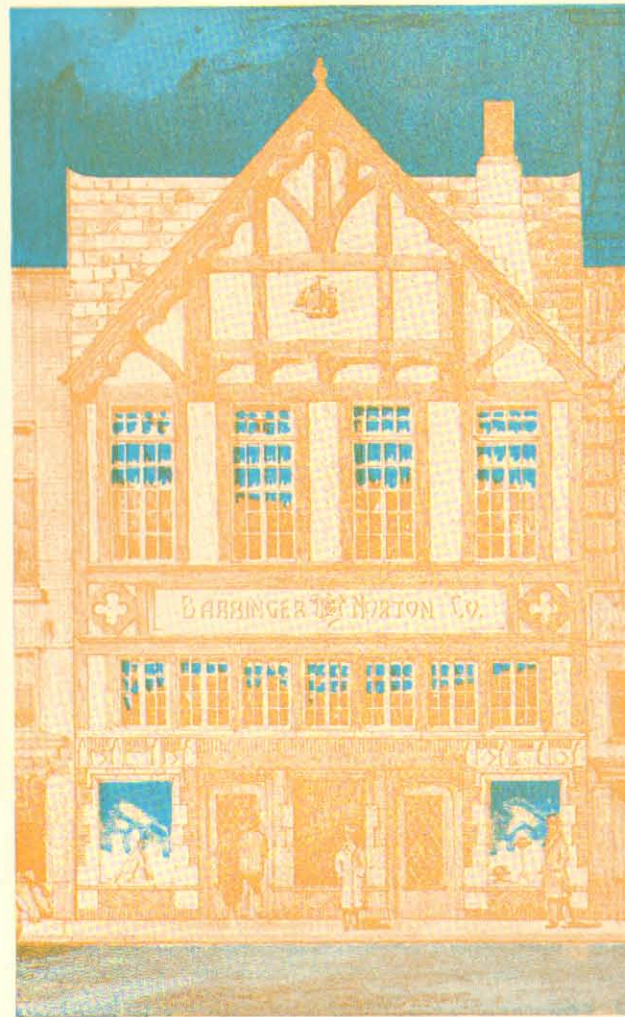
Pat McGarahan



Dick Brannon



Howell Husbands



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 \$30 to \$65
- Ready-to-Wear Overcoats \$25 to \$65
- Burberry English Overcoats \$75
- 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.

"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 COMPANY

"FINE SUITS & TOP COATS"

BURBERRY ENGLISH OVERCOATS

"FAMOUS ALL OVER THE EARTH"

Camel

**— MORE PLEASURE
PER PUFF — MORE PUFFS PER PACK**

**PENNY
FOR PENNY
YOUR BEST
CIGARETTE
BUY**



Copyright, 1939, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



**Long-Burning
Costlier Tobaccos**

**By burning 25% slower than the average
of the 15 other of the largest-selling
brands tested—slower than any of them—
CAMELS give a smoking plus equal to**

**5 EXTRA SMOKES
PER PACK**