

RICE vs. CENTENARY

OCTOBER
7, 1939
PRICE 25c



RICHARD
FISHER

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



GALVESTON-HOUSTON BREWERIES, INC.

T H E C H I C K E N S H A C K

Specializing in

LESLIE'S FRIED CHICKEN

"IT'S WORTH GOING MILES TO GET"

6 4 1 5 S O U T H M A I N S T R E E T

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



Centenary College

Shreveport, La.

VS.

Rice Institute

Houston, Texas

RICE FIELD

October 7, 1939

Published by
The Rice Institute Athletic Association

BILL WALLACE
EDITOR AND MANAGER

OFFICIAL
FOOTBALL PROGRAM

Price 25c

SOUTH TEXAS
COMMERCIAL NATIONAL BANK

HOUSTON, TEXAS

Advertising, TOO, MUST SCORE-

Long passes . . . 30 and 40 yard broken field runs are certainly spectacular and add to the interest of the game. The number of first downs show the stronger of the two teams.

But it's the score that means victory or defeat.

And so it is with your advertising. It isn't the impression it makes on you, but the effect it has on your prospective buyer that counts. It has to score with the greatest number of men and women if it is to win in the battle for business.

The preparation of such advertising is more than putting together a group of statements. It requires a knowledge of how, when and where. We are proud of the fact that we serve a number of Houston institutions with advertising that has scored enough to make them winners.

ROGERS-GANO ADVERTISING AGENCY, Inc.

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Dale C. Rogers, President T. Page Rogers, Vice-Pres.



JIMMIE KITTS
Rice Institute



CAPT. ED. SINGLETARY



CURTIS PARKER
Centenary



CECIL GRIGG
Backfield Coach



PERCY ARTHUR
Ass't Line Coach



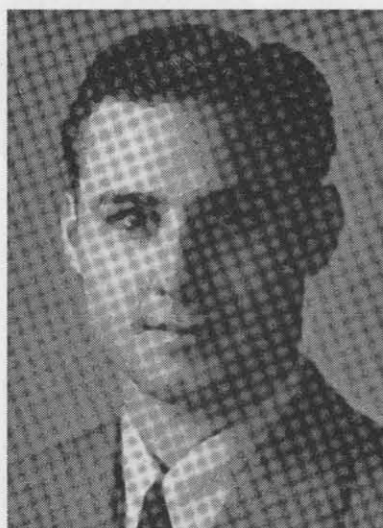
LOU HERTENBERGER
Line Coach #

RICE



HERBERT ZEISIG
Trainer

COACHES



BILL WALLACE
Freshman Coach



MATHEWS LANDRY
Ass't Freshman Coach



BUSTER BRANNON
Ass't Varsity Coach

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*

Tonight's Game

Centenary college's football teams are trouble to Southwest conference squads.

That's almost an axiom in this section, and tonight the Gents, always at their best against conference teams, unleash their warriors against The Rice Institute Owls whose feathers they again hope to pluck.

It has been twelve years since these two teams met on the gridiron, but some of the close followers of Rice football will remember a 33 to 7 beating Centenary's greatest team dealt out to the Owls of 1927, coached by the late John Heisman.

Jake Hanna and "Bear" Allday made that afternoon a pleasant one for the Shreveport, La., team, one that Centenary places among its happiest memories.

The football fortunes of the Gentlemen were in their ascendancy then under Homer Norton and Curtis Parker. Norton has moved on to Texas A. and M. since, and

Parker has carried on in the Centenary tradition.

The record bears out the statement that Centenary is "trouble" to Southwest conference teams.

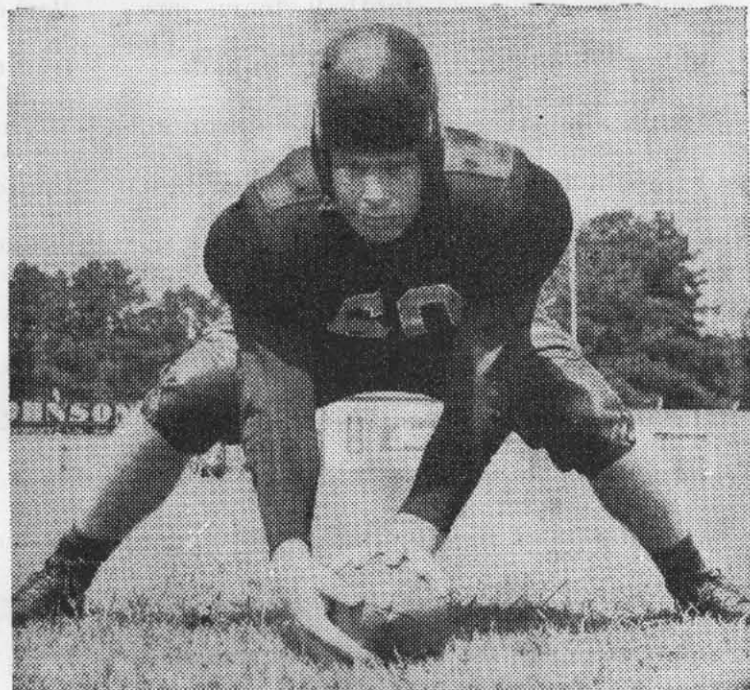
In 49 scraps with conference teams since 1923, the Gentlemen of the S.I.A.A. have won 25, lost 19 and tied five, a remarkable record for the Methodist school with an enrollment of slightly more than 650 students. Centenary entered intercollegiate football in 1921, and defeated T.C.U., 23-0, in its first game against a Southwest conference team in 1923. Texas A. and M.'s win over Centenary last Saturday adds one more victory for the Southwest conference.

The 1927 Centenary team won 10 straight games, beating S.M.U., Baylor and T.C.U., in addition to Rice. The 1932 and 1933 Gentlemen enjoyed unbeaten seasons, but had ties to mar their records.

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

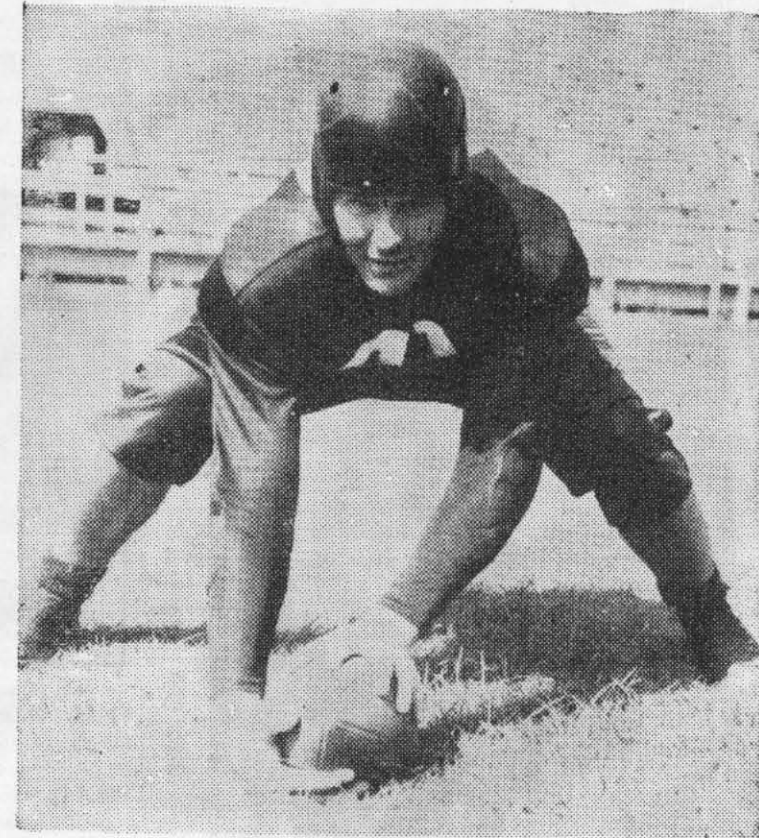


CAPT. ALVIN BIRKELBACH



MERREL LEWELLEN

Compliments of
KIRBY PETROLEUM COMPANY
 HOUSTON, TEXAS



BANJO HOLLOWAY

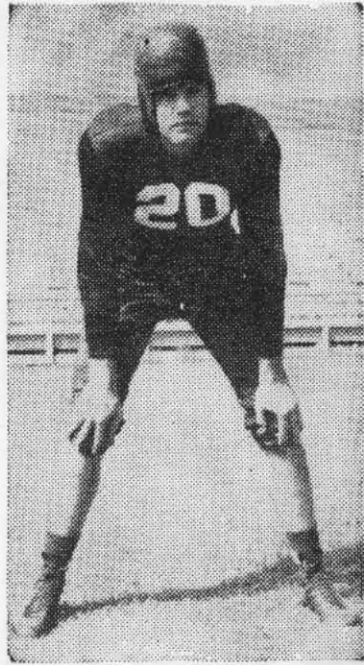
GENERAL CENTENARY INFORMATION

Name of School.....	Centenary College
Location.....	Shreveport, La.
Founded.....	1825
Enrollment.....	672 (Men 389—Women 283)
Denomination.....	Methodist
School Colors.....	Maroon and White
Nickname of Teams.....	"Gentlemen" "Gents"
Stadium.....	Steel and Wood (11,000)
Conference.....	S.I.A.A.
Athletic Director.....	Curtis Parker
Head Coach.....	Curtis Parker
Backfield Coach.....	Elmer Smith
Line Coach.....	Tom Cobb
Basketball Coach.....	Curtis Parker
Baseball Coach.....	Elmer Smith
Director of Intramural Athletics.....	Tom Cobb
Trainer.....	Marvin (Hoot) Gibson
Uniforms.....	Maroon with white numerals
Mascot.....	"Big Walt" O'Roark—Age 4
Pep Organization.....	"Maroon Jackets" (composed of 12 co-eds)

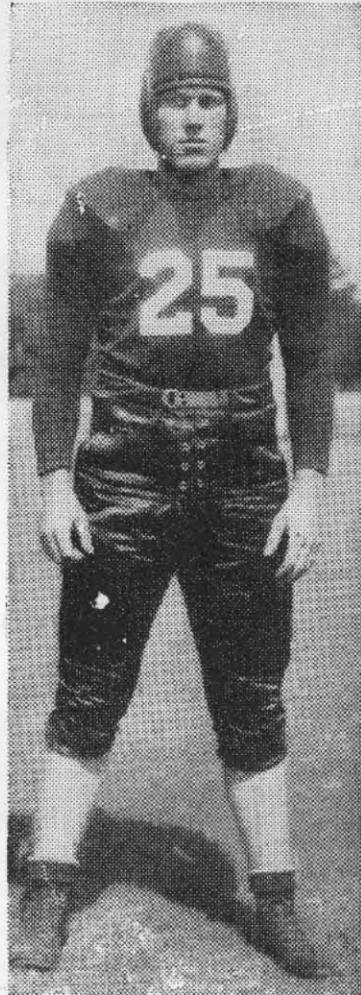
CENTENARY'S FOOTBALL RECORD SINCE 1921

Centenary	Won	Lost	Tied
1921.....	4	3	0
1922.....	8	1	0
1923.....	9	1	0
1924.....	8	1	0
1925.....	6	2	0
1926.....	6	3	0
1927**.....	10	0	0
1928.....	6	4	2
1929.....	5	3	1
1930.....	8	1	1
1931.....	5	5	0
1932*.....	8	0	1
1933*.....	8	0	4
1934.....	10	2	0
1935.....	6	5	0
1936.....	6	4	2
1937.....	6	3	3
1938.....	7	4	0
TOTAL.....	126	42	14

**All Victorious
 *Undeclared



FIZZ WILKINS



ED WHITEHURST



JOHN CLARK



CLAUDE TEEL



COTTON BARNES

Meet Centenary's Coaching Staff

HEAD FOOTBALL COACH AND ATHLETIC DIRECTOR

CURTIS PARKER—A graduate of the University of Arkansas where he was outstanding in football, basketball, and track, Curtis Parker has won an enviable record since his association with Centenary College.

Parker came to Centenary in 1926 and served as freshman coach three years. Promoted to assistant coach he served with Homer H. Norton five years. The Norton-Parker combination became famous throughout the country as the Gents went through undefeated seasons in 1927, 1932 and 1933 playing many of the outstanding teams in the South. Parker's fame rose as one of the best scouts in the South. When Norton went to Texas A. & M. College, Parker was promoted to Athletic Director and Head Coach. Taking over the team as Head Coach in 1934 Parker has won 35 games, lost 18 and tied 5. Parker is a thorough student of football. He has the ability to develop players and get the most out of his team. He is popular with his team and everyone who knows him.

In addition to his football duties, Parker is also head basketball coach and has coached a number of great teams that have won fame throughout the South and Middle West. He is serving as a member (from the South) of the National Collegiate Athletic Association Rules Committee. He has coached two conference championship teams and in 1934 his team was undefeated.

Preceded by such luminaries as Bo McMillan of Indiana, and Homer Norton of Texas A. & M. College, Parker had a tough assignment when he took over his duties as Head Coach. His record, however, shows that he has more than maintained the high degree of efficiency and success in Centenary athletics. Centenary continues to progress in athletics under the leadership of Athletic Director and Head Coach Curtis Parker.

BACKFIELD COACH AND SCOUT

ELMER SMITH—One of the outstanding athletes of his Alma Mater, Hendrix College in Arkansas, Elmer Smith came to Centenary as backfield coach and No. 1 scout in 1935.

Graduating as a four letterman, Smith began his coaching career at the Hamburg, Arkansas, High School. From there he returned to Hendrix College as a member of the coaching staff and then became associated with Curtis Parker at Centenary.

Quiet, soft-spoken, Smith has a knack of turning out good backfield men and is a perfect working combination with Parker.

Coach Smith played three years of professional baseball as a catcher. He was one of the greatest all-round athletes in Arkansas entering in football, basketball and track.

Coach Smith is also freshman basketball coach and head baseball mentor.

LINE COACH

TOM COBB—Line Coach Tom Cobb and Curtis Parker began their acquaintance when the two played freshman football at the University of Arkansas. Cobb was a professional football player with Kansas City, Cleveland, Detroit and Chicago before beginning his coaching career at the Wagoner, Oklahoma High School. In 1936 he became associated with Curtis Parker at Centenary.

Cobb has been unusually successful in developing great forward players at Centenary. He is extremely popular and a pal to every boy on the squad. Centenary's impressive victories over such teams as T.C.U., S.M.U., and Texas A. & M. have been due in a large measure to the great defensive work of the line coached by Tom Cobb.

Coach Cobb is director of Intramural Sports on the campus.

AFTER THE GAME . . .

Summers, like ball games, all come to an end, and winter's northers bring need for heating. Is your home secure against the damp and chill ahead?

Install better heating—vented and automatically controlled—and banish "winter-itis." You'll get a thrill from the unimagined comfort of it!



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DIVISION OF
UNITED GAS CORPORATION

**BETTER
HEAT
for
BETTER
HEALTH**

CENTENARY FOOTBALL SQUAD OF 1939

No.	Name	Pos.	Age	Wt.	Ht.	Exp.	Home Town
20	J. F. Wilkins	B	21	180	6-0	0	Shreveport, La.
21	F. M. May	B	20	170	5-10	1-L	Harrisburg, Ark.
22	James Barnes	B	19	180	6-2	1-L	Vivian, La.
23	Alvin Birkelbach	B	21	190	5-10	2-L	Thrall, Tex.
24	Bob Barrie	B	20	170	5-10	1-L	Jenks, Okla.
25	Ed Whitehurst	B	22	185	5-8	2-L	Marshall, Tex.
26	Jimmie Patterson	E	21	180	6-1	2-L	Ruston, La.
27	Max Bowerman	B	22	160	5-8	2-L	Enid, Okla.
28	Guy Feducia	B	21	156	5-7	0	Shreveport, La.
29	Nedd Looney	E	22	180	6-1	2-L	Oklahoma City
30	Bill Dennis	B	19	182	5-10	0	Chicago, Ill.
31	Bill Reynolds	T	23	223	6-0	1-L	Oklahoma City
32	Dub Partin	T	24	245	6-1	2-L	Bossier City, La.
33	Norris McCrary	T	21	209	6-2	1-L	Dallas, Texas
34	Aubrey Bardon	T	24	200	6-0	Sr.	Fernbank, Ala.
35	Joe Steeples	G	22	170	5-8	2-L	Pawhuska, Okla.
36	John Manson	B	22	177	6-0	2-L	Amsterdam, Ohio
37	Lavelle Murphy	T	20	185	6-2	2-L	Shreveport, La.
40	John R. Allums	G	21	180	5-11	0	East Point, La.
41	Banjo Holloway	C	22	210	5-11	1-L	Wagoner, Okla.
42	Leon Allen	G	23	180	5-11	2-L	Minden, La.
44	Weenie Bynum	B	23	165	5-9	2-L	Oklahoma City
45	Delwin Heft	B	20	170	6-0	0	Berlin, Wisc.
46	Leon Apgar	E	20	175	6-0	Jr.-C	Monroe, La.
47	Ted Olzack	E	23	175	6-0	2-L	Beaver Falls, Pa.
49	Claude Teel	E	21	176	6-0	0	Vivian, La.
51	Roy McMahan	G	21	190	6-1	0	Vivian, La.
52	John Clark	B	22	185	5-11	2-L	Nowata, Okla.
53	Loyd Hearne	T	21	222	6-0	1-L	Dallas, Texas
54	James Campbell	C	22	182	5-11	Jr.-C	Parkin, Ark.
55	Merrel Lewellen	C	19	184	6-1	0	Temple, Tex.
56	Snookie Padgett	C	21	185	5-8	1-L	Shreveport, La.
57	Curtis Jones	T	20	195	6-2	0	Beaumont, Tex.
58	Ray Mayeaux	G	21	191	5-10	1-L	Kerrville, Tex.
59	Bob Johnson	G	17	188	5-11	0	Elm Grove, La.
61	John Norwood	E	20	188	6-3	Jr.-C	Bunkie, La.

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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PUNTS

	KICKER	QUARTER				AV
		1	2	3	4	
RICE						
VISITORS						

PASSES

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

YARDS FROM SCRIMMAGE

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

SCORE

	QUARTER				TOTAL
	1	2	3	4	
RICE					
VISITORS					

FIRST DOWNS

	QUARTER				TOTAL
	1	2	3	4	
RICE					
VISITORS					

Drink
Coca-Cola
Delicious and Refreshing

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.

Better LIGHT - Better GRADES
Better GAMES!

*Electricity
is Cheap!*

Centenary

LE Patterson 26	LT Partin 32	LG Allen 42	C Holloway 41	RG Campbell 54	RT Jones 57	RE Olzack 47
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QB
Clark
52

LHB
Bynum
44

RHB
Barrie
24

FB
Whitehurst
25

SQUAD LIST

No.	No.	No.	No.
20 Wilkins, b	29 Looney, e	40 Allums, g	52 Clark, b
21 May, b	30 Dennis, b	41 Holloway, c	53 Hearne, t
22 Barnes, b	31 Reynolds, t	42 Allen, g	54 Campbell, c
23 Birkelbach, b	32 Partin, t	44 Bynum, b	55 Lewellen, c
24 Barrie, b	33 McCrary, t	45 Helt, b	56 Padgett, c
25 Whitehurst, b	34 Bardon, t	46 Apgar, e	57 Jones, t
26 Patterson, e	35 Steeples, g	47 Olzack, e	58 Mayeaux, g
27 Bowerman, b	36 Manson, b	49 Teel, e	59 Johnson, g
28 Feducia, b	37 Murphy, t	51 McMahon, g	61 Norwood, e

OFFICIALS

Referee Viner
Umpire Hart

Time Out...

light up with



Chesterfield
They Satisfy

Rice

LE Brandon 68	LT Hager 42	LG Nobles 28	C Husbands 16	RG Hartman 53	RT Stanzel 24	RE Palmer 65
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QB
Stevens
54

LHB
Lain
66

RHB
Suman
75

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 McDougle, 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 Dayvault
Field Judge Bushman



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BOTTLES
IT'S
BETTER

•
*Every Bottle Sterilized.
Visitors Always Welcome.*

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38 RIESNER AVENUE

*After the Game . . .
let's go*

ICE SKATING

AFTERNOON AND EVENINGS

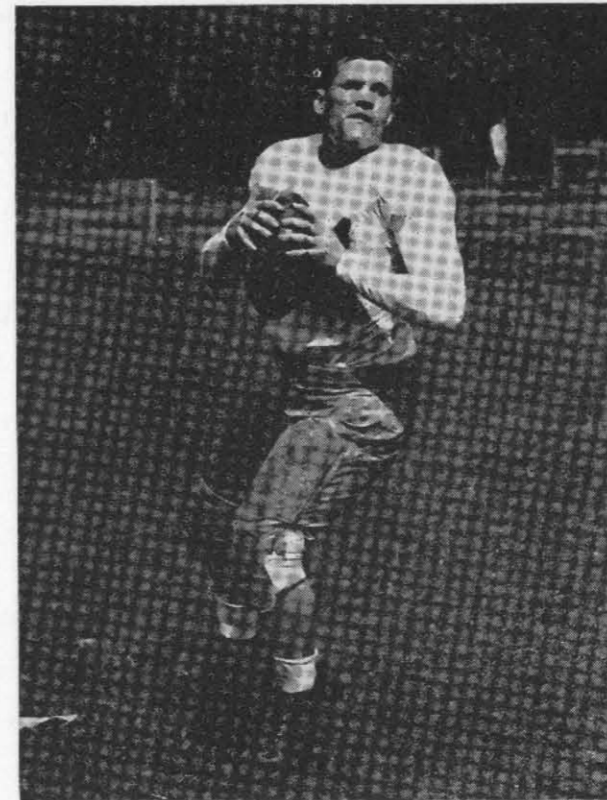
•
POLAR WAVE ICE PALACE
HUTCHINS AND MCGOWAN

After the Game . . .

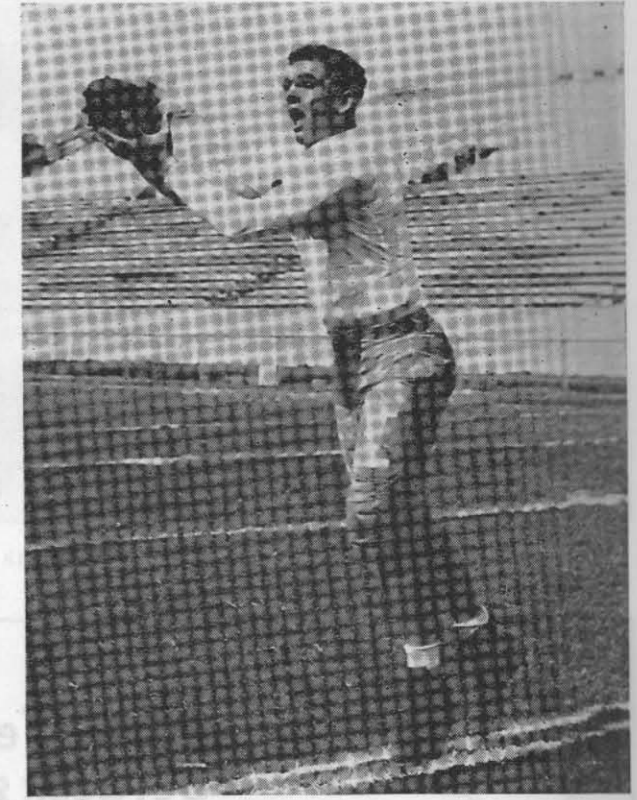
DINNER
at the
WARWICK

Complete table d'hote
dinner 90c up

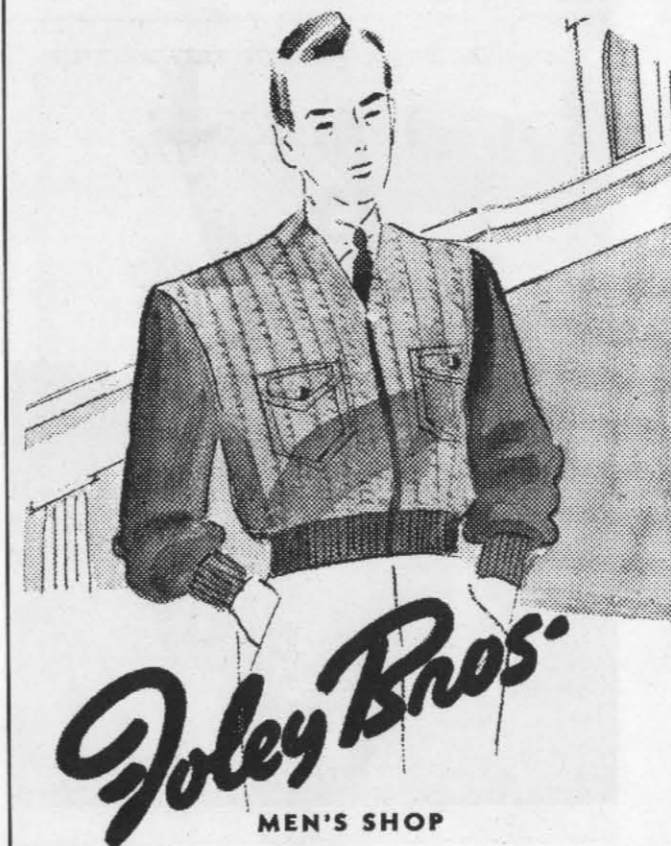
A TREAT YOU CAN AFFORD



JOE PRICE



MARVIN DEWOODY



Joley Bros.
MEN'S SHOP

Here's a smart and
warm sweater
for you . . . and the price
will not chill you!

2.95

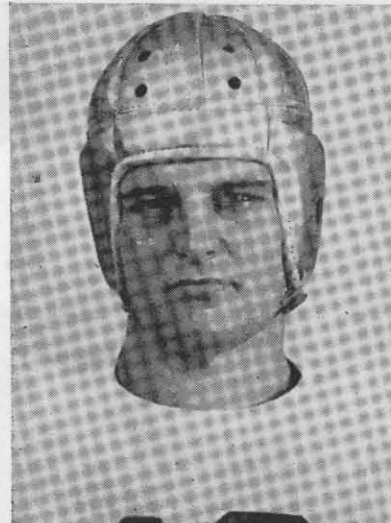
You'll be surprised at the many handsome styles we are able to offer at such a popular price. When you were still thinking of sun-kissed beaches and icy beverages, our men-wise buyers secured the best sweater values your money could buy.



Ollie Cordill



Kenneth Whitlow

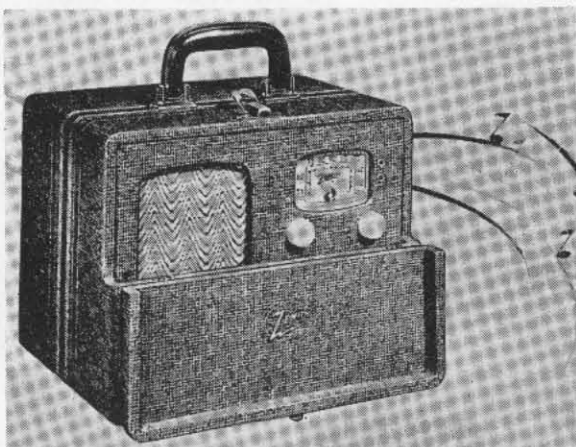


Livy Bassett

Next Home Game

Sam Houston State Teachers College vs. Rice
OCTOBER 21, 8:00 P.M.

NEW ZENITH PORTABLE



Double Duty Radio

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**

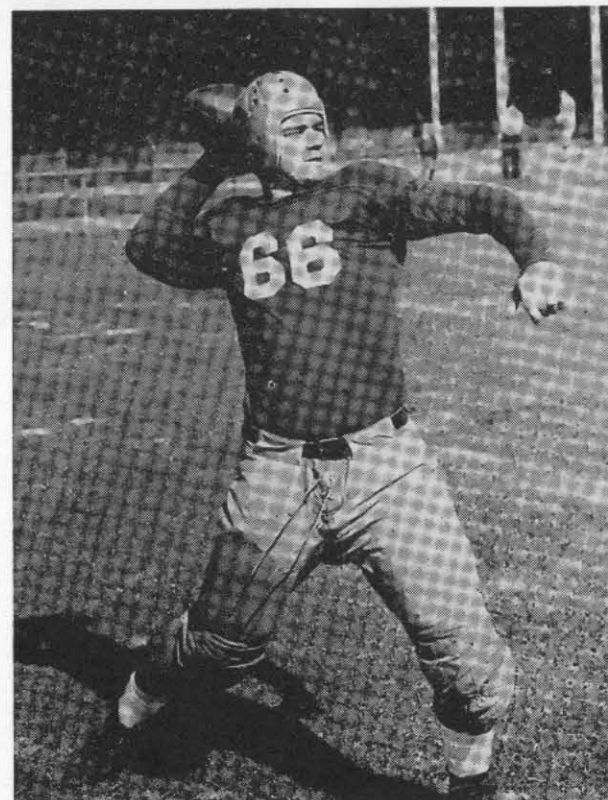
Star Electric & Eng. Co.

613 Fannin St.

1914 Main St.



DON SUMAN



ERNIE LAIN



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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.

Follow the Humble route to football games—stop for service where you see the Humble sign!

HUMBLE OIL & REFINING CO.

A Texas institution manned by Texans

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

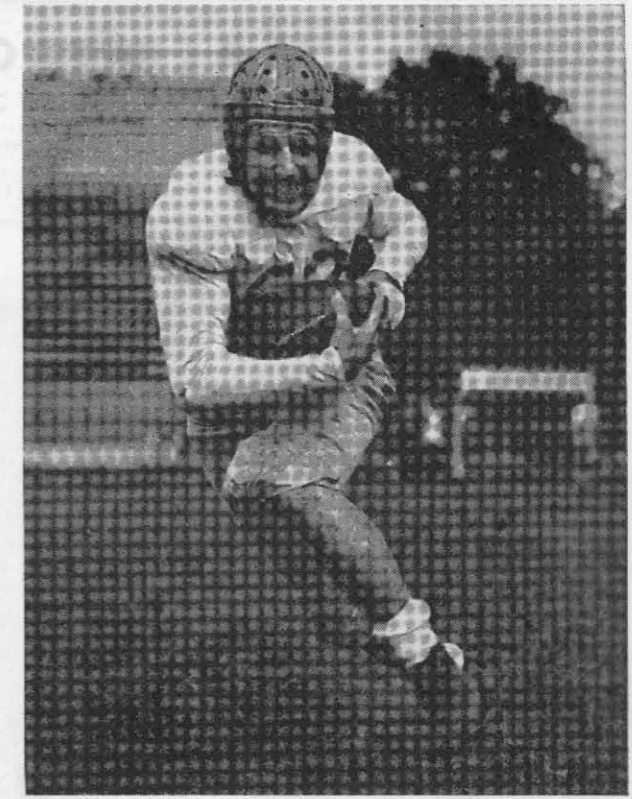
Rice	Opponent	Score
6	Oklahoma University	7
0	L. S. U.	3
17	Tulane University	26
13	Texas University	6
14	Auburn	0
3	Arkansas University	0
0	Texas A. & M. College	27
7	T. C. U.	29
6	Baylor University	21
25	S. M. U.	14

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

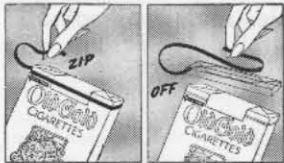


WHITLOCK ZANDER

ZIP!
and it's open!

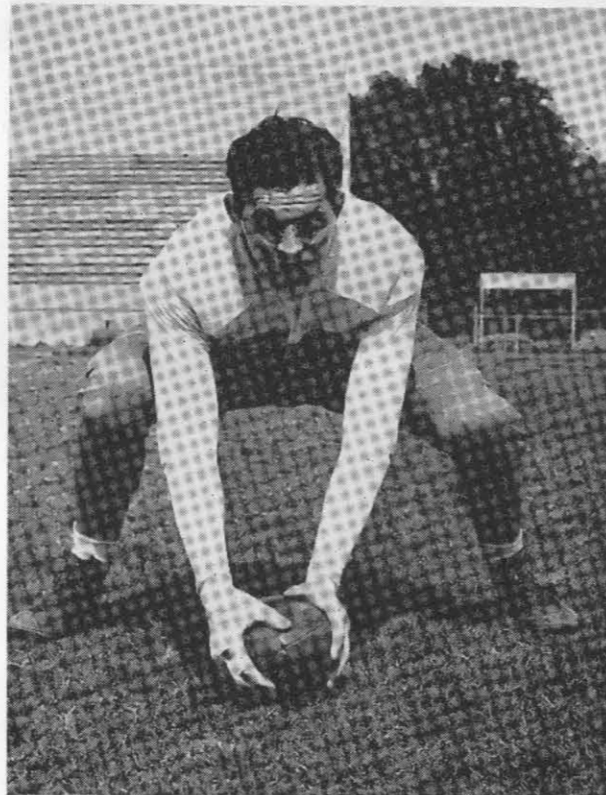
Old Gold's amazing
 New "ZIP-TOP" Pack
 Opens quick as a wink!
 You get *fresh*
 Double-Mellow Old Golds
 In a flash! Try
 The "ZIP-TOP" Pack today!

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



Copyright, 1939, by F. 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.



KOINIFE
 By
 HICKOK

—oh so useful

• New—different. Hickok Koinife. Silver
 dollar size . . . blade and file of finest
 steel, \$2.50. Key chain carries your keys,
 \$1.00. Set as illustrated \$3.50
 in handsome jewel case . . .

LEOPOLD & PRICE
 . . . 805 MAIN

ERNEST BLACK

BLACK-BROLLIER, INC.

LEE BROLLIER

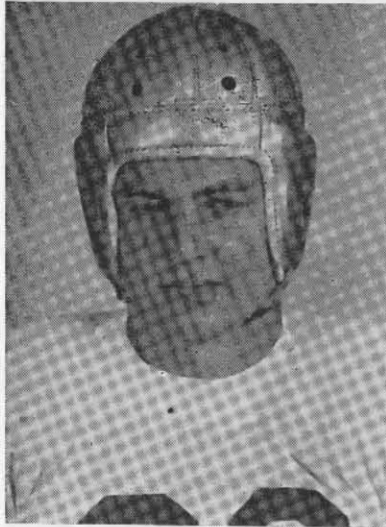
BUILDING MATERIALS . . . ROCK LIME MORTAR

Our Brick adds to the Beauty of the New Rice Stadium

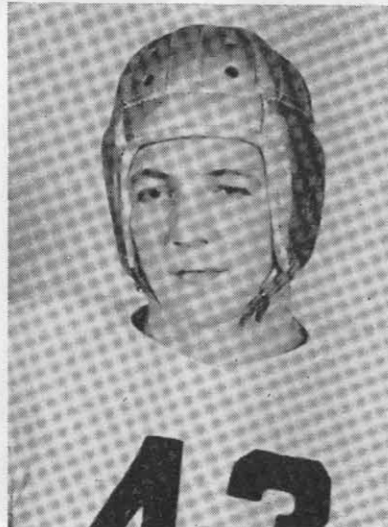
803 BLODGETT ST.

HOUSTON, TEXAS

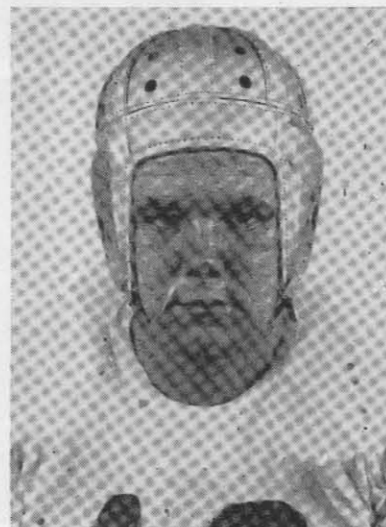
PHONE HADLEY 2103



Buck Sloan



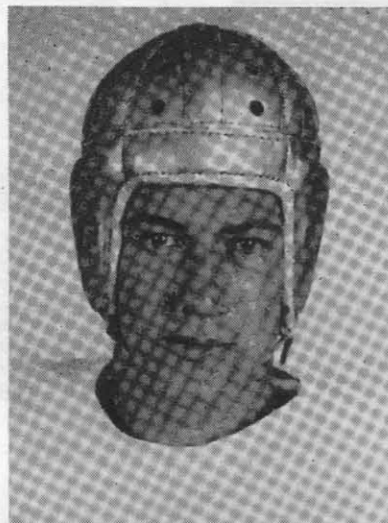
Bob Smith



Billy Heard



Floyd Mechler



Louis Kunetka



Earl Glassie

J. J. SWEENEY JEWELRY CO.

700 MAIN CORNER CAPITOL

VERNON C. FREDERICK
President

FREDERICK PRODUCE CO., Inc.

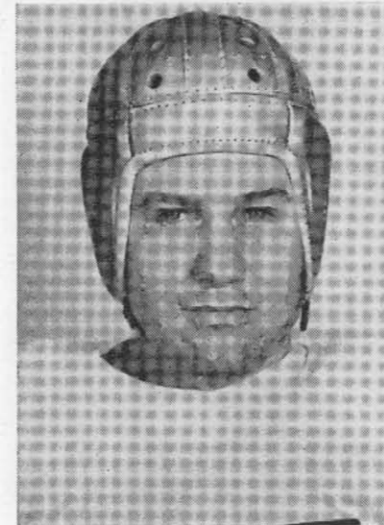
PHONE P. 3221
L. D. 94

Oldest and Largest Poultry and Egg Dealer in Houston

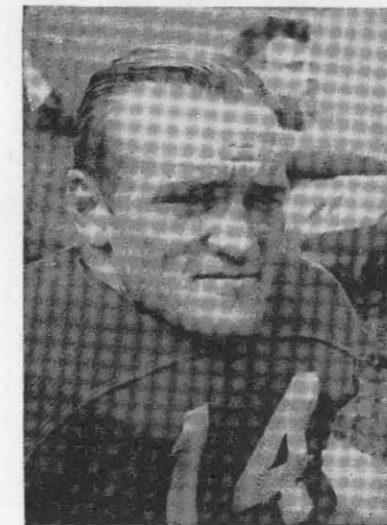
209 SECOND STREET
Direct in Rear of M. & M. Bldg.

ESTABLISHED 1896

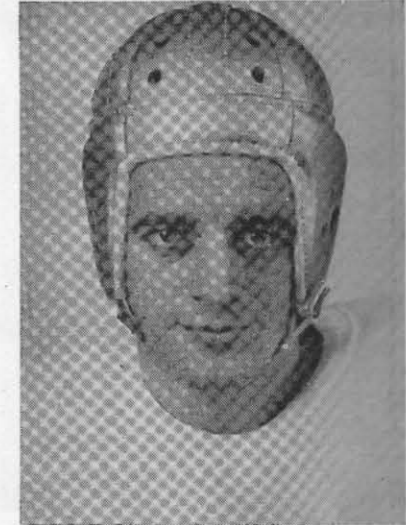
HOUSTON, TEXAS



Douglas Tipton



Bill Haner



W. C. Moore

They're Back Again . . .

Lain to Cordill . . . the combination that sparked the Owls to the 1937 Conference Championship . . . are in form again, headlining a strong offensive. And history DOES REPEAT.

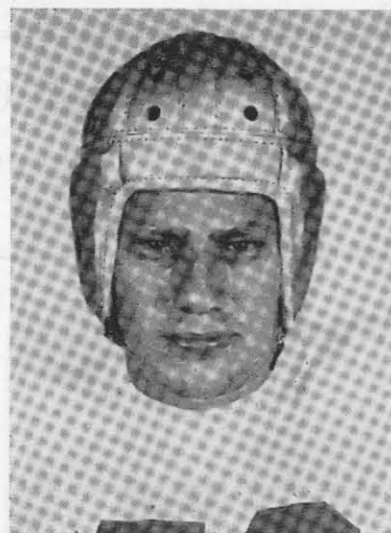
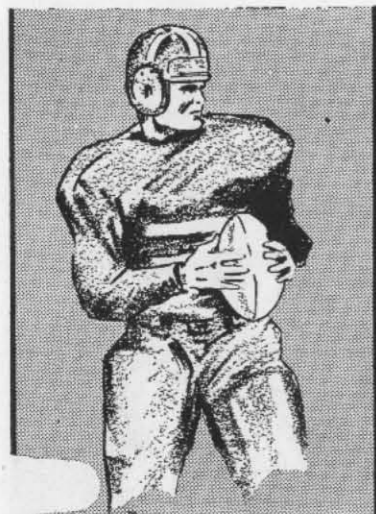
Great Southern Life Insurance Company

E. P. GREENWOOD, President

Home Office

Houston, Texas

it's
ACCURACY
in
PASSING



Moose Hartman



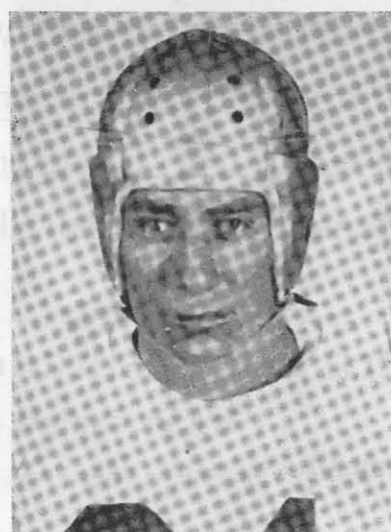
Don Hager



Paul Murphy



J. R. Green



Hugo Stevens





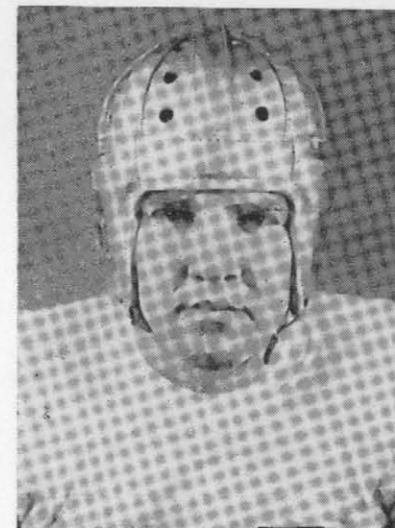
Earnest Lain

it's
UNIFORMITY
in
BEER

GRAND PRIZE "Hits the Spot" every time . . . that's why it's consistently Texas' Largest Seller.



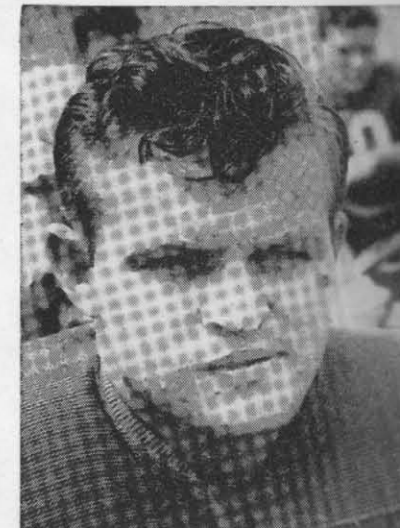
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SANITARY FARM DAIRIES MILK
Extra Care Makes It Extra Good

Bert Selman



Stokes Green



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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.

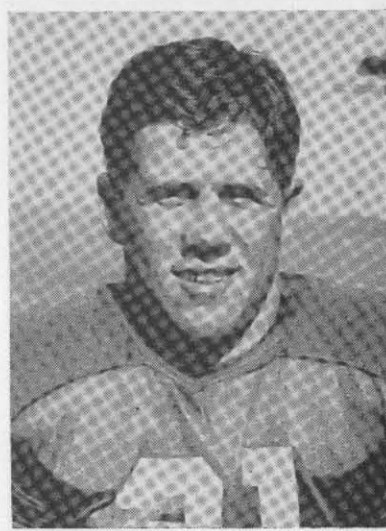
The *Fashion*
 917-19-21 MAIN STREET
 South Texas Center of Authentic Fashions



Jack Everett



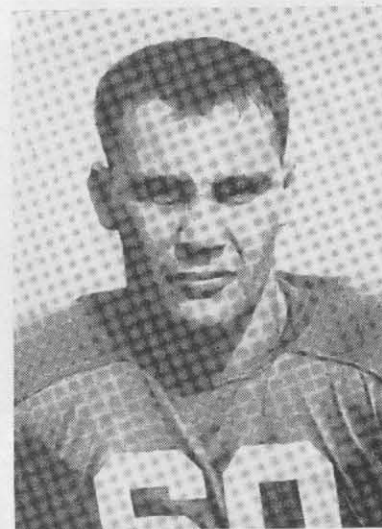
Mitchel Sadler



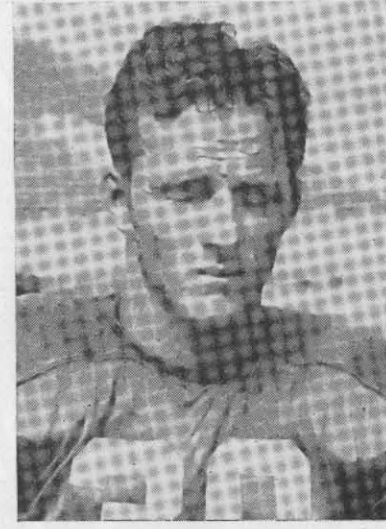
J. P. Mathews



Calvin McDougle



Arthur Goforth



Bob Brumley

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

3219 LEELAND AVE.

"WE PLEASE YOU"

PHONE F. 7368

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.)

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

Interference with forward pass, pass touching ineligible player, or "screening" pass receiver. (If penalty on offense, 15 yards and loss of down; interference by defense, ball to offense on spot of foul as first down.)

Penalty refused, incomplete pass, missed field goal or conversion, both sides offense, etc.

Illegal forward pass.

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.

Safety.

Score — touchdown, field goal, or conversion.

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

Time out.

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
- 8 Taking more than two steps with ball after signaling for fair catch
- 9 Illegal use of hands and arms by defensive players
- 10 Flying block or flying tackle
- 11 Running into kicker
- 12 Crawling by the runner

LOSS OF FIFTEEN YARDS

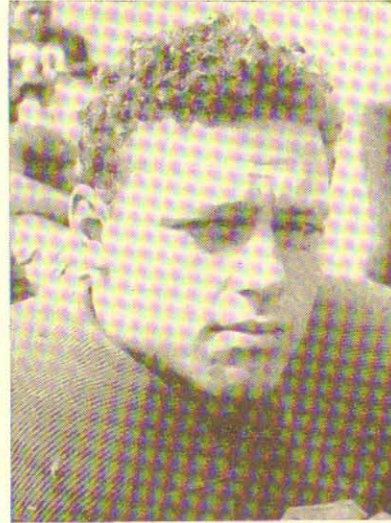
- 13 Team not ready to play at scheduled time
- 14 Substitute communicating with teammates before ball is put in play
- 15 Illegal substitution (Player suspended from game)
- 16 Failure to stop at least one second on shift play
- 17 Forward pass by member of team which did not put ball in play
- 18 Forward pass touched by ineligible player
- 19 Intentional grounding of forward pass
- 20 Interference by member of passing team with defensive player eligible for pass
- 21 Interference with fair-catch or tackling player before ball is caught
- 22 Illegal use of hands and arms by offensive players
- 23 Defensive player striking opponent above shoulders
- 24 Roughing the kicker
- 25 Piling up, hurdling, clipping
- 26 Tackling player out of bounds
- 27 Coaching from the sidelines
- 28 Illegal interference with defense by passing team

OTHER PENALTIES

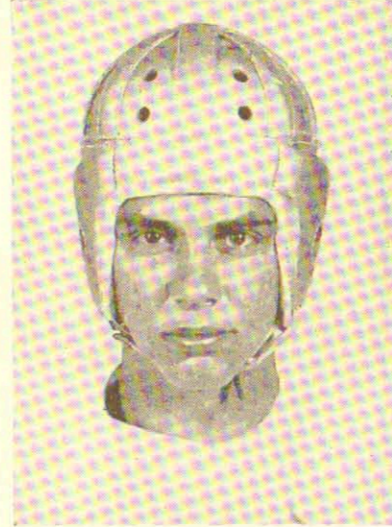
- 29 Striking, kneeling, or kicking opponent—half the distance to the goal and disqualification of offending player
- 30 Foul within one yard line—half the distance to the goal
- 31 Interference by defensive team on forward pass—first down for passing team at spot of foul
- 32 Flagrant roughing of kicker—disqualification, plus fifteen yards
- 33 Flagrant unsportsmanlike conduct—disqualification, plus fifteen yards.



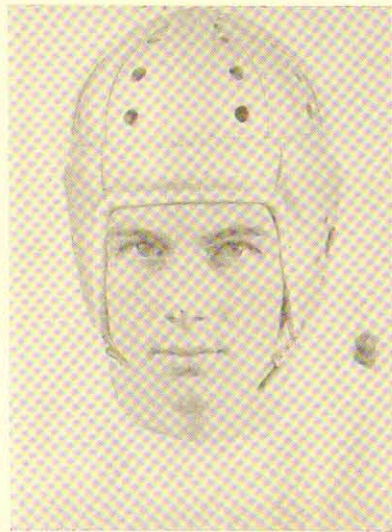
Joe McCue



Andy Nobles



Billy Cline



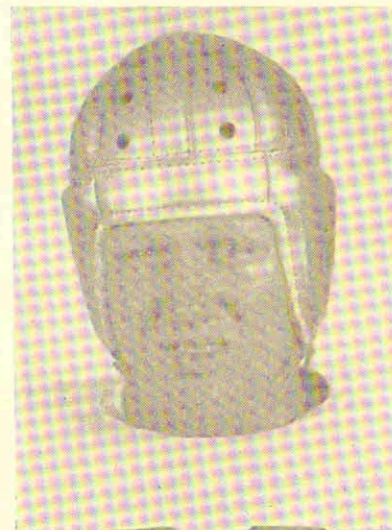
J. P. Woods



Bob Brandon



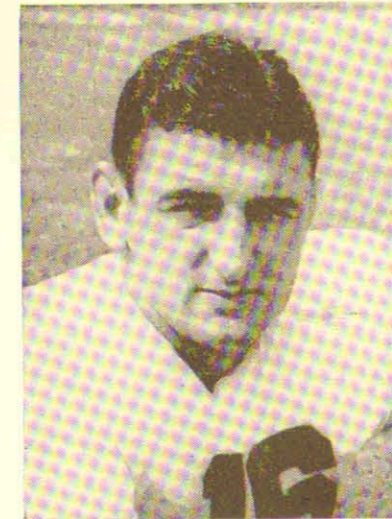
Harold Palmer



Pat McGarahan



Dick Brannon



Howell Husbands



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

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SOUTH TEXAS
DEALER FOR

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Suits tailored to measure—in our own shops
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"Our Feature Value"

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"The World's Finest"

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

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PER PUFF — MORE PUFFS PER PACK**

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YOUR BEST
CIGARETTE
BUY**



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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**