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SEPTEMBER 30, 1939

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Vanderbilt University

Nashville, Tenn.

VS.

Rice Institute

Houston, Texas

RICE FIELD

September 30, 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



FOOTBALL

BY

HARRY A. SCOTT, PH.D.
Head of the Department of Athletics



Colorful, milling, cheering throngs; pennants and programs; blaring bands and rasping loud speaker voices; swaying, leaping cheer leaders; John Barleycorn and his raucous imbibers; sweating, swirling, straining players; loyal supporters and howling "wolves"; incessant motion, commotion and emotion—that is football to the average fan. But to those of us more closely associated with the sport it involves entirely different, and, we believe, more important considerations, chief among which are the players themselves.

For the players, the game of football offers untold educational opportunities, being as it is a miniature cross section of social life with laws, traditions, rewards and punishments. The playing field is a classroom or a stage upon which is enacted a tense, meaningful human drama of fulfillment and despair; of worth-while achievement and devotion to a worthy cause.

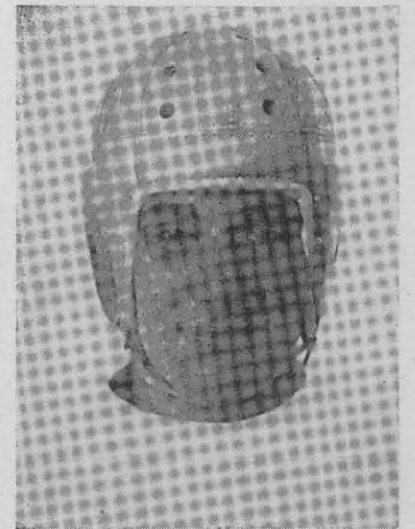
On the broad shoulders of these sturdy players rest tremendous responsibilities. Thrust into ever-changing situations where instantaneous decisions must be made and translated into immediate action; action which not only demands unusual motor skill, but considerable physical courage as well. Eleven determined young warriors moulded into a physical and emotional unit, each, in the face of tremendous opposition, discharging to the utmost his particular bit to the success of the whole. Risking on every move the destinies of the team and at the same time his own personal fortunes. At all times a public figure, he is judged by the most critical and outspoken of all audiences—the paying customers.

These youngsters, carrying on all of the academic obligations required of other students; denying themselves most of the social pleasures of normal youth to attain an ideal of physical and organic fitness. Day in and day out pursuing rigorous, fatiguing physical exercise; steeling their emotions to withstand praise or blame and joy or despair. Keeping their heads when others about them have lost theirs. Doers of deeds, these lads! Youngsters who strive valiantly, sometimes triumph but more often fail; but irrespective of the outcome of the game, have experienced those intense enthusiasms and great devotions entirely unknown to those weaker and more timid souls who have known neither victory nor defeat.

More power to football, builder of men!



JIMMIE KITTS
Rice Institute



Capt. Ed Singletary



Coaches for Vanderbilt Left to Right: RAY MORRISON, HENRY FRNKA, DUTCH MCINTOSH



CECIL GRIGG
Backfield Coach



PERCY ARTHUR
Ass't Line Coach



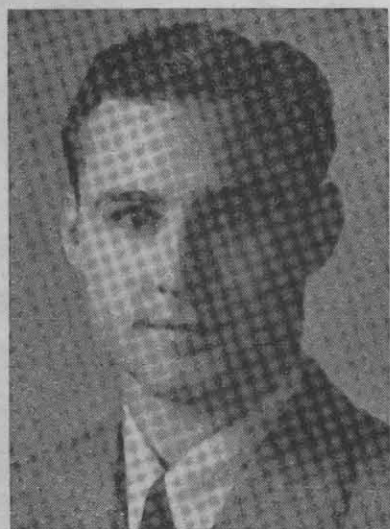
LOU HERTENBERGER
Line Coach

RICE



HERBERT ZEISIG
Trainer

COACHES



BILL WALLACE
Freshman Coach



MATHEWS LANDRY
Ass't Freshman Coach



BUSTER BRANNON
Freshman Coach

S. S.
PRINCE

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Old Spanish Trail

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PRINCE

8100 SOUTH MAIN

Intersection of Main and the
Old Spanish Trail

Today's Game

The lights of Rice field go up tonight on The Rice Institute's first home football game at night, illuminating another bright picture in the progress of Houston's Southwest conference institution.

The guests for this, the opening contest of Rice's twenty-eighth season in intercollegiate football, are the Vanderbilt Commodores of Nashville, Tenn., representatives of an outstanding university and an outstanding gridiron contender for years in the neighboring Southeastern conference.

Tonight marks the first meeting of the football teams of these two schools. Powerful in football, these two institutions of learning also rank with the country's leaders academically, the one founded by Cornelius Vanderbilt, of New York, in 1873, and the other founded by William Marsh Rice in 1891. Rice opened its doors to students in 1912.

But tonight the entertainment at hand is football, so let's take a look into the careers of Ray Morrison of Vanderbilt and Jimmy Kitts of Rice, the head coaches who will be directing the maneuvers.

Morrison, who gained lasting fame among Vanderbilt students as Coach Dan McGugin's great quarterback from 1908 to 1911, is no stranger to the Southwest; in fact, this Ray Morrison contributed as much as anyone to the advancement of football in this section.

He coached at Southern Methodist University in Dallas from 1920 through 1934, and his Mustang "aerial circus" was the first to carry the Southwest's colors into distant intersectional contests with consistent and thrilling success. Although

S.M.U. lost to Army, 13 to 14, in 1928, that game, perhaps more than any other, awakened Eastern observers to the caliber of football played in the Southwest.

Morrison won three Southwest conference football championships at S.M.U. For 20 years of college coaching, his grand total is 109 games won, 57 lost and 23 tied. He went to Vanderbilt with the 1935 season.

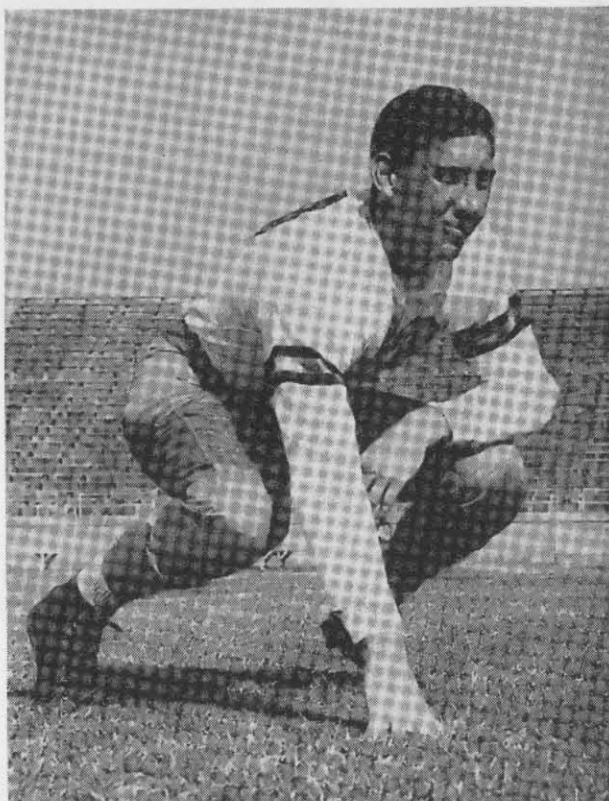
Coincidentally, Kitts, Rice's head man, was subject to the Morrison influence at S.M.U., although he never actually played under the present Vanderbilt mentor. Kitts was an All-Southwest quarterback at S.M.U. in 1918, and was in school when Morrison came to S.M.U.

One of the few coaches ever to move straight from a high school position to a head coaching job in college, Kitts started his career at Rice in 1934 with the first conference championship in the history of the Houston school. His team won the conference and Cotton Bowl championships in 1937. The 1934 team, which featured Bill Wallace and John McCauley, had a big part in another meaningful afternoon for Southwest prestige. On the same Saturday, Rice beat Purdue and Texas downed Notre Dame.

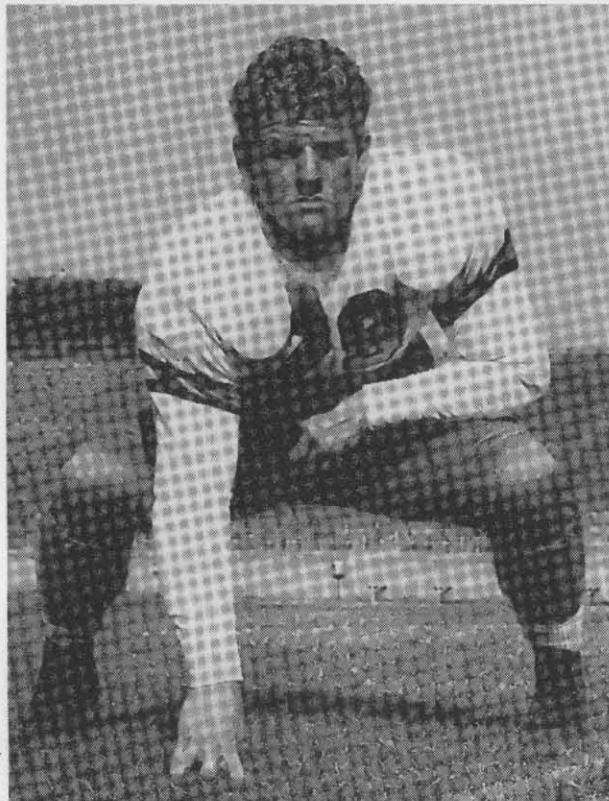
Kitts, who came to Rice in 1932 as basket ball coach and succeeded Jack Meagher as head football coach with the 1934 season, has an all-time college coaching record of 31 games won, 21 lost and 3 tied.

Tonight these two football teachers match teams. It might be called the "youngster" matching wits and resources with the "veteran." It should be interesting.

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



MAC PEEBLES



JOHN ELLIS

Compliments of
KIRBY PETROLEUM COMPANY
 HOUSTON, TEXAS

THE UNIVERSITY

Vanderbilt University was founded March 27, 1873, from a donation of \$500,000 from Cornelius Vanderbilt of New York. This donation was increased until the full amount reached \$1,000,000. Present endowment is \$28,000,000.

The university as now organized comprises the College of Arts and Science, School of Engineering, School of Religion, School of Law, School of Medicine, School of Nursing. Present enrollment totals 1,800.

The campus includes 76 acres. Curry Field, used exclusively for intramurals, is within the inclosure.

The stadium on Dudley Field was erected in 1922. Present seating capacity is 22,000. The adjacent ground outside the stadium proper, used for football practice and baseball games, is known as McGugin Field.

BRIEF FOOTBALL HISTORY

Football began at Vanderbilt in November, 1890, upon the arrival of a challenge from the University of Nashville for a game. The first schedule was arranged in 1891.

The first salaried coach was Sir Henry Thornton in 1894. He later became president of Canadian National Railways System and was made Knight Commander of the Order of the British Empire.

Dan McGugin came from the University of Michigan to Vanderbilt in 1904 and upon his retirement in 1934 was the oldest coach in America in the point of service with one institution. He and his early Vanderbilt teams were mainly responsible for the development of football in the South.

Vanderbilt's greatest quarterback, Ray Morrison, left the head coaching job at Southern Methodist University to return to his Alma Mater in 1935.

BIOGRAPHICAL SKETCH OF RAY MORRISON

Ray Morrison, who made football history as Vanderbilt quarterback thirty years ago (1908-11) and later as ringmaster of the famous S.M.U. Aerial Circus, is beginning his twenty-first year as a college coach.

Born in Indiana, his parents moved to McKenzie when he was eleven months of age. He attended McTyeire School at McKenzie, graduating in 1907, and taught there one year before entering Vanderbilt. As a Commodore he made four letters in football, baseball and track, captaining the football and baseball teams his senior year. As a quarterback he received All-Southern and All-American recognition.

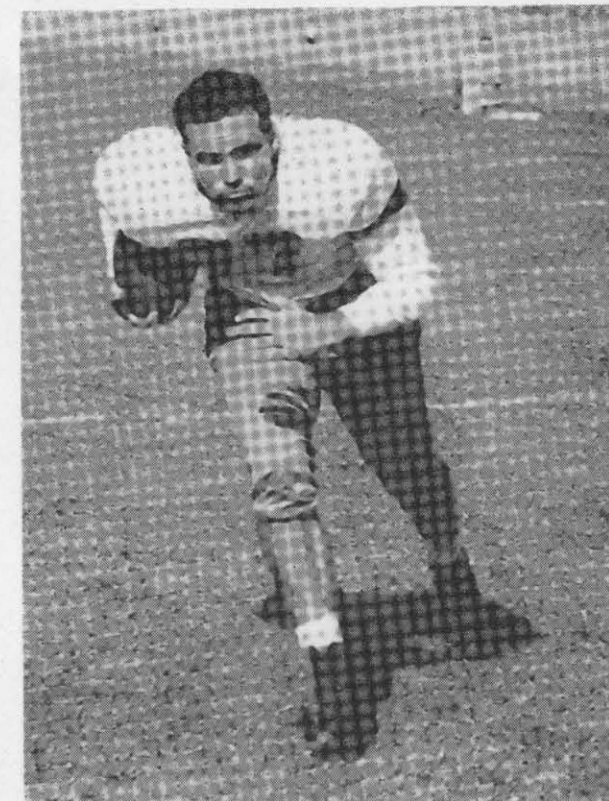
Morrison was athletic director and teacher at Branham & Hughes Military Academy at Spring Hill, Tenn., from 1912 to 1915, was at Southern Methodist University at Dallas in 1915-16, at Fort Oglethorpe, Ga. in 1917, coached during Dan McGugin's absence at Vanderbilt in 1918, became athletic director and teacher at Gulf Coast Military Academy in 1919-20, returning to S.M.U. in the fall of 1920 and becoming head football coach there in 1922.

His S.M.U. teams won three Southwest Conference championships. For twenty years of college coaching, his grand total is 109 victories, 57 losses, 23 ties.

He is married, has one son, two daughters.

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.



Captain RAYMOND ANDRUS

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

FINAL STANDING
 SOUTHWEST CONFERENCE GAMES

Team	Won	Lost	Tied	Pct.
1. T. C. U.	6	0	0	1.000
2. S. M. U.	4	2	0	.667
3. Baylor	3	2	1	.587
4. Rice	3	3	0	.500
5. A. & M.	2	3	1	.417
6. Arkansas	1	5	0	.167
7. Texas	1	5	0	.167

FULL SEASON

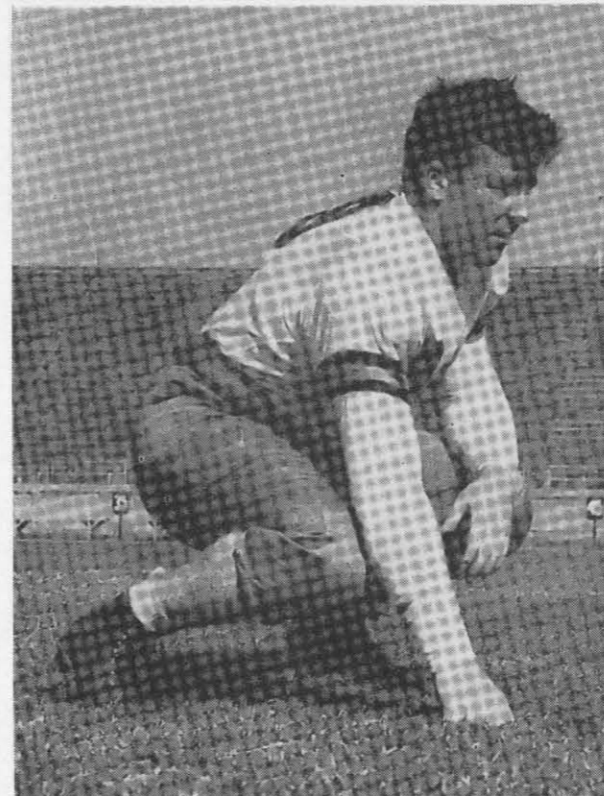
Team	Won	Lost	Tied	Pct.
1. T. C. U.	10	0	0	1.000
2. Baylor	7	2	1	.750
3. S. M. U.	6	4	0	.600
4. A. & M.	4	4	1	.500
5. Rice	4	6	0	.400
6. Arkansas	2	7	1	.250
7. Texas	1	8	0	.111



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HORACE RAINEY



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HEAT
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BETTER
HEALTH**

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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.

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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!

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FRESH Cigarettes in a FLASH!**



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HOUSTON, TEXAS

VANDERBILT FOOTBALL SQUAD 1939

No.	Name	Yr. on Squad	Position	Ht.	Wt.	Home
66	*Anglin, Leonard	Senior	Guard	6-0	195	Lumpkin, Ga.
39	Atkinson, Joe	Sophomore	Guard	5-11	195	Waco, Texas
28	Bell, Robert	Sophomore	End	6-1	180	Springfield, Tenn.
54	Burke, Vance	Senior	Center	6-0	185	Franklin, Tenn.
82	*Collier, Harris	Junior	End	6-2	180	McKenzie, Tenn.
41	Davis, Charlton	Sophomore	Quarter	5-10	160	Old Hickory, Tenn.
33	*Dunkerley, Herbert	Junior	Guard	6-2	195	Nashville, Tenn.
29	*Ellis, John	Junior	Guard	5-11	210	Sherman, Texas
44	Flanigan, Mickey	Sophomore	Quarter	5-8	165	Nashville, Tenn.
32	Fly, Hugh	Sophomore	Guard	5-10	190	Jackson, Tenn.
93	*Gualden, Charles	Senior	Tackle	6-2	190	Celeste, Texas
81	Gude, Robert	Sophomore	Center	6-1	204	Memphis, Tenn.
83	Hanna, Ross, Jr.	Senior	End	6-4	185	Little Rock, Ark.
78	Harden, James	Sophomore	Halfback	5-10	190	Gordon, Ga.
71	Harlow, Gene	Sophomore	Fullback	5-9	190	Florence, Ala.
86	*Hiestand, Ed	Junior	End	6-2	210	Nashville, Tenn.
12	Higgins, Gene	Sophomore	Quarter	5-10	145	Shelbyville, Tenn.
92	*Holdgraf, Maurice	Junior	End	6-3	215	Houston, Texas
38	*Housman, Hardy	Senior	Halfback	6-2	200	Mayfield, Ky.
17	*Huggins, Roy	Junior	Fullback	5-11	185	Nashville, Tenn.
42	Humphrey, Howard	Junior	Guard	5-11	190	Baytown, Texas
68	Irby, Jack	Junior	End	6-1	160	Nashville, Tenn.
47	*Jackson, Felix	Junior	Center	6-1	195	Mexia, Texas
74	Kammerer, William	Sophomore	Halfback	5-11	175	St. Louis, Mo.
69	*Komisar, Sol	Junior	Tackle	5-10	210	Nashville, Tenn.
48	Marlin, George	Sophomore	Halfback	5-10	160	Tullahoma, Tenn.
23	Peebles, Mack	Sophomore	Tackle	6-4	202	Columbia, Tenn.
95	Petrone, Emile, Jr.	Junior	Tackle	6-2	215	Nashville, Tenn.
11	*Plunkett, Junius	Senior	Quarter	5-10	160	Wagoner, Okla.
99	*Rainey, Horace, Jr.	Junior	Tackle	5-11	220	Columbia, Tenn.
88	Rue, Harrison	Sophomore	End	6-2	185	Franklin, Tenn.
56	Smartt, Felix	Sophomore	Halfback	5-11	185	Pine Bluff, Ark.
76	Wade, Wheless, Jr.	Junior	Quarter	5-11	152	Nashville, Tenn.
53	Walton, Dan	Sophomore	Tackle	6-4	190	Birmingham, Ala.

*Letterman

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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	Singleton, 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
73	Taylor, Herman	Q. Back	208	5-11	20	1	Jr.	Texas City, 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

PUNTS

KICKER	QUARTER				AV
	1	2	3	4	
RICE					
VISITORS					

PASSES

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

YARDS FROM SCRIMMAGE

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

KICK RETURNS	VISITORS	1	2	3	4	TOTAL	KICKOFFS
		RICE					
VISITORS							

SCORE

	1	2	3	4	TOTAL
RICE					
VISITORS					

FIRST DOWNS

	1	2	3	4	TOTAL
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!**

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is Cheap!*

Vanderbilt

LE	LT	LG	C	RG	RT	RE
Hanna 83	Holdgraf 92	Atkinson 39	Burke 54	Ellis 29	Peebles 23	Hiestand 86

QB
Huggins
17

LHB
Housman
38

RHB
Jackson
47

FB
Harlow
71

SQUAD LIST

No.	No.	No.	No.
66 Anglin, g	32 Fly, g	92 Holdgraf, e	48 Marlin, b
39 Atkinson, g	93 Gualden, t	38 Housman, b	23 Peebles, t
28 Bell, e	81 Gude, c	17 Huggins, b	95 Petrone, t
54 Burke, c	83 Hanna, e	42 Humphrey, g	11 Plunkett, t
82 Collier, e	78 Harden, b	68 Irby, E	99 Rainey, t
41 Davis, b	71 Harlow, b	47 Jackson, c	88 Rue, e
33 Dunkerley, g	86 Hiestand, e	74 Kammerer, b	56 Smartt, b
29 Ellis, g	12 Higgins, b	69 Komisar, t	76 Wade, b
44 Flanigan, b			53 Walton, t

OFFICIALS

Referee Abb Curtis, Texas U.
Umpire Burghard

Rice

LE	LT	LG	C	RG	RT	RE
Brandon 68	Hager 42	Singletary 57	Whitlow 76	Bassett 10	Stanzel 24	Palmer 65

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 Bedford, S.M.U.
Field Judge Mowat

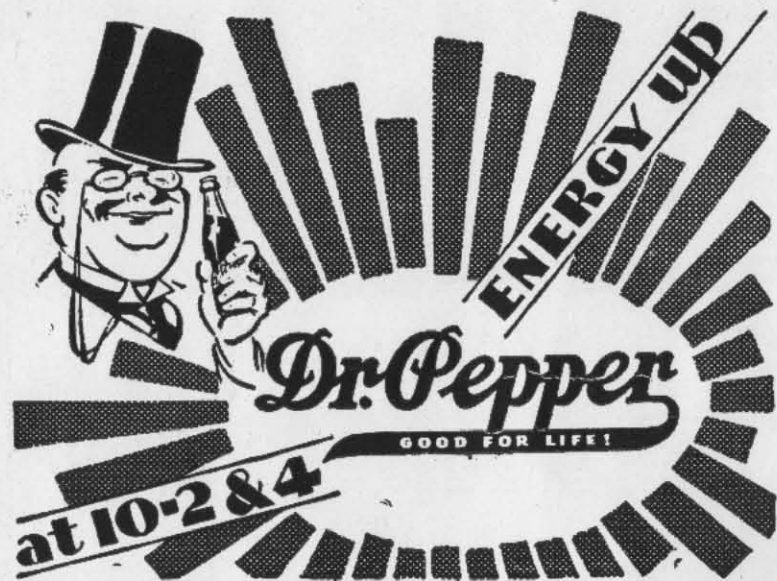
Time Out...

light up with



Chesterfield

They Satisfy



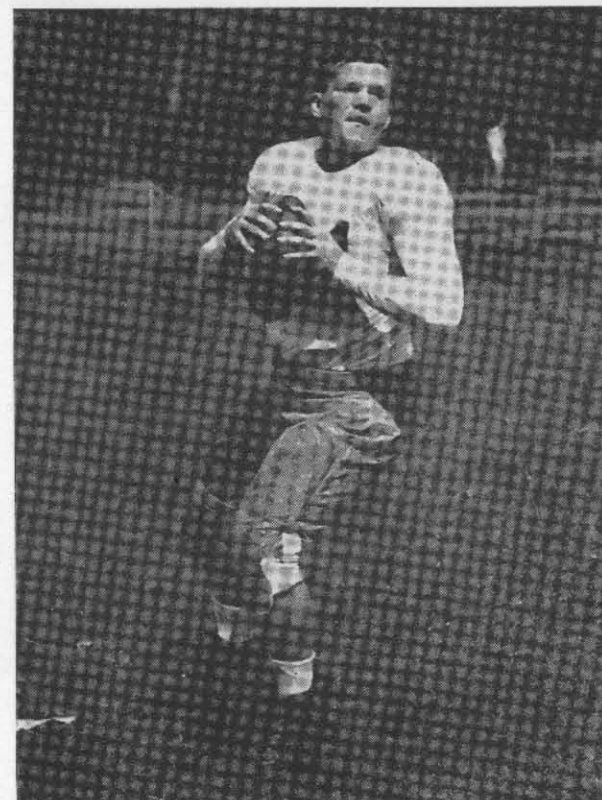
IN
BOTTLES
IT'S
BETTER

•
*Every Bottle Sterilized.
Visitors Always Welcome.*

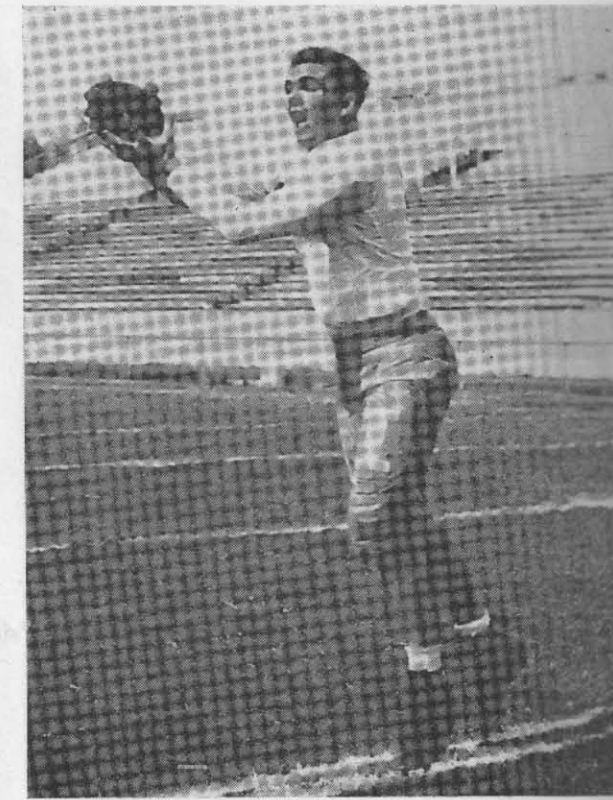
UNION BOTTLING WORKS

PHONE PRESTON 0366

38 RIESNER AVENUE



JOE PRICE



MARVIN DEWOODY

*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



**"Californian"
leather jackets**

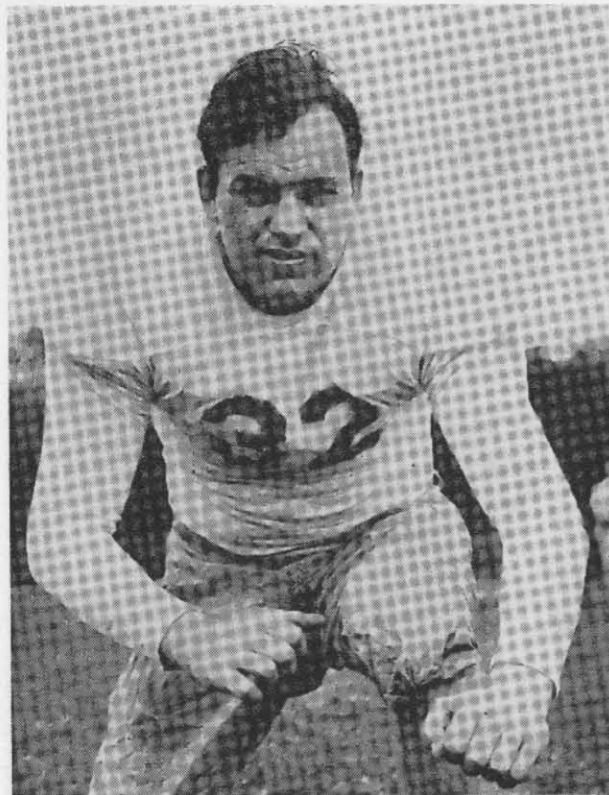
Made in the handsomest and snazziest styles seen in the movie colony and on campuses of Southern Cal. . . these are the finest of leather jackets. Popular skins this season are goat, calf, pony, cape and suede . . . and that's no skin-game connected with our lowest-in-the-city prices!

Sketched:

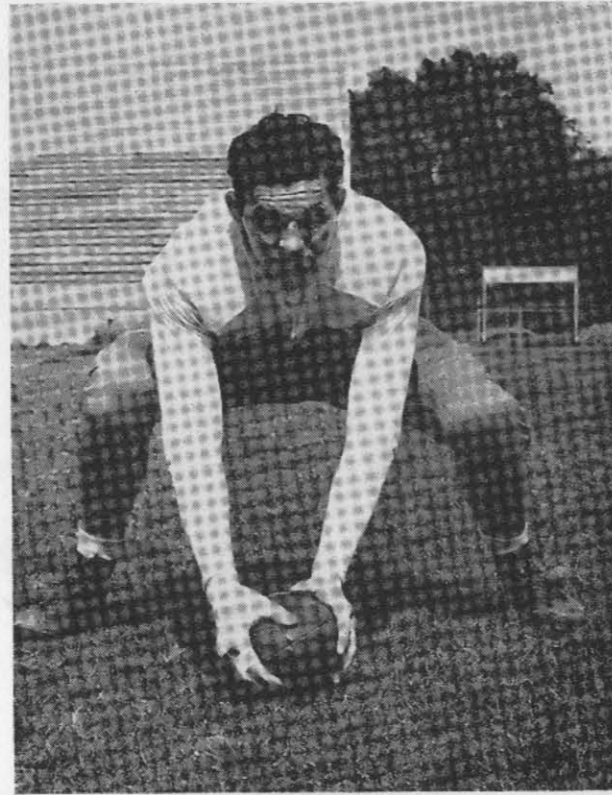
The Jeffrey Lynn, designed for the rising young Hollywood star.

17.95

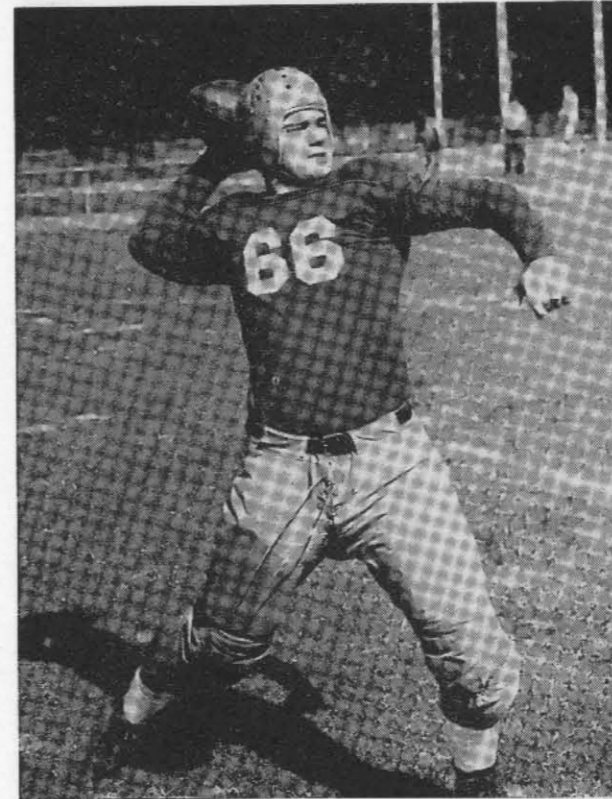
Joley Bros.
men's shop
main floor



J. R. GREEN



KEN (TUFFY) WHITLOW



ERNIE LAIN

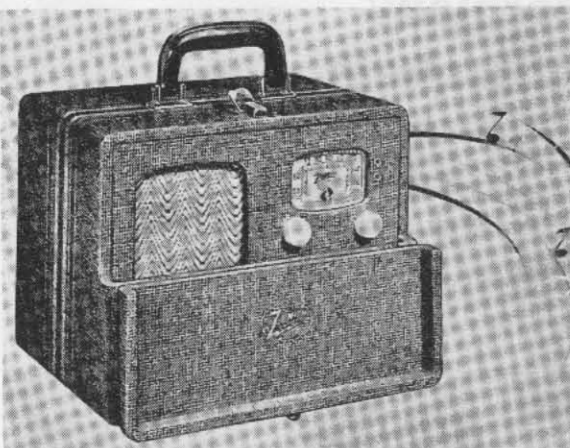


OLLIE CORDILL



DON SUMAN

Radio Wherever You Go



New 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.



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.

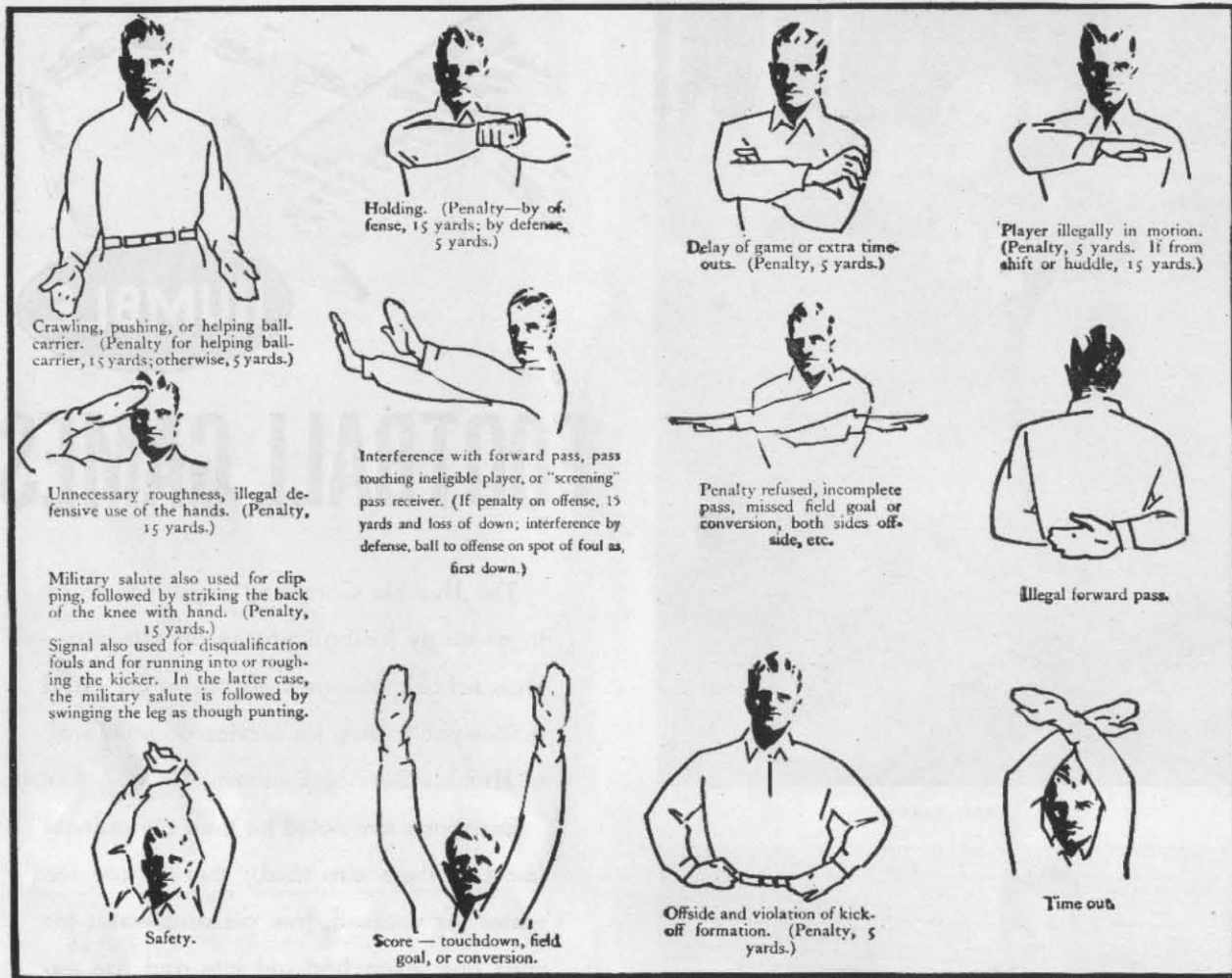
Restrooms are noted for their cleanliness (most of them are tiled); there's free ice water for yourself, free air and water for your car; even first aid kits and fire extinguishers have been provided. Accurate highway information is furnished promptly and courteously—no pains are spared to speed you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



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

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 also 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

OTHER PENALTIES

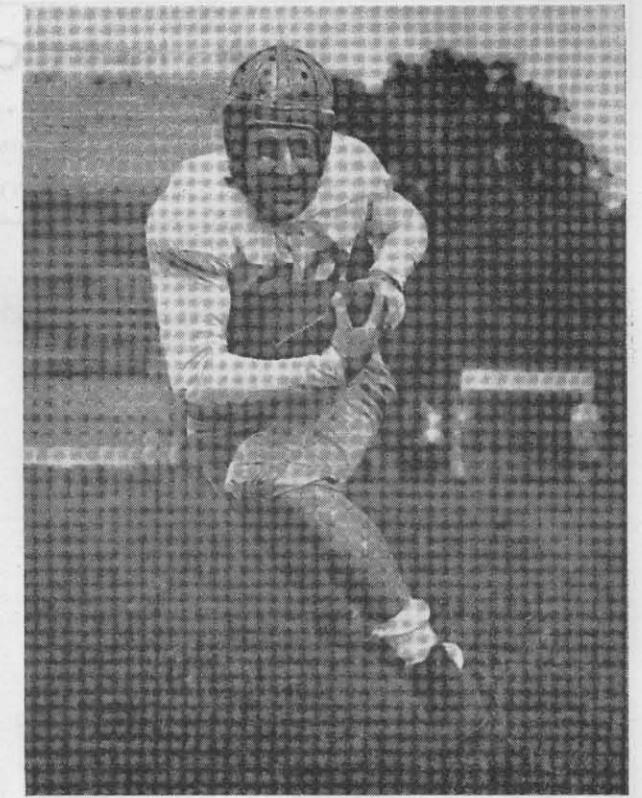
- 29 Striking, kneeling, or kicking opponent—half the distance to the goal and disqualification of offending player
- 30 Foul within one yard line—half the distance to the goal
- 31 Interference by defensive team on forward pass—first down for passing team at spot of foul

- 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
- 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

- 32 Flagrant roughing of kicker—disqualification, plus fifteen yards
- 33 Flagrant unsportsmanlike conduct—disqualification, plus fifteen yards.



FRED HARTMAN

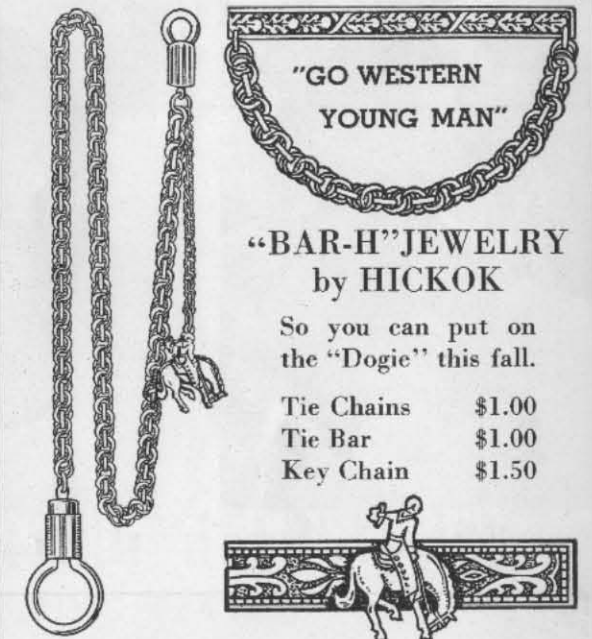


WHITLOCK ZANDER

"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.



LEOPOLD & PRICE
... 805 MAIN

ERNEST BLACK

BLACK-BROLLIER, INC.

LEE BROLLIER

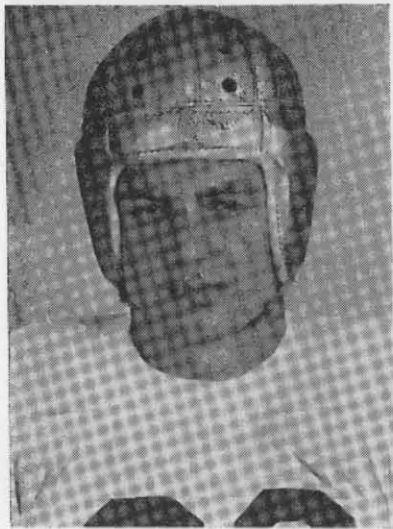
BUILDING MATERIALS . . . ROCK LIME MORTAR

Our Brick adds to the Beauty of the New Rice Stadium

803 BLODGETT ST.

HOUSTON, TEXAS

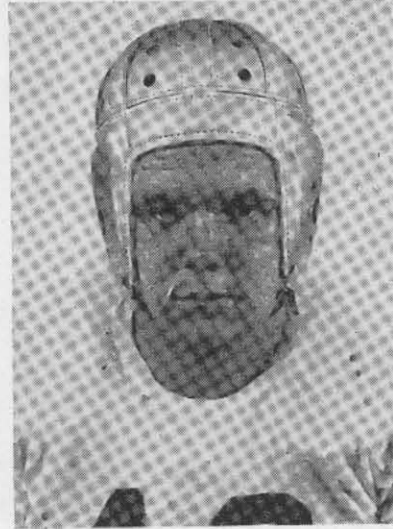
PHONE HADLEY 2103



Buck Sloan



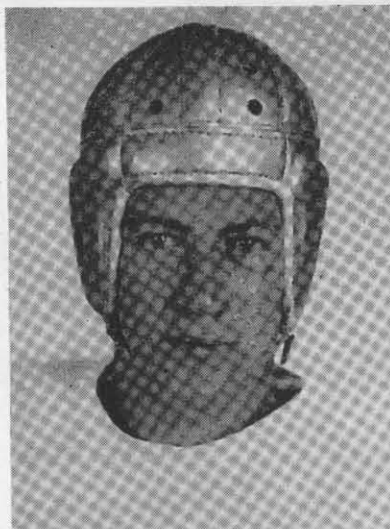
Bob Smith



Billy Heard



Floyd Mechler



Louis Kunetka



Earl Glassie

J. J. SWEENEY JEWELRY CO.

700 MAIN CORNER CAPITOL

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.

COMPLETE ADVERTISING SERVICE

1305 Prairie Ave., Fairfax 6301

Dale C. Rogers, President

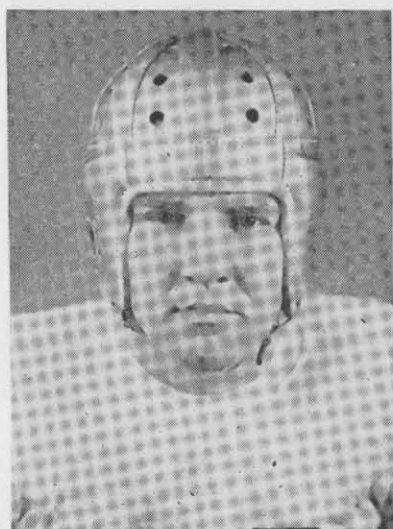
T. Page Rogers, Vice-Pres.



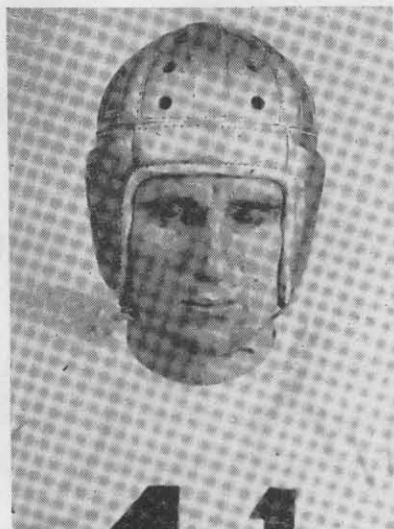
Keep in Shape with

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

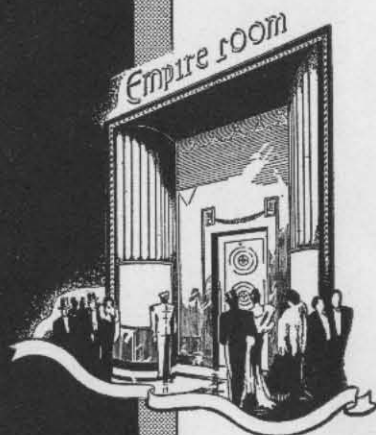
★ ★ ★ ★ Music by ★ ★ ★ ★

GEORGE HAMILTON

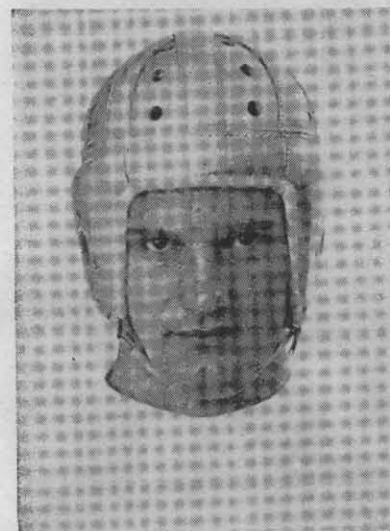
and his famous **ORCHESTRA**

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

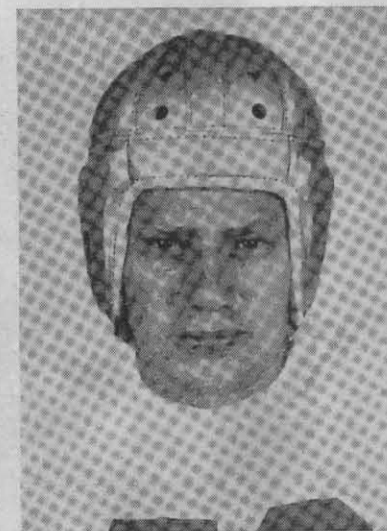
Meet your
Friends
in the
EMPIRE
ROOM
LOUNGE



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



Don Hager



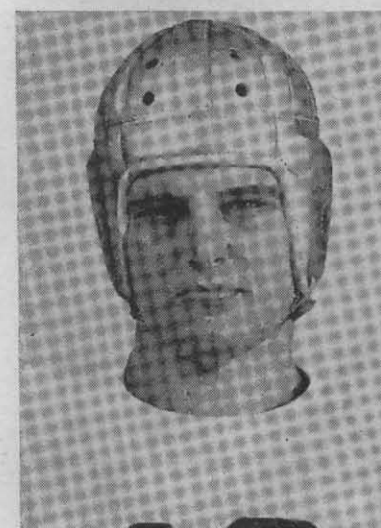
Moose Hartman



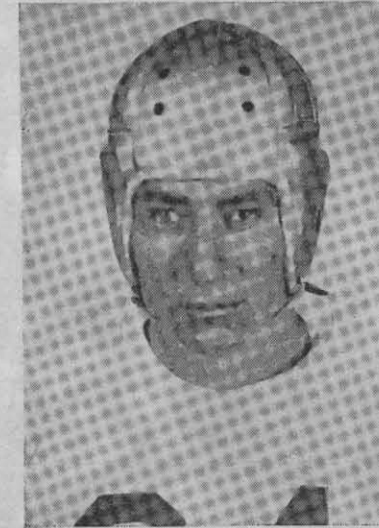
Douglas Tipton



Paul Murphy



Livy Bassett



Hugo Stevens

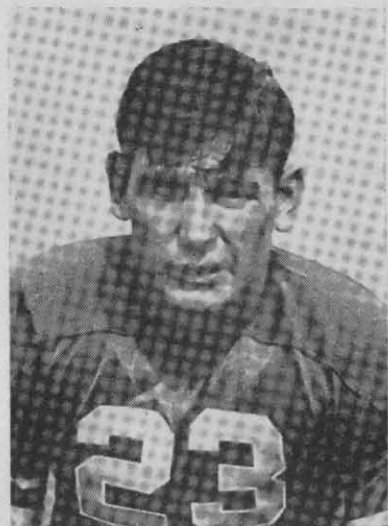
"There's No Finer
BEER
At Any Price"



Also in
KEGLINED
CANS
for your
Convenience



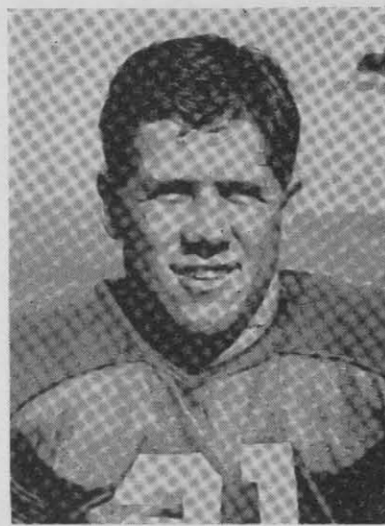
The *Fashion*
 917-19-21 MAIN STREET
 South Texas Center of Authentic Fashions



Jack Eyrett



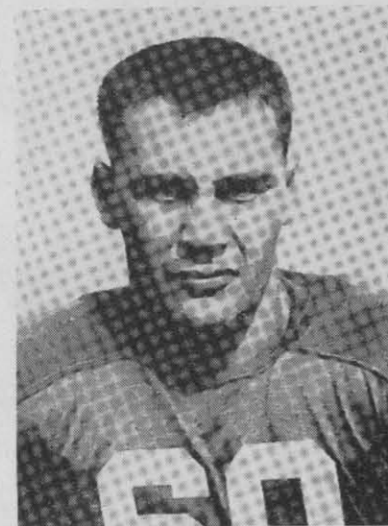
Mitchel Sadler



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



Battelstein's

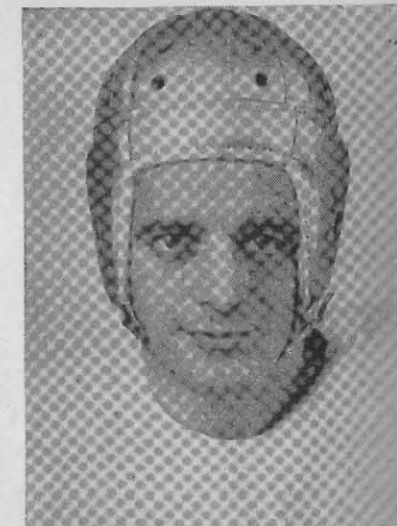
HOUSTON'S FINE STORE FOR MEN, WOMEN AND BOYS



Howell Husbands



Bill Haner



W. C. Moore

The OWLS are hooting tonight

The 1939 football season is on.

There's excitement in the air . . . there's an opponent to subdue . . . there's a victory to be won and the Owls are hooting with enthusiasm, eager to prove their mettle.

Great Southern Life Insurance Company

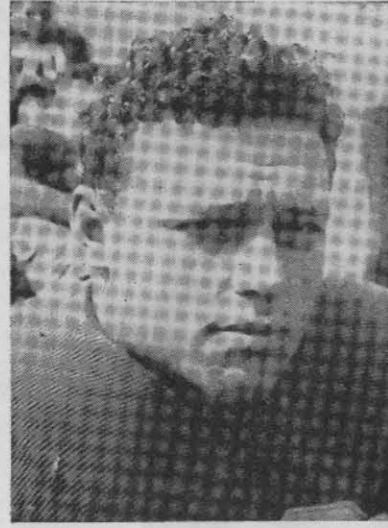
E. P. GREENWOOD, President

Home Office

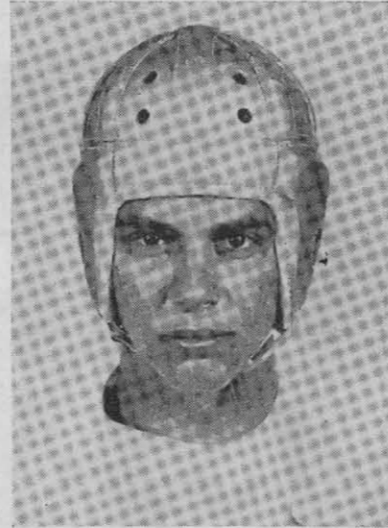
Houston, Texas



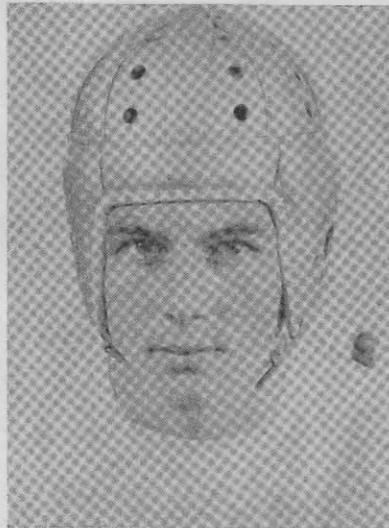
Joe McCue



Andy Nobles



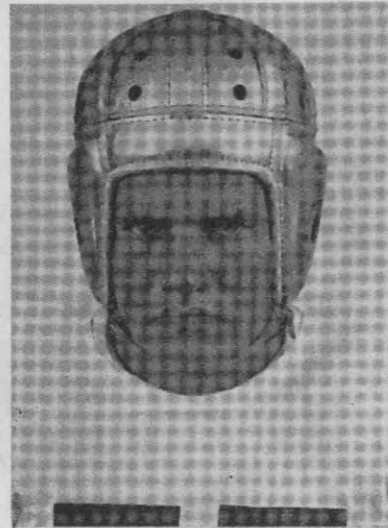
Billy Cline



J. P. Woods



Bob Brandon



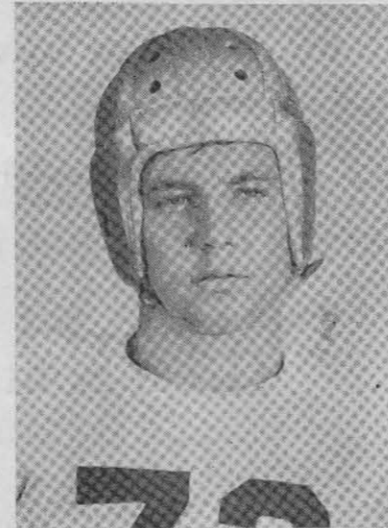
Joe Staley



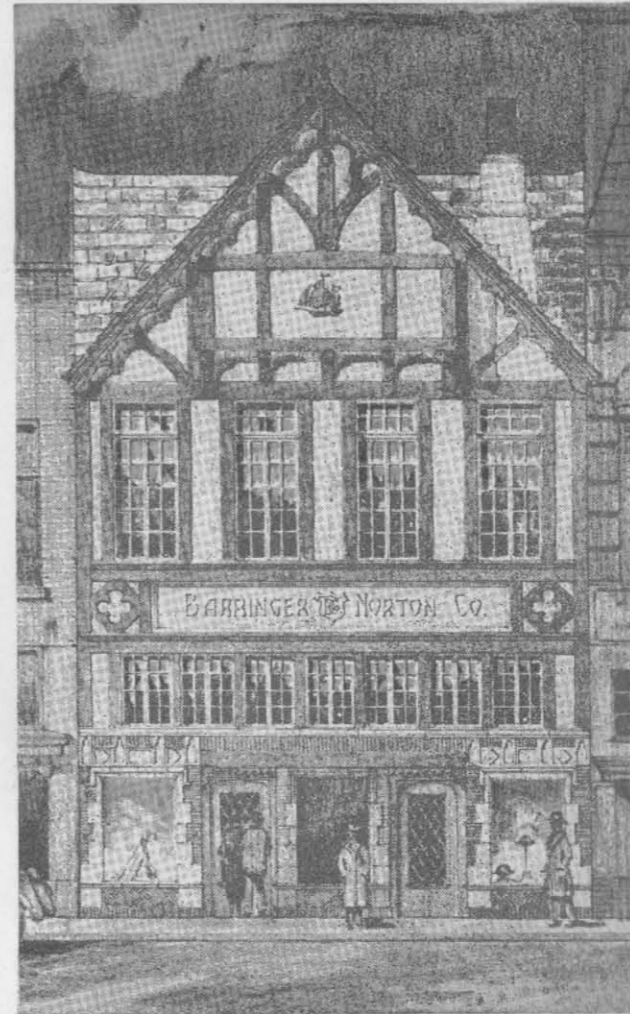
Pat McGarahan



Dick Brannon



Herman Taylor



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

EXCLUSIVE

SOUTH TEXAS
DEALER FOR

CAVANAUGH HATS

"THE WORLD'S FINEST"

ROGERS-PEET & CO.

"FINE SUITS & TOP COATS"

BURBERRY ENGLISH OVERCOATS

"FAMOUS ALL OVER THE EARTH"

Exclusive

HOUSTON TICKET OFFICE
ALL RICE INSTITUTE
FOOTBALL GAMES

Phone Preston 4198

For Reservations

"Houston's Best Shop for Men"
Norton's

Barringer-Norton Co.

506 Main St.

Featuring

Ready-to-Wear Suits \$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"

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

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

Camel

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

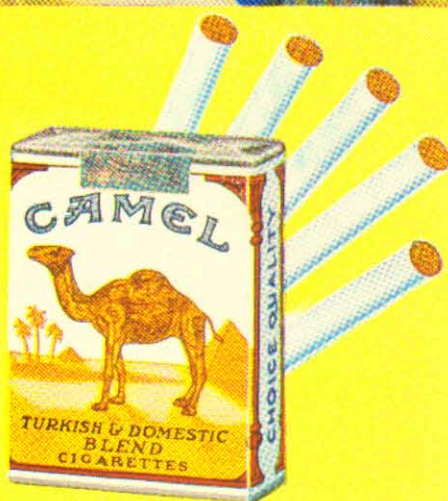
**PENNY
FOR PENNY
YOUR BEST
CIGARETTE
BUY**



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

**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**



**Long-Burning
Costlier Tobaccos**