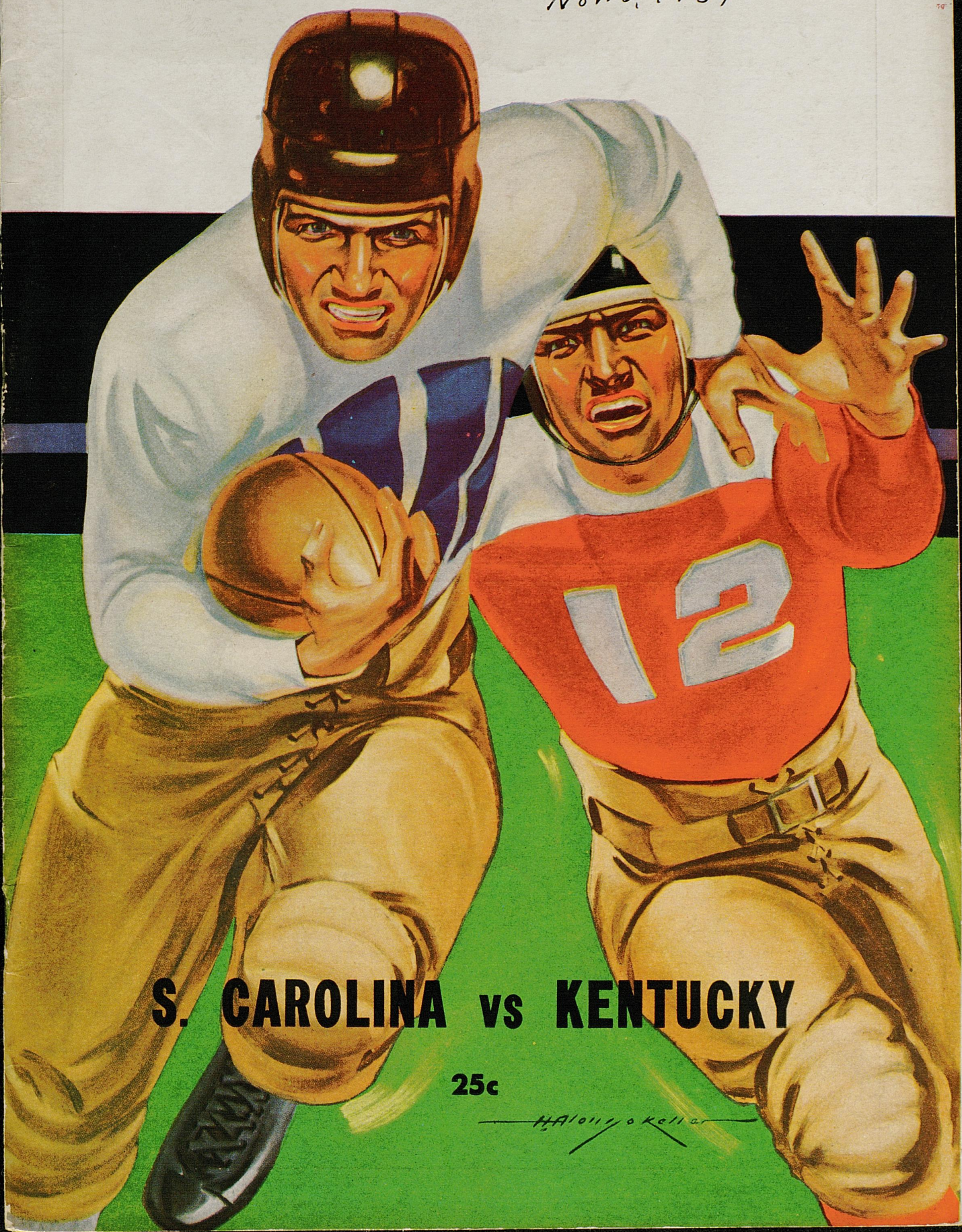


copy 1

Nov. 6, 1937



S. CAROLINA vs KENTUCKY

25c

H. A. ... Keller

THE KENTUCKIAN

LEXINGTON'S NEWEST HOTEL

YOU'LL FIND YOUR VISIT TO OUR
HOTEL AS PLEASING AS A
"WILDCAT VICTORY"

FRIENDLY, PERSONALIZED SERVICE
RADIO, BATH AND ICE WATER IN EVERY ROOM

NEW AIR CONDITIONED GRILL ROOM

Baynham's Shoes and Hosiery of Distinction

For Men

FIVE FAMOUS BRANDS

BROMLEY \$6.50
FLORSHEIM \$9.50 to \$10.00
BELDEN \$5.00 to \$6.50
CROSBY SQUARE . . \$5.00 to \$6.50
BAYNHAM SPECIALS \$3.35

For Women

STYLES OF THE TIMES

FOR SPORT, STREET AND PARTY
SLIPPERS \$3.95 to \$12.50
SPORT WALKS . . . \$3.95 to \$6.50
A Complete Line of—
CAMPUS STYLES at . . \$3.95 to \$8.75

MEN'S DRILL SHOES A SPECIALTY

Baynham Shoe Co.

Lexington

(Incorporated)

Louisville



U of K

FOOTBALL

University of Kentucky

vs. South Carolina

Stoll Field

Lexington, Kentucky

November 6, 1937

OFFICIALS

WILLIAM CAMPBELL, *Tennessee* REFEREE
H. L. MUMMA, *West Point* UMPIRE
HARRY WESSLING, *Y. M. C. A.* HEAD LINESMAN
BOYD CHAMBERS, *Dennison* FIELD JUDGE

Published by the Athletic Department of the University of
Kentucky, Lexington, Kentucky



**THE SMITH - HAGGARD
LUMBER CO.**

(Incorporated)

ENDS—your worries about a home
TACKLES—all building problems
GUARDS—against losses to you
BACKS—up every claim with quality work
CENTERS—your interest in a reliable concern

Free Estimates on All Jobs
Large or Small

**THE SMITH - HAGGARD
LUMBER CO.**

(Incorporated)

BUILDING CONTRACTORS

PHONES 483-3497

901 E. THIRD ST.

"The Pause That Refreshes"

COCA COLA
BOTTLING
WORKS

541 W. Short St.

LEXINGTON, KY.

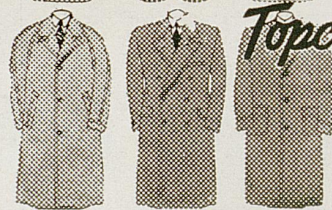
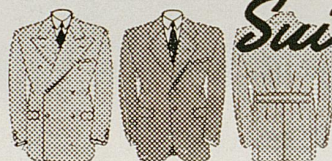
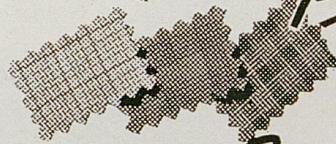
Phone 641



first

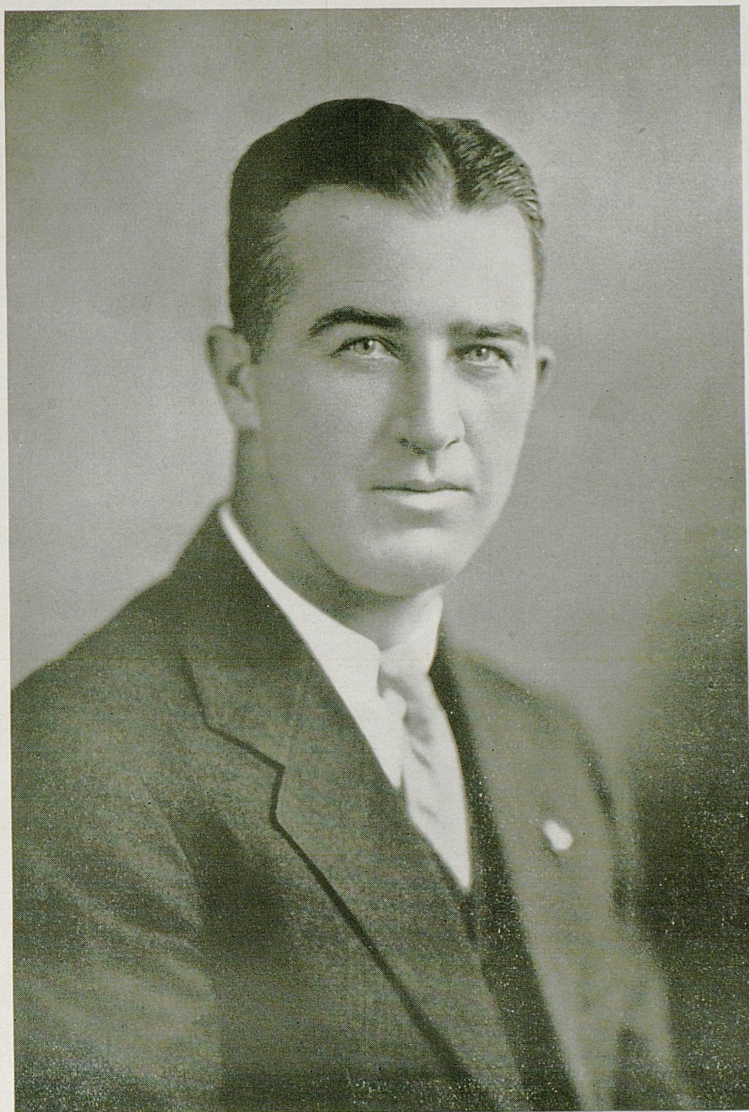
With

University Styles



Men who like clothing with an accent on youth will like the brisk styling of our University clothes. New in color, new in pattern . . . they're new in everything but quality. For today, as for the past half century, they're still made the dependable Graves-Cox way.

GRAVES COX
AND COMPANY INC.
Established
1888



HIS EXCELLENCY, THE HONORABLE ALBERT BENJAMIN CHANDLER,
GOVERNOR OF THE COMMONWEALTH OF KENTUCKY

COMPLIMENTS OF
Campus Book Store

McVEY HALL

KLAIR & SCOTT

*General
Insurance*

610 TRUST BLDG.

PHONE 2618

Long Distance Phones L. D. 99-100

City Phones 7760, 7761, 7762, 7763

**Wombell Automotive
Parts Company**

(Incorporated)

•
The Parts and Equipment House

•
151-153-155 East Short Street

LEXINGTON, KENTUCKY

Cropper's Laundry

(Incorporated)

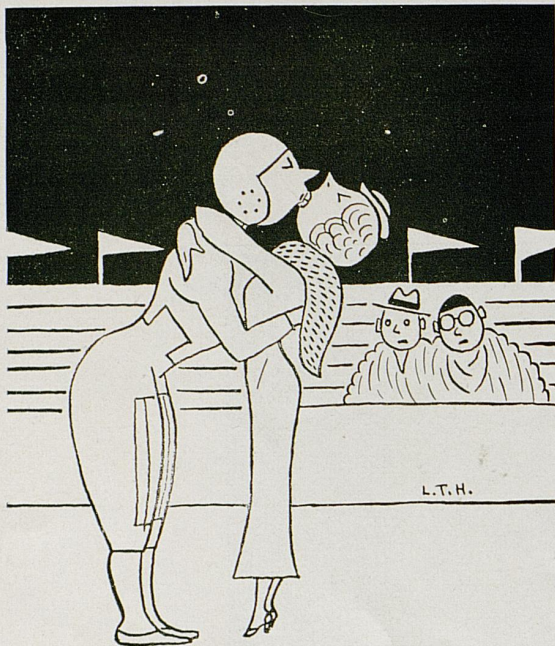
137 NORTH LIMESTONE

Lexington, Ky.





FRANK LEROND McVEY, PRESIDENT
UNIVERSITY OF KENTUCKY



"SPALDING football equipment
certainly is popular, eh Joe?"*

*Stores in all large cities.

O. M. Scott & Sons

Golf Course and Lawn Seed

Marysville, Ohio

ATHLETIC EQUIPMENT
FOR EVERY SPORT

WRITE FOR OUR CATALOG
Special Prices to Schools

The Sutcliffe Co.

(Incorporated)

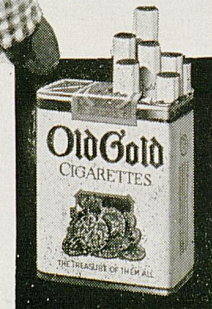
Louisville, Ky.

ATHLETIC EQUIPMENT
FOR EVERY SPORT

WRITE FOR OUR CATALOG
Special Prices to Schools



And He Learned
about *FRESHNESS*
from Her!



Copyright, 1937, P. Lorillard Co., Inc.

**PRIZE CROP TOBACCO MAKE THEM DOUBLE-MELLOW
2 JACKETS OF "CELLOPHANE" KEEP THEM FACTORY-FRESH**

Coach Wynne
Kentucky
Football



Coach Rupp
Kentucky
Basketball

EXCLUSIVE DEALERS
STEWART-WARNER

RADIOS REFRIGERATORS

Baugh & Garner

(Incorporated)

Complete
Home Furnishers

"If It Isn't Right We Make It Right"

THREE STORES

Lexington Danville Mt. Sterling

Wishing Coach Wynne and
His Wildcats A Most
Successful Season

Expert } Hat Cleaners
 } Dry Cleaners
 } Shoe Repairing

WE INVITE STUDENT WORK

Lexington Hatters
New York Dry Cleaners

111 E. Main St. Phones 6284-3725X

WE CALL FOR AND DELIVER

Lexington's Most Complete Hardware
and Sporting Goods Store

**THE SMITH-WATKINS
COMPANY, Inc.**

Goldsmith Athletic Equipment
Corbin Hardware

263 East Main Street
Phones 28 and 702

The Home of
Good Goods and Satisfied
Customers

Felix Kennedy

Tom A. Gooding

**DODGE and PLYMOUTH
MOTOR CARS
DODGE TRUCKS**

See the 1938 Models

Now on Display

Many members of the University of
Kentucky Faculty drive
DODGE AND PLYMOUTH CARS

Purchased from

GOODWIN BROTHERS

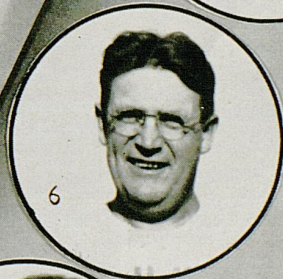
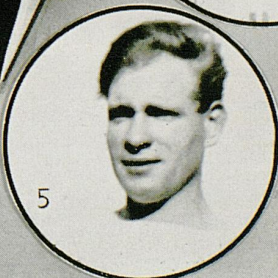
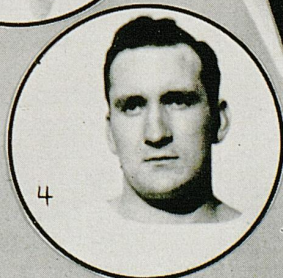
"FORMER U. of K. MEN"

KENTUCKY

COACHES

ATHLETIC

STAFF



1. C. A. Wynne, *Head Football Coach*
2. Tom Gorman, *Assistant Coach*
3. Frank Mosely, *Assistant Coach*

4. Gene Meyers, *Assistant Coach*
5. Robert Pritchard, *Assistant Coach*
6. B. L. Pribble, *Assistant Coach*

7. Porter Grant, *Assistant Coach*
8. Frank Mann, *Trainer*
9. Joe Orr, *Assistant Coach*

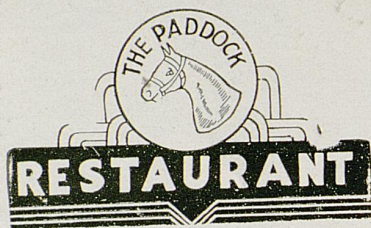
Lads and Lassies

When the Last Whistle Blows
Rush to

"The Paddock"

Across Euclid on Rose

COUNTRY HAM FRIED CHICKEN
STEAK AND SEA FOODS
LUNCHEONS AND DINNERS
SANDWICHES AND DRINKS



The Manager of
"THE PADDOCK"
Is Your Old Friend—
BUDDY CRADDOCK



After the Game

CANARY COTTAGE
The South's Finest Restaurants

• Lexington • Louisville • Cincinnati

• Indianapolis

Packard

Alexander-Thompson
Motor Company

"Ask the Man Who Owns One"

A Glad Hand

from

The Phoenix Hotel

The favorite meeting place for U. of K.
Students for Seven Decades!

Dine Where the Food Is Fine
And Where Popular Prices Prevail
in

Our New Coffee Shop

or

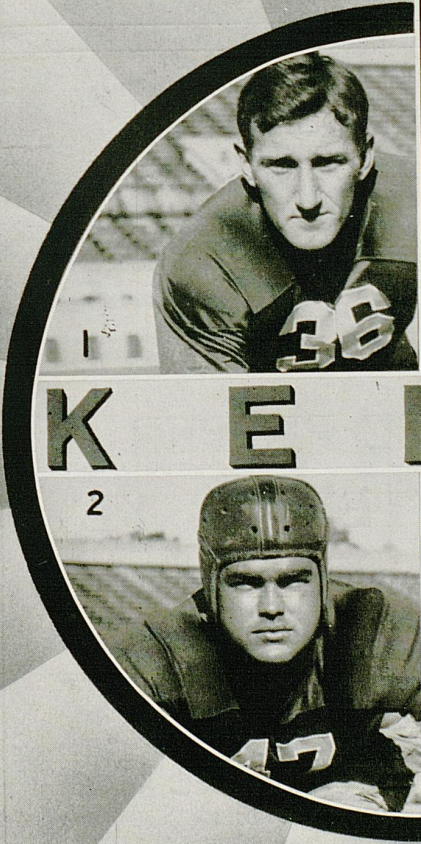
Our Main Dining Room

Where the Traditional Cuisine Delights

ALL ROOMS FRESHLY RENOVATED

New Phoenix Company

Robt. Hays, '21 John G. Cramer
Pres. Mgr.
A. E. (Red) Hukle, '22, Asst Mgr.



KENTUCKY

- | | |
|----|--------------|
| 1 | Hagan, Capt. |
| 2 | Lindon |
| 3 | Bosse |
| 4 | Garland |
| 5 | Hinkebein |
| 6 | Skaggs |
| 7 | Robinson |
| 8 | Davis, R. |
| 9 | Ellington |
| 10 | Black |
| 11 | Brown |
| 12 | Hall |
| 13 | Davis, D. |
| 14 | Boston |
| 15 | Coleman |

University of Kentucky

1937 Varsity Football Schedule

OCTOBER 9

Georgia Tech at Lexington

OCTOBER 16

Washington & Lee . . . at Lexington

OCTOBER 23

Manhattan at Lexington

OCTOBER 30

Alabama at Tuscaloosa, Ala.

NOVEMBER 6

S. Carolina at Lexington

NOVEMBER 13

Boston College . . . at Boston, Mass.

NOVEMBER 25

Tennessee at Lexington

DECEMBER 4

Florida at Gainesville, Fla.

For Ticket Information Write

Athletic Department, University of Kentucky,
Lexington



The "Wildcats" Use
GoldSmith
Football Equipment

The name "GOLDSMITH" is considered by leading colleges and universities as a mark of unvarying quality and outstanding merit.

There is GOLDSMITH EQUIPMENT for every sport . . . whatever your game may be.

The Smith-Watkins Co.

Distributors
LEXINGTON, KENTUCKY

IF YOU WANT
QUICK STARTING,
SPEED, POWER

USE

RED PEPPER
BETTER ETHYL
GASOLINE



Pepper Gasoline Co.

DISTRIBUTORS

Lexington,

Kentucky



CAMPUS CAMERA

COPYRIGHT 1957 BY SOUTHEASTERN FOOTBALL PROGRAM ASSOCIATION



Coach Josh Cody of Florida



Auburn Co-eds



Editorial Office, Auburn Plainsman

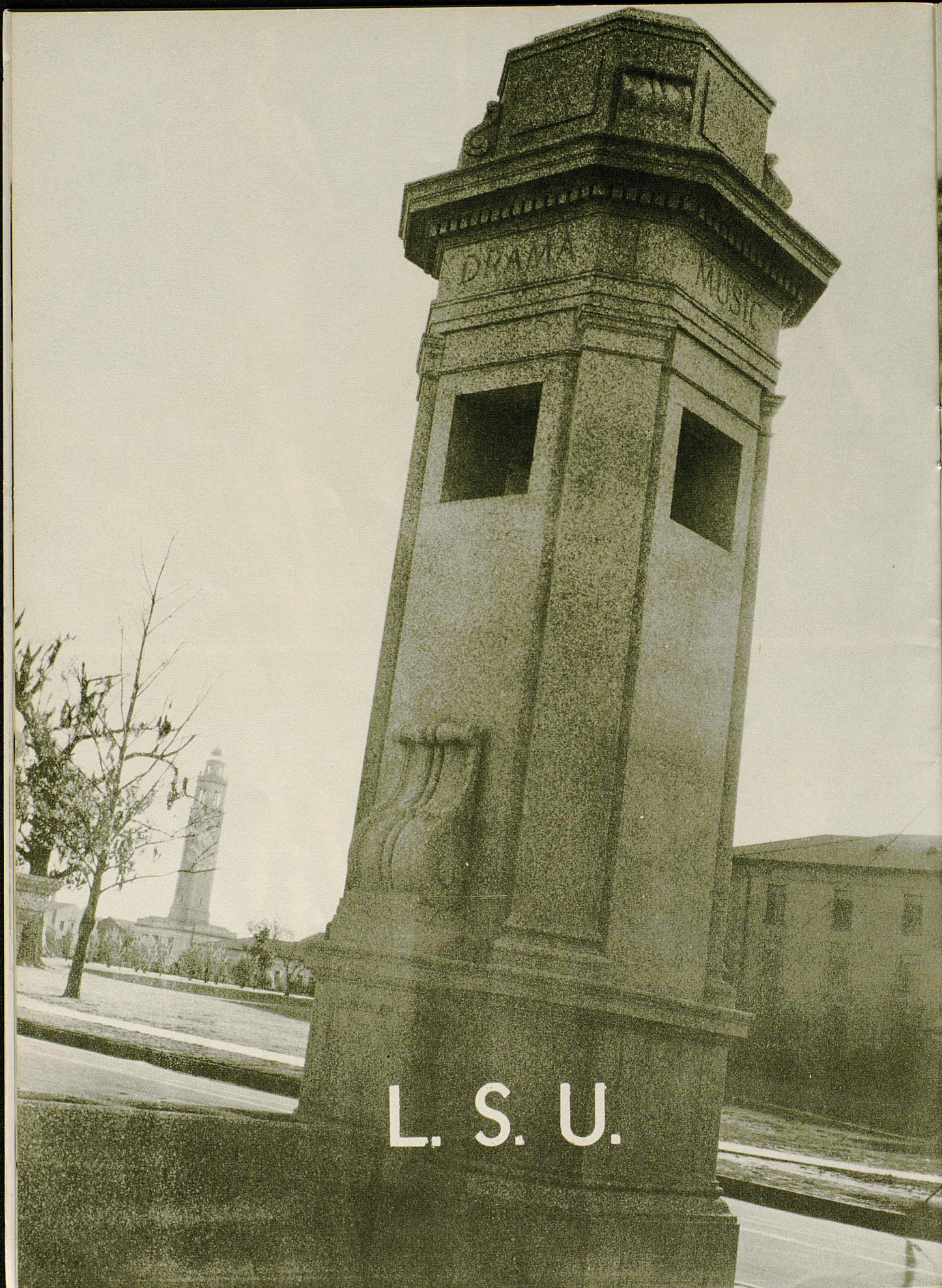


Captain Billy Hitchcock of Auburn

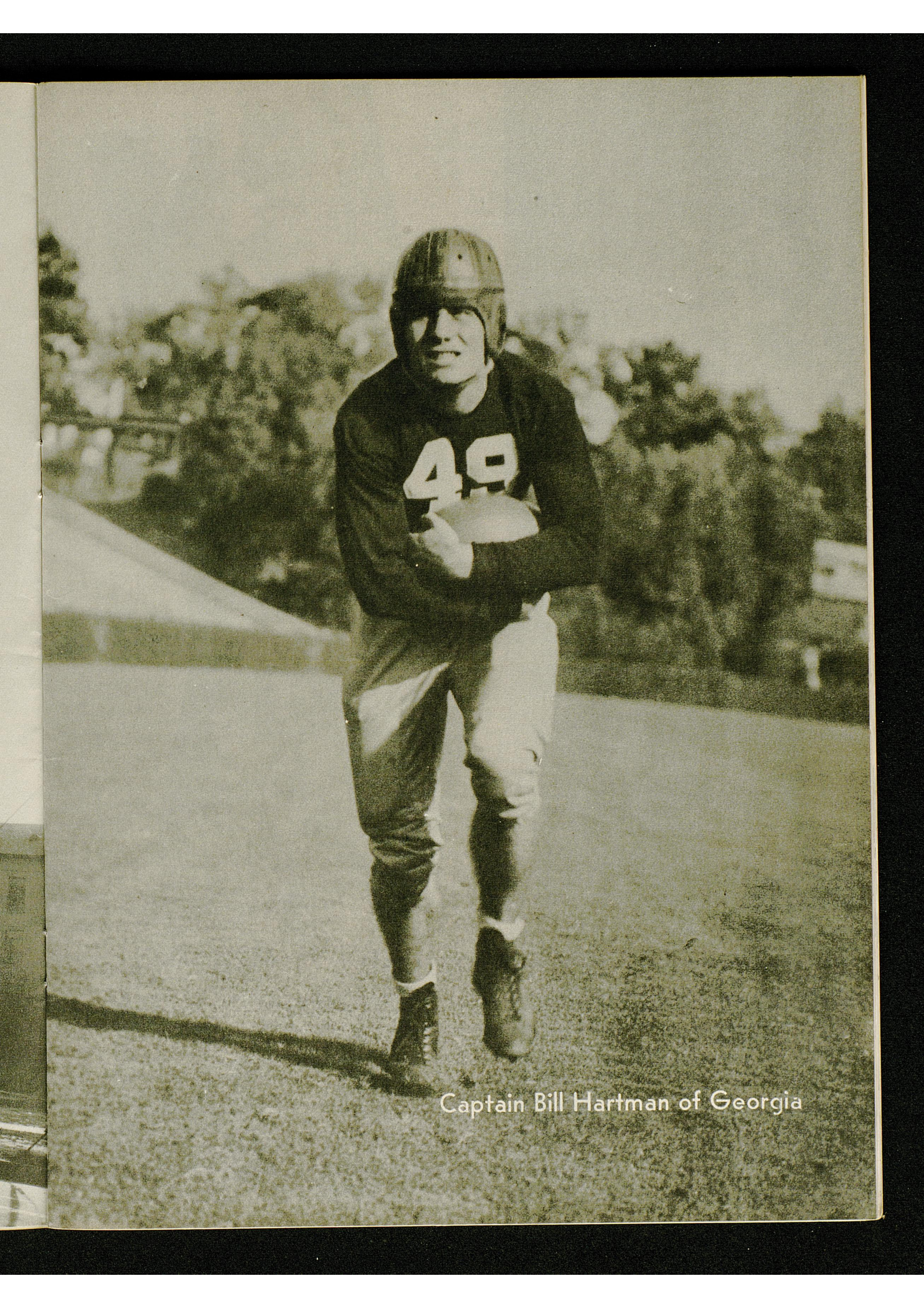


Tulane Student Night Club Party

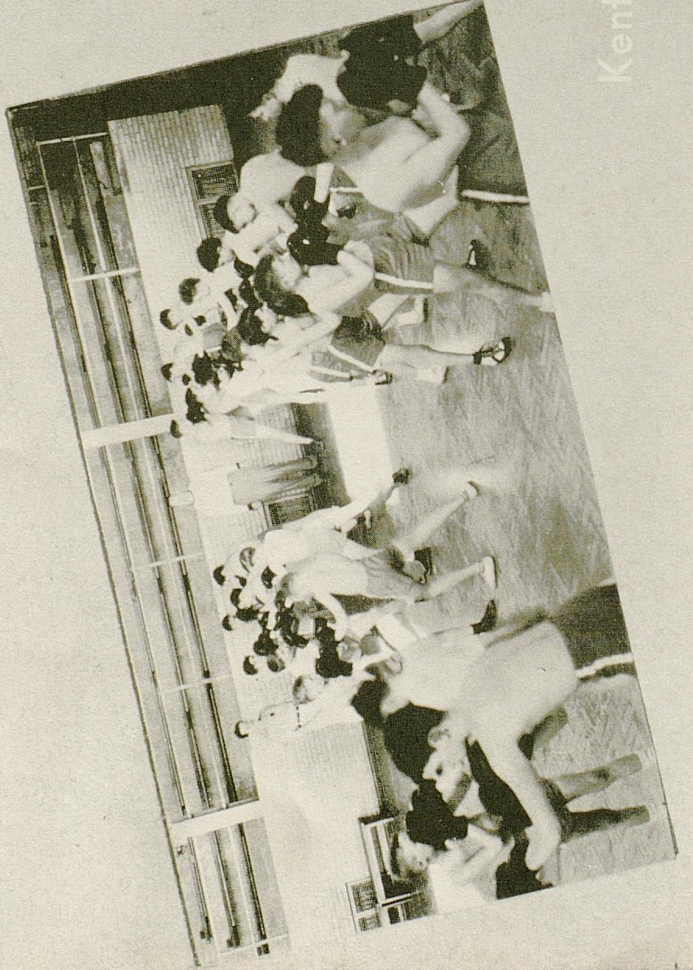




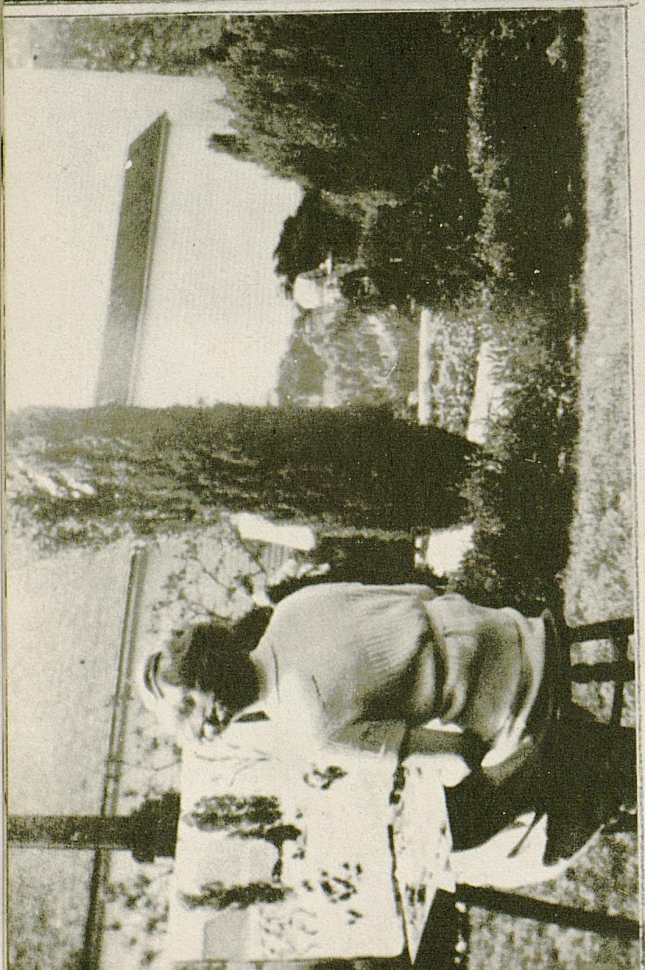
L. S. U.

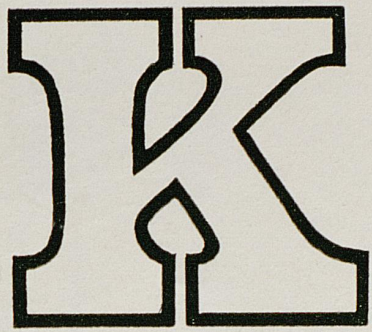


Captain Bill Hartman of Georgia



Kentucky





Greetings
to a
Fighting Team

GUY A. HUGUELET
T. W. DeZONIA

KENTUCKY

- 2 Curtis, b
- 4 Boaz, g
- 5 Marker, t
- 6 Parda, c
- 11 Coleman, b
- 13 Davis, R., b
- 15 Tognochci, e
- 16 Ellington, L., e
- 18 Sherman, b
- 20 Wadlington, b
- 21 Hodge, b
- 22 Davis, D., b
- 23 Phillips, e
- 24 Shepherd, b
- 25 Boston, g
- 26 Skaggs, t
- 27 Hinkebein, c
- 28 Simpson, b
- 29 Carnes, b
- 30 Kuracheck, c
- 31 Bailey, c
- 32 Jackowski, b
- 33 Sydnor, g
- 34 Garland, e
- 35 Boles, t
- 36 Hagan, (Capt.), e
- 38 Lackman, t
- 39 Vires, g
- 40 Robinson, b
- 41 Spickard, g
- 42 Spears, e
- 43 Tracy, t
- 44 McCubbin, e
- 45 Bosse, t
- 46 Brown, t
- 47 Linden, t
- 48 Holland, t
- 50 Ellington, R., e
- 51 Black, c
- 54 Hall, g
- 55 Kennedy, b

S. CAROLINA

- 12 Kelly, g
- 14 Brown, b
- 15 Bretz, g
- 16 Hughes, b
- 17 Stillwell, R., c
- 18 Robinson, b
- 19 Turnbull, e
- 20 Durham, L., b
- 21 Alexander, e
- 22 Biggs, t
- 23 Makovic, g
- 24 Wilson, b
- 25 Baxter, e
- 26 Kalmbach, b
- 27 Meyers, e
- 28 Tabor, b
- 29 Howell, t
- 32 Lyons (Capt.)
- 33 Simpson, e
- 37 North, g
- 42 Martin, t
- 44 Little, b
- 45 Urban, e
- 47 Bethune, t
- 48 Urbanyi, b
- 50 Dearth, b
- 52 Stroud, b
- 53 Weinges, e
- 54 Sossaman
- 55 Williams, B., b
- 56 Durham, B., g
- 58 Murray (Alt. Capt.), g
- 59 Edwards, b
- 60 Williams, R., e
- 61 Long, t
- 63 Hartell, c
- 64 Hutto, b
- 65 Burns, c
- 66 Stillwell, E., e
- 67 Granoff, t
- 68 Tobias, g
- 69 Reynolds, g
- 70 Dorflinger, t
- 71 Lonchar, b
- 72 Clary, b
- 90 Snider, b
- 97 Crews, e



ACE of T
for MILDNESS



field

of THEM ALL
ESS and TASTE

KENTUCKY vs. S. CAROLINA

PROBABLE STARTING LINEUPS

KENTUCKY		SOUTH CAROLINA
34 GarlandLE.....	Meyers 27
45 BosseLT.....	Hamel 29
33 SydnorLG.....	Bretz 15
27 HinkebeinC.....	Burns 65
25 BostonRG.....	Murray 58
26 SkaggsRT.....	Derflinger 70
36 Hagan, (Capt.)RE.....	Urban 45
40 RobinsonQB.....	Clary 72
13 Davis, B.LH.....	Durham 20
22 Davis, D.RH.....	Little 44
28 SimpsonFB.....	Snider 90

OFFICIALS

WILLIAM CAMPBELL, *Tennessee* . . . Referee
 H. L. MUMMA, *West Point* Umpire
 HARRY WESSLING, *Y. M. C. A.* . . . Head Linesman
 BOYD CHAMBERS, *Dennison* . . . Field Judge



ASHLAND FAMILY LAUNDRY

CALL ASHLAND 127

To Football . . .

The "Sport of Sports" to thousands of Kentucky fans—and equally as many visitors who come to cheer Kentucky and her noble foes throughout the season—

THE LAFAYETTE HOTEL

extends a cordial welcome and an invitation to meet with us after the games—renew old friendships, greet new friends and enjoy the spirit of good fellowship that abounds.

ATHLETIC KNITTED WEAR FOR EVERY SPORT

O'SHEA KNITTING MILLS

2314-24 North Sacramento Avenue

Chicago, Illinois



UNITED SERVICE

COMPANY, Inc.

"AUTOMOTIVE SERVICE—THE MODERN WAY"

E. High (Opp. Viaduct)

Phones 6331-2-3

LEXINGTON, KY.



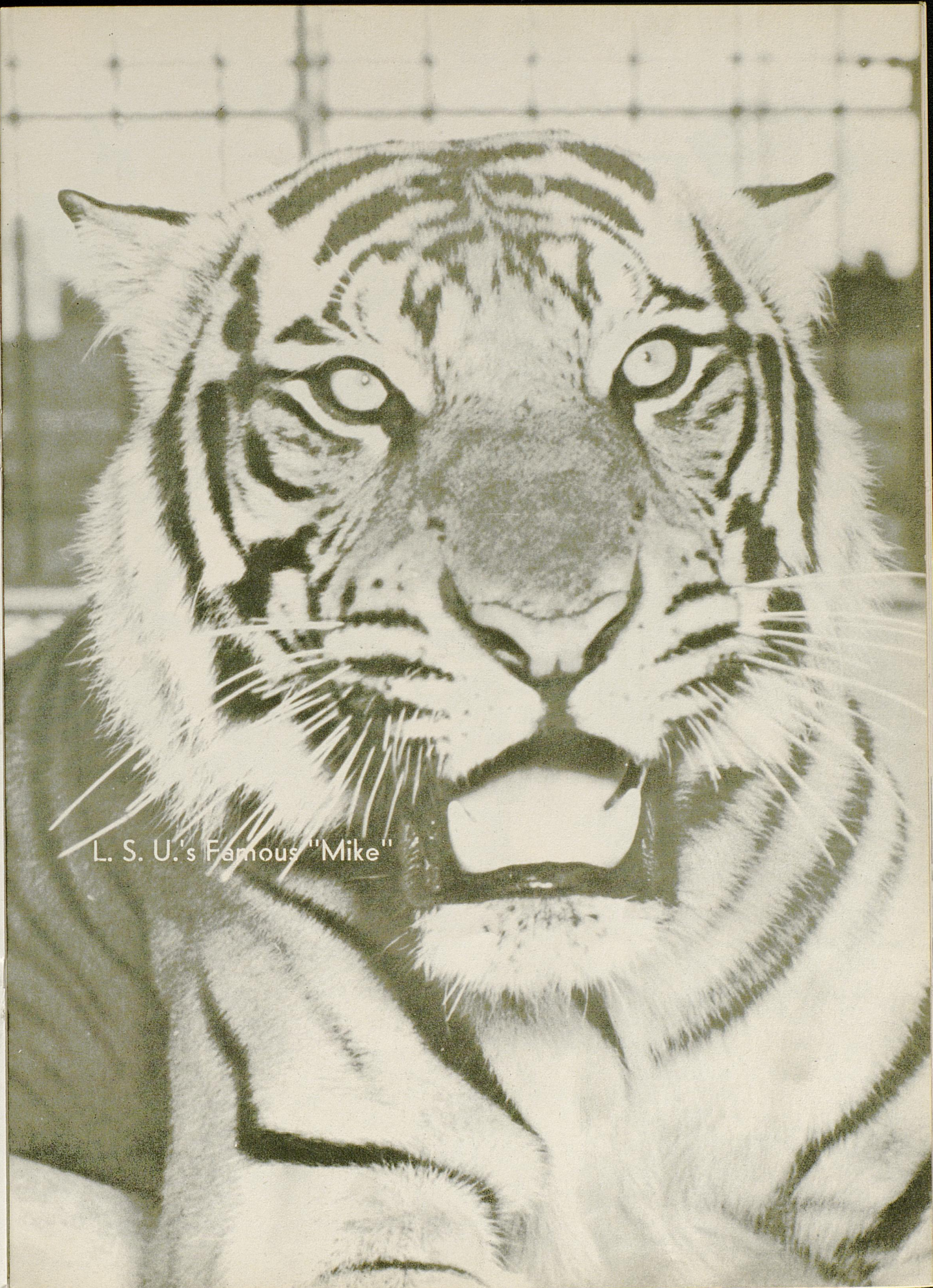
THE WHITE SPOT WELCOMES YOU

We are always ready to serve you the best of Foods at any time—
for 24 hours a day—

. . . we put the O. K. in Cooking

THE WHITE SPOT

George Sarras — 103 East Main Street



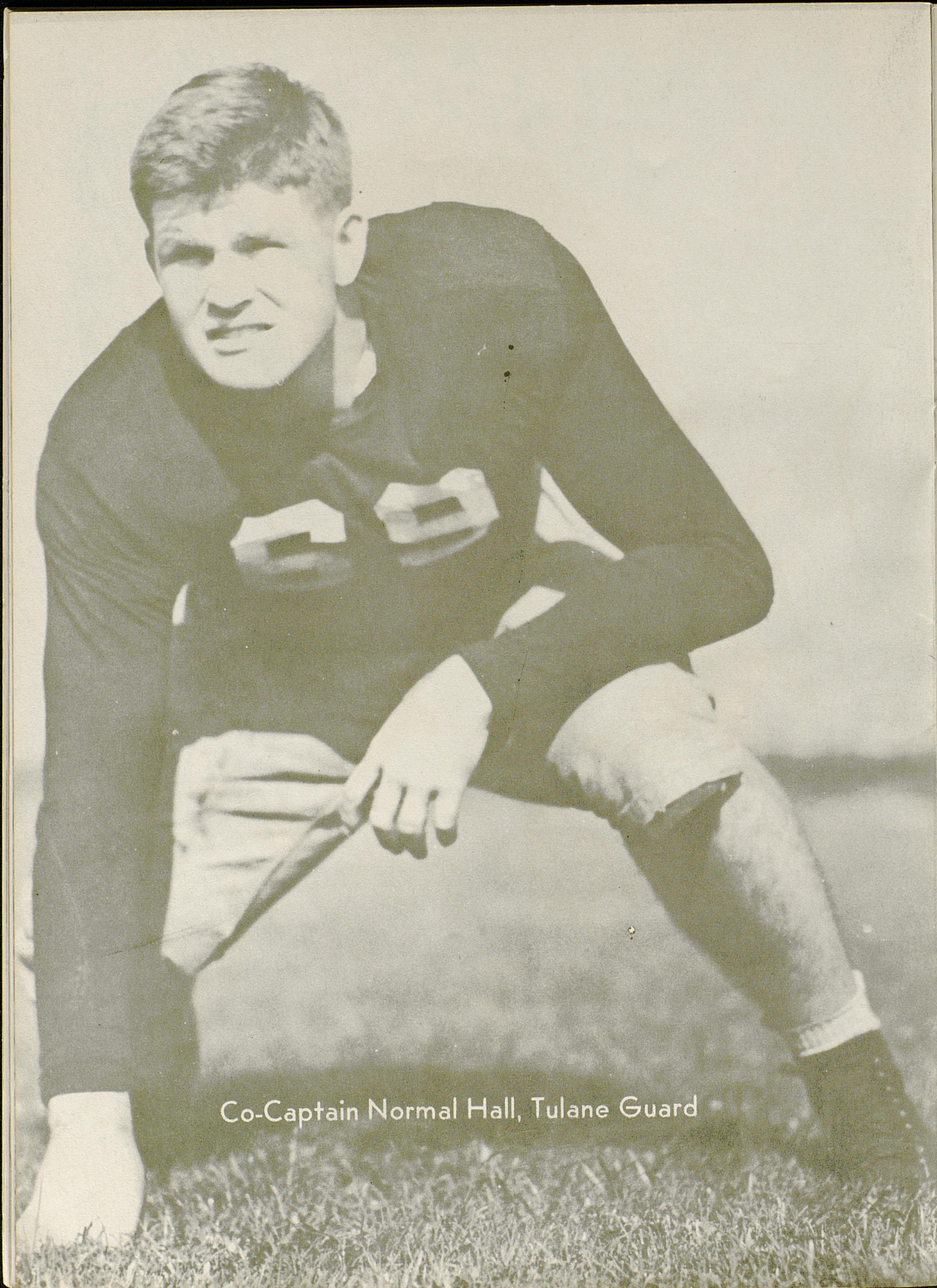
L. S. U.'s Famous "Mike"



Gordon Lester, L. S. U. Guard



Jack Machtloff, Alabama Center



Co-Captain Normal Hall, Tulane Guard



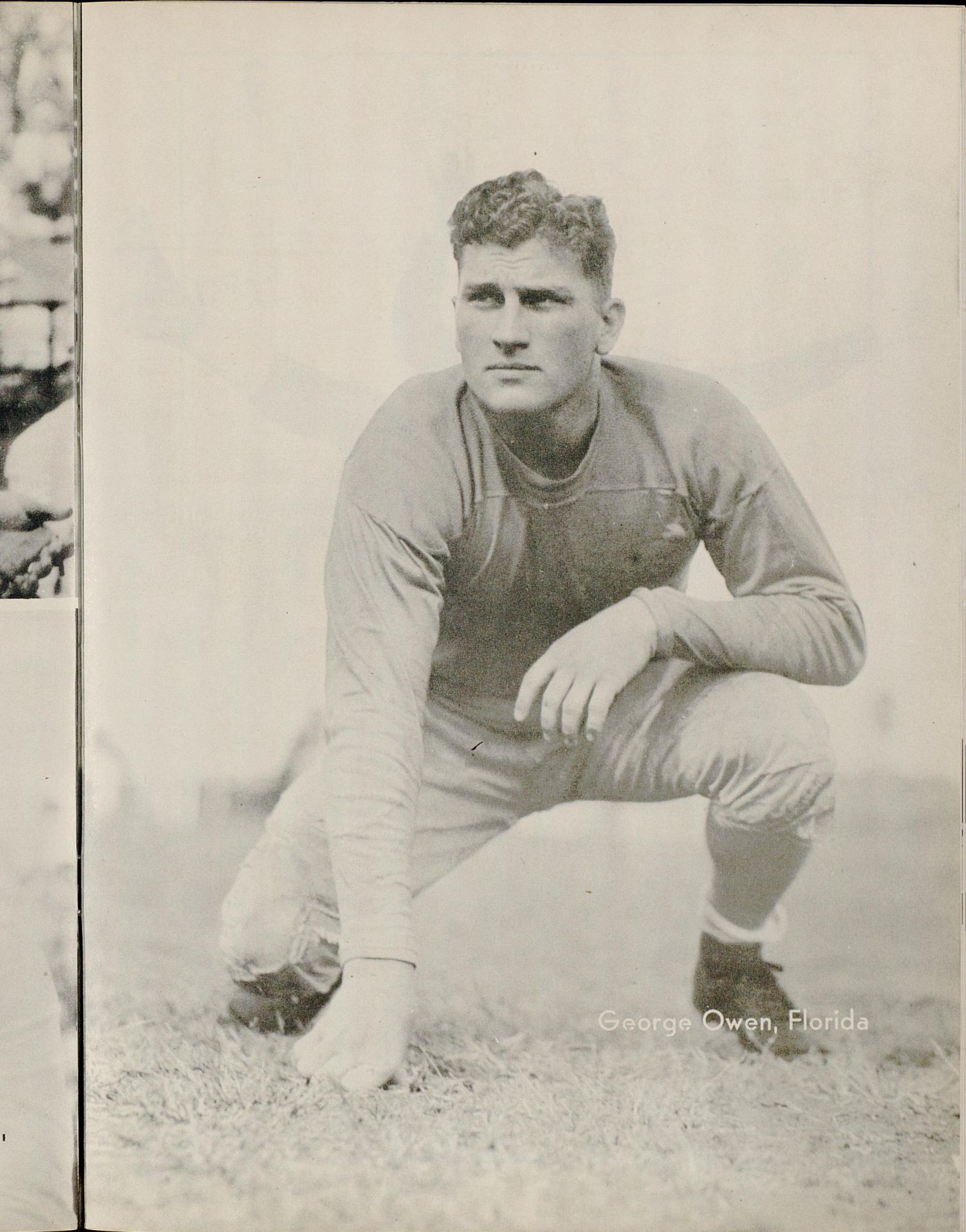
... Guy Ebsen, U. of Florida, Now Cinema Favorite



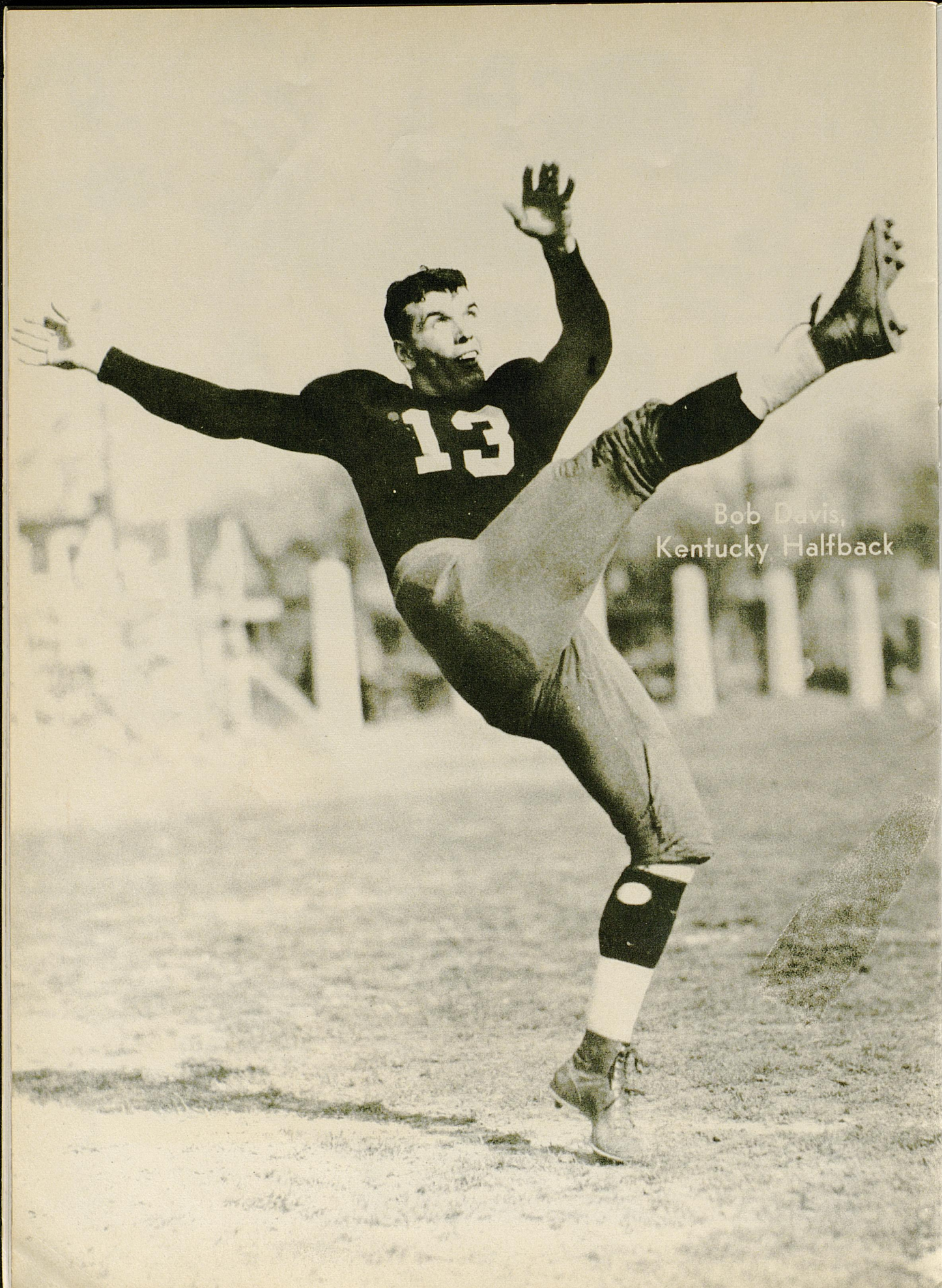
"Hm-m-m! Nice Kick!" Says Dawson of Tulane















"Now, Butler, When You Get in There, I want you to..."



George Owen, Florida

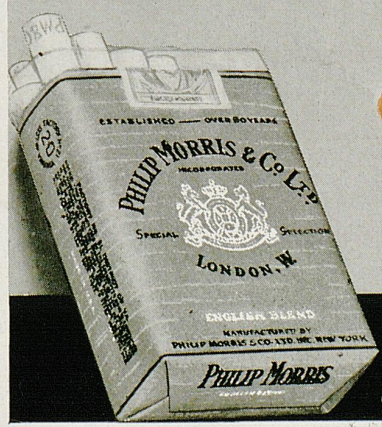


Bob Davis,
Kentucky Halfback

 <p>Crawling, pushing, or helping ball carrier. (Penalty for helping ball-carrier, 15 yards; otherwise, 5 yards.)</p>	 <p>Holding. (Penalty—by offense, 15 yards; by defense, 5 yards.)</p>	 <p>Delay of game or extra time-outs. (Penalty, 5 yards.)</p>	 <p>Player illegally in motion. (Penalty, 5 yards. If from shift or huddle, 15 yards.)</p>
 <p>Unnecessary roughness, illegal defensive use of the hands. (Penalty, 15 yards.)</p>	 <p>Interference with forward pass, or pass touching ineligible player. (Penalty, if interference by offense, 15 yards; otherwise, ball goes to opponents at point of foul.) In case pass touches ineligible receiver, ball goes to opponents at spot of preceding down.</p>	 <p>Penalty refused, incomplete pass, missed field goal or conversion, both sides off-side, etc.</p>	 <p>Illegal forward pass.</p>
<p>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.</p>  <p>Safety.</p>	 <p>Score — touchdown, field goal, or conversion.</p>	 <p>Offside and violation of kick-off formation. (Penalty, 5 yards.)</p>	 <p>Time out.</p>

*Before...during and
after the game...*

Call for
PHILIP MORRIS



For true smoking pleasure
Call for PHILIP MORRIS



GO YOU WILD CATS



Hit 'Em Hard!

Hit 'Em Low!

Compliments of

Ades - Lexington Dry Goods Company

Phones Ashland 470 - 1102-Y

Metropolitan Restaurant

GUSS' FAMOUS STEAK—CHOPS AND
FISH DINNERS—QUALITY FOOD

111 West Main Street

Lexington, Ky.

Hempel's

Southern Dye Works
(Established 1883)

BENZOL DRY CLEANING

380 E. Main Street Cor. Southeastern Ave.

LEXINGTON, KENTUCKY

Spotswood Specialty Co., Inc.

Lexington, Ky.

Phone 705

Dance Favors
Serpentine

Balloons
Hats

Confetti
Horns

Originators and Manufacturers of
Advertising Specialties



The Public
Deserves

**GOOD
ICE CREAM**

LEADERSHIP

KENTUCKY WANTS IT AND FORD
DEMAND IT

Willis Stewart Motors

FORD, LINCOLN, and LINCOLN ZEPHYR DEALER

Lexington, Kentucky

Keller-Oram

EXPERIENCED FLORISTS
AND DESIGNERS
SINCE 1878

Charlie Sturgill Motor Co.

Phone 96 - 97

109 Rose St.

PONTIAC SALES AND SERVICE

Compliments of

Lexington Cab Company

(Incorporated)

518 W. Main

265 E. Main

White Tavern Shops

Compliments of
Lexington Yellow Cab

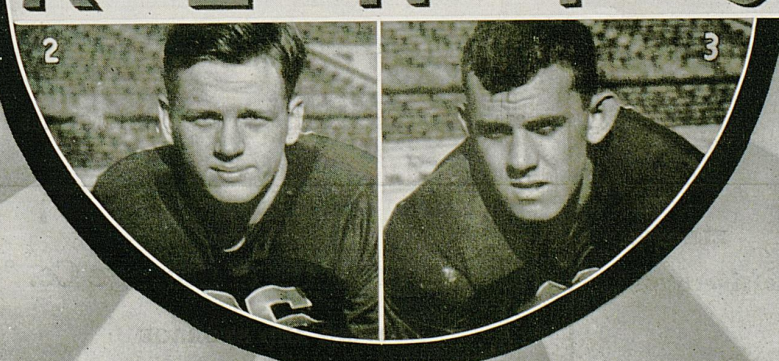
(Incorporated)

"REAL"

HAMBURGERS 5c



KENTUCKY



- 1 Sydnor
- 2 Boles
- 3 Tracy
- 4 Parda
- 5 Marker
- 6 Boaz
- 7 Vires
- 8 Kennedy
- 9 Wadlington
- 10 McCubbin
- 11 Shepherd
- 12 Bailey
- 13 Sherman
- 14 Carnes
- 15 Spickard



GO YOU WILDCATS



Hit 'Em Hard!

Hit 'Em Low!

GENERAL ELECTRIC AIR CONDITIONING

Allen - Harper Electrical Engineering Corporation

Phone 6415 — Lexington, Ky.

Kentucky Ignition Co., Inc.

DISTRIBUTORS AUTOMOTIVE EQUIPMENT

Rose Street at Vine Lexington, Ky.

PHONE 2681 - 2682 - 2683

Victor Bogaert Co.

DIAMOND IMPORTERS AND
MANUFACTURING JEWELERS

Established Since 1883

LEXINGTON, KENTUCKY PARIS, FRANCE
BRUSSELS, BELGIUM

"Best Wishes to the Wildcats"

Kittrell Motor Company

Shreve at Vine — Lexington, Ky.

Fred Bryant Motor Co.

Storage Space for 265 Cars

REPAIRING ALL MAKE CARS

Union Station Viaduct — Phone 3810

LEXINGTON, KENTUCKY

Official Photographers for Football Team

Lafayette Studio

301 W. Main Street Phone 6271

ACTION PICTURES OUR SPECIALTY

Cooper Motor Co.

NASH — LAFAYETTE DISTRIBUTORS

152-4 Rose Street

Phone 6593

The Sherwin-Williams Co.

All You Need to Know About Paint

350 W. MAIN STREET

PHONE 8100

KEROSENE GAS ELECTRIC

Servel Electrolux Refrigerators

Distributed By

Farmers Supply Co.

325 E. Vine

Phone 103

Union Transfer & Storage Co.

MOVING AND STORAGE

Spring and Vine Streets

Phone 1030



MEMORIAL HALL

UNIVERSITY OF KENTUCKY FOOTBALL ROSTER, 1937

<i>No.</i>	<i>Name</i>	<i>Pos.</i>	<i>Yrs. on Squad</i>	<i>Wt.</i>	<i>Home</i>
2	Fred Curtis	Halfback	1	175	Nashville, Tenn.
4	Howard Boaz	Guard	2	170	Mayfield, Ky.
5	Lewis Marker	Tackle	1	195	Louisville, Ky.
6	Alex Parda	Center	1	170	New Briton, Conn.
11	Tommy Coleman	Halfback	2	160	Huntington, W. Va.
13	Robert Davis	Halfback	3	170	Dayton, Ky.
15	George Tognocchi	End	1	175	Cincinnati, Ohio
16	Lincoln Ellington	End	1	160	Louisville, Ky.
18	Robert Sherman	Quarterback	2	180	Cincinnati, Ohio
20	James Wadlington	Halfback	3	155	Kuttawa, Ky.
21	Walter Hodge	Fullback	2	165	Paris, Ky.
22	Dameron Davis	Halfback	2	175	Dayton, Ky.
23	Randolph Phillips	End	2	185	Montgomery, Ala.
24	Joe Shepherd	Quarterback	1	165	Louisville, Ky.
25	George Boston	Guard	2	195	Mayfield, Ky.
26	Wendell Skaggs	Tackle	3	188	Ashland, Ky.
27	Sherman Hinkebein	Center	2	200	Louisville, Ky.
28	Elmore Simpson	Fullback	3	185	Bessemer, Ala.
29	Wilce Carnes	Fullback	1	185	Cincinnati, Ohio
30	Peter Kurachek	Center	3	178	Brooklyn, N. Y.
31	Joseph Bailey	Center	1	195	Paducah, Ky.
32	Ralph Jackowski	Halfback	1	185	Chicago, Ill.
33	Joseph Sydnor	Guard	1	190	Chicago, Ill.
34	Lawrence Garland	End	2	175	Lexington, Ky.
35	John Boles	Tackle	1	180	Lexington, Ky.
36	Joseph Hagan, Capt.	End	3	195	Louisville, Ky.
38	John Lackman	Tackle	1	210	Augusta, Ky.
39	Pete Vires	Guard	1	185	Louisville, Ky.
40	Vincent Robinson	Quarterback	3	180	Richmond, Ky.
41	Thomas Spickard	Guard	1	183	Princeton, Ky.
42	Lawrence Spears	End	1	193	Kenova, W. Va.
43	William Tracy	Tackle	2	195	Bluefield, W. Va.
44	Bill McCubbin	End	1	178	Louisville, Ky.
45	Joe Bosse	Tackle	3	200	Cincinnati, Ohio
46	Harry Brown	Tackle	2	185	Paintslick, Ky.
47	Luther Linden	Tackle	1	198	Blue Diamond, Ky.
48	Grady Holland	Tackle	2	190	Mayfield, Ky.
50	Russell Ellington	End	3	168	Louisville, Ky.
51	Harold Black	Center	2	185	Covington, Ky.
54	Robert Hall	Guard	2	200	Catlettsburg, Ky.
55	Sam Kennedy	Fullback	1	190	Oak Ridge, La.

SOUTH CAROLINA 1937 FOOTBALL ROSTER

<i>White Jersey No.</i>	<i>Red Jersey No.</i>	<i>Player</i>	<i>Position</i>	<i>Weight</i>	<i>Home</i>
12	12	Kelly	Guard	170	Toledo, Ohio
14	14	Brown	Back	160	Beaufort, S. C.
15	25	Bretz	Guard	200	Spartanburg, S. C.
16	16	Highes	Back	165	Orangeburg, S. C.
17	69	Stillwell, R.	Center	192	Johnston, S. C.
18	18	Robinson	Back	147	Chester, S. C.
19	36	Turnbull	End	184	Graniteville, S. C.
20	20	Durham (Lit)	Back	175	Greenville, S. C.
21	21	Alexander	End	202	Toledo, Ohio
22	61	Biggs	Tackle	203	Carbondale, Ill.
23	23	Makovic	Guard	160	Toledo, Ohio
24	24	Wilson	Back	149	Jacksonville, Fla.
25	15	Baxter	End	193	Toledo, Ohio
26	33	Kalmbach	Back	143	Toledo, Ohio
27	27	Myers	End	170	Toledo, Ohio
28	28	Tabor	Back	190	Greenville, S. C.
29	29	Howell	Tackle	195	New Brookland, S. C.
32	17	Lyon	Back	150	Conneaut, Ohio
33	32	Simpson	End	190	Columbia, S. C.
37	37	Norton	Guard	160	Easley, S. C.
42	42	Martin	Tackle	240	Toledo, Ohio
44	44	Little	Back	164	Columbia, S. C.
45	45	Urban	End	172	Toledo, Ohio
47	47	Bethune	Tackle	190	Gaffney, S. C.
50	50	Dearth	Back	167	Portsmouth, Ohio
52	52	Stroud	Back	180	Darlington, S. C.
55	55	Williams, B.	Back	157	Orangeburg, S. C.
56	56	Durham (Big)	Guard	195	Greenville, S. C.
58	58	Murray	Guard	180	Columbia, S. C.
59	59	Edwards	Back	160	Johnston, S. C.
60	60	Williams, R.	End	169	Hartsville, S. C.
61	26	Long	Tackle	209	Charleston, S. C.
63	63	Hartell	Center	195	Johnston, S. C.
64	64	Hutto	Back	165	Charleston, S. C.
66	66	Stillwell, E.	End	191	Johnston, S. C.
67	67	Granoff	Tackle	204	Brooklyn, N. Y.
70	70	Dorflinger	Tackle	208	East Orange, N. J.
71	71	Lonchar	Back	156	Evanston, Ill.
72	72	Clary	Back	175	Gaffney, S. C.
84	65	Burns	Center	200	Gaffney, S. C.
90	90	Snider	Back	175	Toledo, Ohio
97	97	Crews	End	170	Columbia, S. C.
	19	Craig	Tackle	190	Central, S. C.



GO YOU WILDCATS

Hit 'Em Hard!

Hit 'Em Low!



Compliments of
Bryan-Hunt Company
 Incorporated
 WHOLESALE GROCERS
 Lexington, Kentucky

H. Rudig and Sons
 141 W. Short Lexington
 Successors to
 J. S. POER PAINT AND GLASS Co., Incorporated
 CONTRACTING PAINTERS AND GLAZIERS
 We Furnished and Installed All Plate Glass
 In the New Press Box

Cash Lumber Co., Inc.
 QUALITY MATERIALS PRICED RIGHT
 Phone 5315 330 Georgetown St.
 LEXINGTON, KENTUCKY

Perry Lumber Company, Inc.
 CONTRACTORS AND BUILDERS
 246 Walton Ave. Phone 5500
 "WE BUILD ANYTHING"

L. R. Cooke Chevrolet Co.
 255 East Main Street Phones 1230 and 1231
 LEXINGTON, KENTUCKY

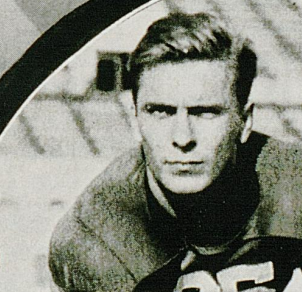
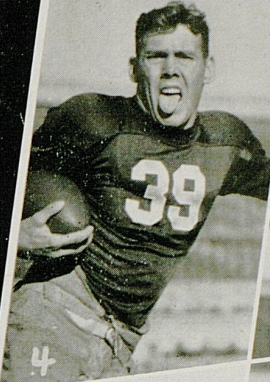
L. F. Rue
 "Lexington's Complete Food Shop"
 3 Phones 5800 Main St. and Clay Ave.

BEST O' LUCK TO THE WILDCATS
Louis des Cognets & Co.
 "BUILDERS OF GOOD ROADS"
 And This Stadium

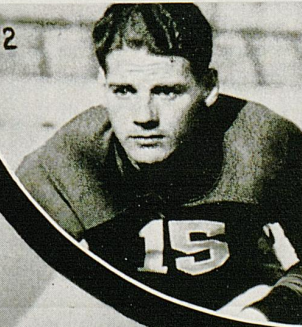
BAR-B-Q CHILLI HAMBURGER
 "Just A Little Better"
A. L. Sanford's Luncheonette
 Plenty of Parking Space
 856 E. HIGH PHONE 2542-Y

For PERFECT DRY CLEANING Phone 62
Lexington Laundry Company

The Tavern
 Opposite Good Samaritan Hospital
 Phones 2386 and 9190
 TRY OUR REAL ITALIAN SPAGHETTI
 "The Most Popular Rendezvous of College Folks
 in the South"



KENTUCKY



- 1 Phillips
- 2 Tognocchi
- 3 Jackowski
- 4 Curtis
- 5 Simpson
- 6 Holland
- 7 Kurachek
- 8 Ellington, L.
- 9 Spears
- 10 Hodge



GO YOU WILDCATS



Hit 'Em Hard!

Hit 'Em Low!

COURTESY

BANK OF COMMERCE

Henderson Drug Co.

Complete Drug Service

We Deliver — S. Lime & Maxwell — Phone 3999

Taffy
Carmels
Brittles

DANDE-CANDE

MAIN & LIME

Popcorn
Corn Krisp
Nuts

Carmeled Apples A Specialty

Chrysler Invades the Low Priced Field

Kinkead-Wilson Motor Co.

Distributors

CHRYSLER AND PLYMOUTH CARS

CHRYSLER U-DRIVE-IT CO.



134 E. Short Street — Phone 8552
RATES AS LOW AS 10c PER MILE

O. E. LYONS COMPANY

ELECTRICAL EQUIPMENT

343 E. Main

Phone 365

Kelvinator—Air Conditioning—Comfort Cooling

COMBS LUMBER COMPANY
Incorporated

439 E. MAIN ST. — TELEPHONE 5300

Commercial Refrigeration—Domestic Refrigeration

DRINK



Pepsi-Cola Bottling Co.

Phone 985

“SURE
I'll Meet You at the
PHOENIX DRUG”
Phoenix Hotel Block

RODES ARNSPIGER
INSURANCE

As the UNIVERSITY OF KENTUCKY Fills the Bill of Sports
So KENTUCKY CLUB GINGERALE Fills the Bill of Drinks

JOHN G. EPPING BOTTLING CO.

Established 1863

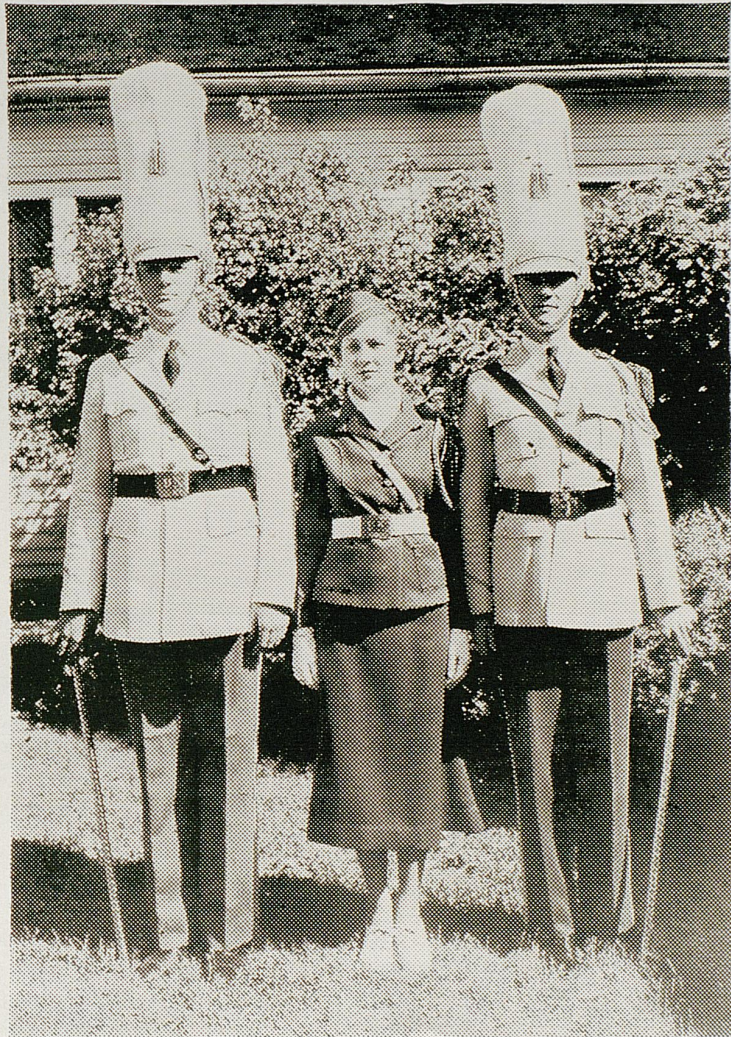
264 Walton Ave.

Phone 672

DRAKE HOTEL

317-235 W. Short

TELEPHONE 7280



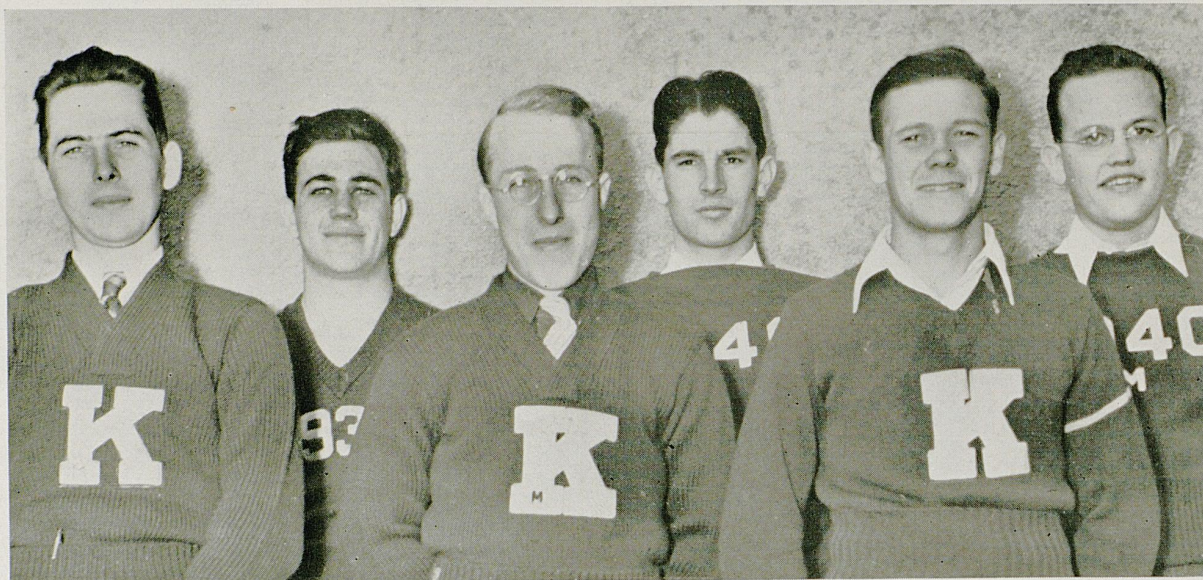
SULLIVAN

BAKHAUS

BENNESON

LEADERS OF "BEST BAND IN DIXIE"

Kentucky Football Managers



Ellison

Oettinger

Hughes

Carr

Durbin

Raeuchle

SPORT NEWS

YOU WILL ALWAYS FIND IT

in the

KENTUCKY KERNEL

Student Newspaper

Published on the Campus



SUBSCRIPTION NOW

\$2 a Year

University of Kentucky

Basketball Schedule

1937-38

Dec. 18	Cincinnati at Lexington
Dec. 22	Centenary at Lexington
Dec. 29	Sugar Bowl Game - Pittsburgh at New Orleans
Jan. 8	Michigan State at Lansing, Mich.
Jan. 10	Detroit at Detroit, Mich.
Jan. 15	Notre Dame at South Bend, Ind.
Jan. 22	Tennessee at Lexington
Jan. 29	Vanderbilt at Nashville, Tenn.
Jan. 31	Alabama at Birmingham, Ala.
Feb. 7	Michigan State at Lexington
Feb. 12	Alabama at Lexington
Feb. 14	Marquette at Lexington
Feb. 17	Xavier at Lexington
Feb. 21	Vanderbilt at Lexington
Feb. 26	Tennessee at Knoxville, Tenn.
Mar. 3-4-5	Tournament

members of the staff of the
First National Bank & Trust Co.
extend to
Coach Wynne and the Wildcats
best wishes for a successful season

SUKY CIRCLE SERVING YOU



Her Singing Coach Advised A Light Smoke

**CAROLE LOMBARD^{*} PREFERS LUCKIES
BECAUSE THEY'RE EASIER ON HER THROAT**

"WHEN I had to sing in a recent picture," says Carole Lombard, "I considered giving up smoking. But my voice teacher said I needn't if I'd select a light smoke—Luckies.

"I soon found that even when singing and acting 12 hours a day, I can smoke as many Luckies as I like without the slightest throat irritation."

The reason Luckies are easy on Miss Lombard's throat is because the "Toasting" process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the honest judgment of those who spend their lives buying, selling and handling tobacco . . . with men who know tobacco best . . .

it's Luckies—2 to 1

* Star of the new Paramount production "True Confession"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"

Copyright 1937 The American Tobacco Company



WITH TOBACCO EXPERTS...
WITH MEN WHO KNOW TOBACCO BEST

It's Luckies 2 to 1