



Star-Telegram Photo by Key Herbert from Ritchey Flying Service Plane.

A STADIUM GETS ITS NAME—Framed by TCU's newly-named Amon Carter Stadium and the 34,000 spectators it held during Saturday's game and stadium dedication are the principals of the naming

ceremonies—left to right (inset), Dr. M. E. Sadler, TCU president; Amon Carter, for whom the structure is named, and Ed Landreth, TCU board member.

TCU Stadium Is Formally Dedicated At SMU Game Halftime Ceremonies

BY JACK DOUGLAS.

A school, a man and a spirit received their due here Saturday afternoon as Texas Christian University formally gave its football playing field a name—Amon Carter Stadium.

As the band's fanfare and the tumult from the crowd faded away under a cloudy sky, TCU President M. E. Sadler mounted a stand set in mid-field to lead off halftime ceremonies dedicating the stadium. At his side were Ed Landreth, also a leader in making the university what it is today, and the man to be honored.

"I, therefore, on behalf of our trustees, have great honor in declaring publicly and officially that henceforth and forever this shall be known as the Texas Christian University Amon Carter Stadium," President Sadler told the capacity-plus crowd of 34,000.

Prior to the opening remarks,

the TCU Horned Frog band let loose on the soft air the strain's of Carter's favorite march, "Stars and Stripes Forever," and the baton swinging girls of the halftime show did their work.

In relating events leading up to Saturday's formal dedication of the stadium, President Sadler said, "On March 3, 1951, the board of Trustees of Texas Christian University unanimously and enthusiastically passed a resolution officially naming the playing field the Amon Carter Stadium."

After calling attention to the type of men that brought Texas to the forefront, Sadler added, "in this succession of great men in a land of big opportunity, stands Amon Carter. For more than a third of a century his name has been synonymous with the most significant achievements of this entire area.

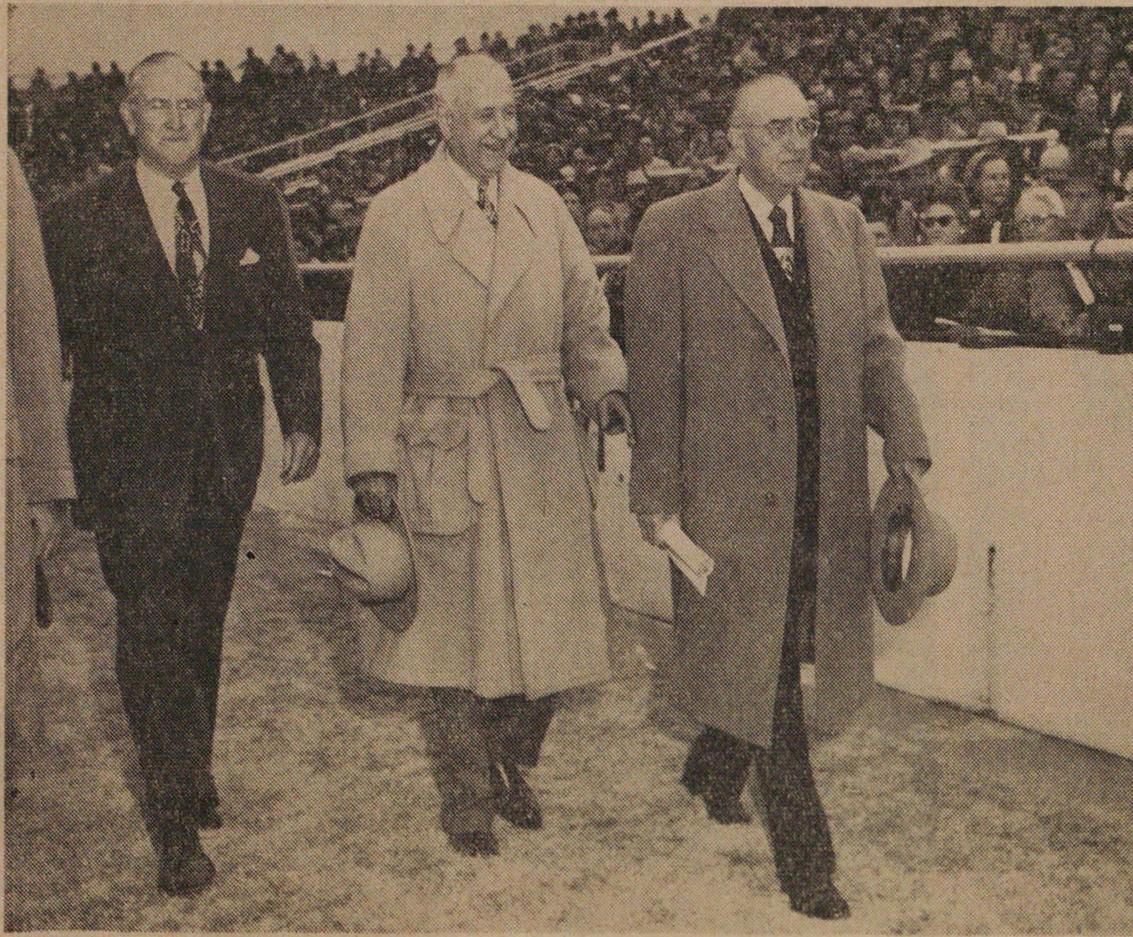
"His initiative, his intelligence,

his industry, his amazing energy, his unconquerable spirit, his devotion to the welfare of the community and area and his true Americanism, all backed by creative vision, have enabled him to make incomparable contributions in newspaper publication, in radio and television, in aviation and in the petroleum industry."

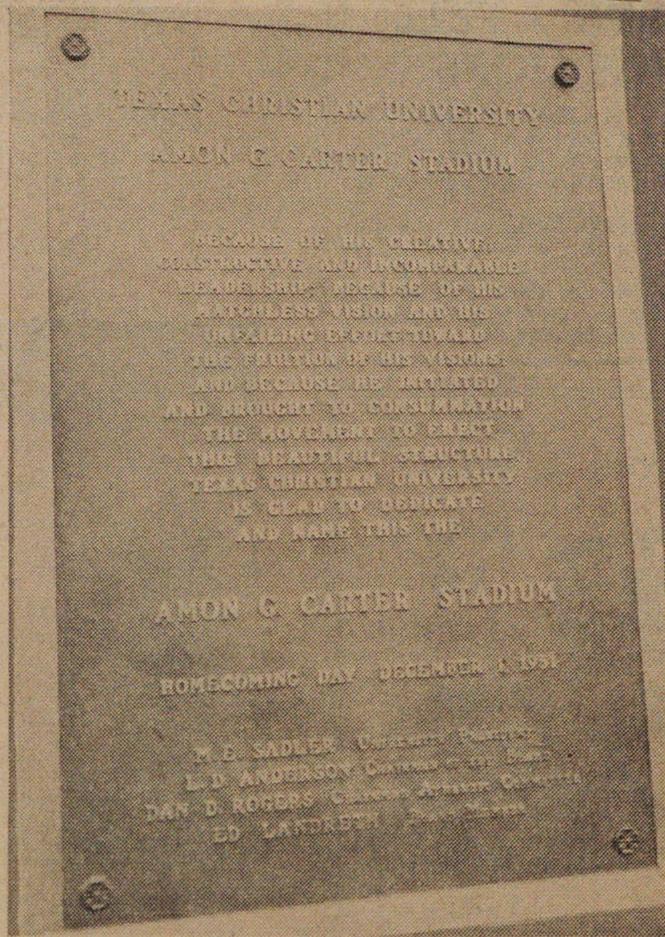
Describing Carter as "the First Citizen of Texas—the entire Southwest, and one of the top citizens of America," President Sadler added that "because of his abiding interest and incomparable leadership in the total life and program of Texas Christian University, and more especially because of his matchless contribution in the activities and developments of our athletic department, it is altogether fitting that this recognition should be given him today."

In his response, Carter recalled the building of the new stadium 21 years ago with its capacity little more than half the present structure and predicted that the time will come when 60,000 spectators can be seated around the field.

Addressing his remarks to "Dr. Turn to TCU Stadium on Page 18.



STADIUM DEDICATION—Bound for halftime ceremonies dedicating TCU's Amon Carter Stadium Saturday are, in left photo, left to right, Ed Landreth, TCU board member; Amon Carter, and TCU President



—Star-Telegram Photos.

M. E. Sadler, while at the right is the plaque recognizing Carter's contribution to TCU's development and athletics.

T.C.U. STADIUM FORMALLY DEDICATED

Continued From Page 1. Sadler, Dr. Anderson, Dan Rogers, Ed Landreth, and other members of the board and faculty," Carter related that "21 years ago last month I had the good fortune, as president of the Texas Christian University Stadium Association, to join with the citizenship and supporters of TCU in congratulating its beloved president, Dr. E. M. Watts, and his official associates in the realization of their dreams for a new stadium, which at that time seated 19,200 persons, at a cost of more than \$400,000.

"The seating capacity is now over 33,000, and at a cost of \$1,250,000—it is the ambition of the college, the stadium association and all who are associated with it to bring it up to 60,000," Carter explained.

"Little did I think that I would ever be the recipient of the unusual honor you have conferred upon me. All I can say is to express to you my thanks from the bottom of my heart, and hope that I may live up to the ideals and traditions of this great university and the confidence you have placed in me in the renaming and dedication of the stadium in my honor.

"May TCU continue to grow and expand for the benefit of the constructive development of education in America, and, incidentally, that its athletic department may continue to participate, rightfully so, in this effort," he added.

"Dr. Sadler and all of you—I am very happy, nothing could have pleased me more."

Carter declared that "we think it's a great institution—we're all extremely glad to have you here."

Then, again addressing his remarks to the university's administrators, its supporters, its Coach Dutch Meyer and its players, Carter, said, "May you continue to prosper."

Turning to the crowd, he expressed the hope that "you can all be happy, regardless of the side you are on and the outcome of the game."

With Carter's closing remarks,

the band started back to the stands, the mid-field group dispersed, meeting at the sidelines players en route to their labors on the field and the crowd again took up its exhortations and pleas to the sides of its choice.

Plaques in Place.

And, as the hoarse spectators, some grinning, some glum, filed out of the stands at game's close they could see bolted to principal portals plaques reading:

"Texas Christian University Amon G. Carter Stadium.

"Because of his creative, constructive and incomparable leadership; because of his matchless vision and his unflinching effort toward the fruition of his visions; and because he initiated and brought to consummation the movement to erect this beautiful structure, Texas Christian University is glad to dedicate and name this the Amon G. Carter Stadium."

And as the man walked out of the structure bearing his name,

he carried in his pocket a small gold plate—presented by Landreth on behalf of TCU supporters — with a facsimile of the plaque on one side and a drawing of the stadium he helped build etched on the other—a reward for a third of a century's service.

TEXAS CHRISTIAN UNIVERSITY
 AMON G. CARTER STADIUM
 BECAUSE OF HIS CREATIVE, CONSTRUCTIVE AND INCOMPARABLE LEADERSHIP; BECAUSE OF HIS MATCHLESS VISION AND HIS UNFLINCHING EFFORT TOWARD THE FRUITION OF HIS VISIONS; AND BECAUSE HE INITIATED AND BROUGHT TO CONSUMMATION THE MOVEMENT TO ERECT THIS BEAUTIFUL STRUCTURE, TEXAS CHRISTIAN UNIVERSITY IS GLAD TO DEDICATE AND NAME THIS THE

AMON G. CARTER STADIUM

HOME COMING DAY DECEMBER 1, 1951

M. E. SADLER, University President
 L. D. ANDERSON, Chairman of the Board
 DAN B. ROGERS, Chairman, Athletic Council
 ED. LANDRETH, Board Member