

***It's
Bustin' Out
All Over!***



**TCU
HOMECOMING**

Program of Events

November 7-8, 1969

Those We Honor



Honorary Alumnus Award to Leo Potishman

founder and president of Vit-A-Way, Inc., Fort Worth, a processed mineral-vitamin additive firm formed in 1939 which now serves 36 states and produces nine products for sheep, cattle, horses, hogs and poultry. Mr. Potishman is president of Santa Fe Grain Co. and Frisco Grain Co., both of Frisco, and of Farwell Elevator Co. of Farwell. He is a vice president of Lena Pope Home for children, and founded both the Potishman Foundation and the Leo Potishman Foundation, the latter organization benefitting TCU by providing funds for publication of books through the Department of Sociology and University Press.



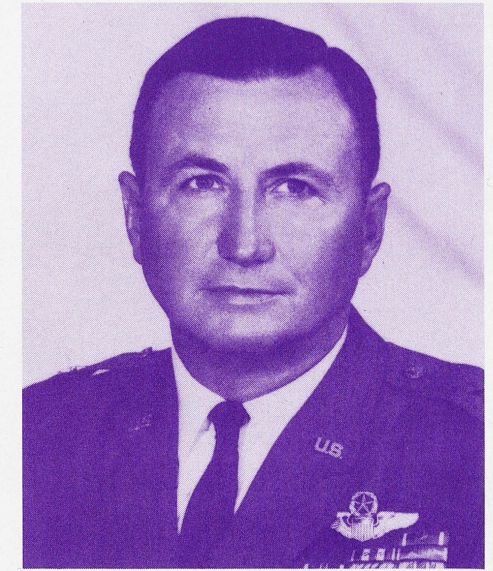
Honorary Alumnus Award to Jack K. Williams

president of Jack Williams Chevrolet Co., Fort Worth. A graduate of the University of Arizona, he attended law school at Stanford and later became a general merchandise salesman for the Ilfeld Co. in Albuquerque. He joined the Chevrolet Division of General Motors in El Paso in 1939. After seven years with Central Service, Inc., a management corporation, he became associated with Dumas Milner Chevrolet in 1958 and formed his own dealership in 1961. He is a former director of Trinity Valley School for Boys and Goodwill Industries, past president of the New Car Dealers Assn., received the Lions Club Outstanding Citizen Award in 1960, and has been actively interested in young people. His son is a junior in TCU.



Valuable Alumnus Award to William H. Michero '48

Corporate Secretary, Tandy Corporation, Fort Worth. After receiving a Bachelor of Business Administration degree from TCU, he joined the Tandy Corporation where he held a succession of management assignments including merchandising, advertising, credit, personnel, real estate, and subsidiary executive management. He was elected Corporate Secretary in 1960 after heading the company's operations in Boston and New York. Mr. Michero is a member of the Newcomen Society in North America and a number of professional and civic organizations. He was chairman of TCU/Fort Worth Week in 1969. Mrs. Michero is also a TCU graduate. They have two children, a freshman son and a junior daughter, enrolled in the University.



Distinguished Alumnus Award to General Paul P. Douglas '48

Commander, 836th Air Division, MacDill Air Force Base, Fla. General Douglas attended Arkansas State Teachers College before entering the aviation cadet program in 1941. During World War II, he flew the P-47 Thunderbolt in the European Theater of Operations. He is one of the most highly decorated Air Force officers. Following the war, he entered TCU and received his Bachelor of Science degree in Business Administration. He returned to the service and continued a distinguished career through numerous assignments in the U.S. and abroad.



Special Award to Miss Elizabeth Shelburne '20

retired Dean of Women and director of the Brown-Lupton Health Center. Miss Shelburne enrolled as a freshman at TCU in 1916, majoring in English. After serving at Carr-Burdett College in Sherman, she returned to TCU in 1929 as a math instructor (a former special interest) and dorm mother in Jarvis, the only women's dormitory on campus. In 1935 she was named Assistant Dean of Women and was promoted to the deanship two years later. After 24 years as dean, she retired and was appointed administrative assistant for health services, a position she held until 1967. The 1966-67 TCU Horned Frog was dedicated in her honor. Since health prevents her from being present for the 1969 Homecoming events, her award will be accepted by her brother, Mr. R. M. Shelburne of Sherman.

DISTINGUISHED ALUMNI AWARDS

- 1968 Othol "Abe" Martin '32
- 1967 Dr. Louis Joseph Levy '33
- Charles David Tandy '40
- 1966 *J. Fields Smathers '06
- Dr. Donald A. Cowan '46
- Dr. Earle B. Barnes '38
- 1965 Lorin A. Boswell '37
- 1964 Miss Nina Vance '38
- 1963 Dr. Dillon Anderson '27, LL.D. '54
- 1962 Morgan Davis '21
- 1961 Dr. Willis G. Hewatt '27
- 1960 Dr. Perry E. Gresham '33
- Dr. D. Ray Lindley '29
- Dr. Travis A. White '32
- Dr. Arthur D. Wenger '48
- 1959 Dr. Granville T. Walker '35
- Dr. May Owen '17
- 1958 Marion L. Hicks '33
- 1957 Leslie A. Chambers '28
- 1956 Dean E. Weir McDiarmid '29
- 1955 *Maj. Gen. Charles Christenberry '17
- 1954 L. R. "Dutch" Meyer '22

VALUABLE ALUMNI AWARDS

- 1968 Dr. W. L. Parker '14
- W. M. Sherley '24
- 1967 F. Howard Walsh '33
- 1966 J. Warren Day '29
- 1965 Mrs. Charles Stephens '12
- 1964 Dr. Joseph Lynn Clark '06
- 1963 Mrs. Ann Pierson '47
- 1962 Dr. Oliver Harrison '32, D.D. '48
- 1961 *Amos Melton '28
- 1960 Melvin O. Dacus '44
- 1959 L. C. (Pete) Wright '10
- 1958 Sidney Latham '29
- 1957 R. E. Lee Glasgow '34
- 1956 Lorin A. Boswell '37
- 1955 Lee Bassinger '34
- 1954 Paul O. Ridings '38

PRESIDENTIAL SERVICE AWARDS

- 1968 Charles Floyd
- 1967 David Detweiler '56
- 1966 John M. Grimland '39
- 1965 Alf Roark '32
- 1964 R. L. "Bob" Ward '38
- 1963 Melvin Dacus '44
- 1962 R. M. "Dick" Hazlewood '34
- 1960 Wm. Everett Shipp '28
- 1959 Mrs. Kathryn Tucker Furlong '38
- 1958 R. E. Lee Glasgow '34
- 1957 Davey O'Brien '39
- 1956 Roy I. Bacus '34
- 1955 Marion L. Hicks '33

HONORARY ALUMNI AWARDS

- 1968 D. V. McEachern
- H. B. Fuqua
- Erik Jonsson
- C. R. Smith
- 1967 Perry Bass
- Amon Carter, Jr.
- W. C. "Bill" Conner
- Mr. and Mrs. Carl V. Deakins
- Beeman Fisher
- Ben Hogan
- 1961 Charles W. Horan, Sr.
- Oliver W. Majors
- George Liser
- 1960 John Ellis
- Walter Humphrey
- 1959 Sol Brachman
- Y. Q. McCammon
- W. K. Stripling
- Gordon Wiley
- 1957 *Rudy Copeland, Jr.
- 1956 *Glenn Woodson
- J. A. Gooch
- Sam Woodson
- V. J. Earnhart
- *R. R. Lowdon
- Mrs. Shirley Holmes
- Mrs. Gloria Tennison
- R. E. Cox, Jr.
- 1955 Amon G. Carter
- (Posthumously)
- Barron McCulloch
- Burdette Brants
- Neville Penrose
- J. Lee Johnson, Jr.
- M. J. Neeley
- Julian Meeker
- Robert Carr

*Deceased

SPECIAL AWARD FOR DEVOTION AND EXTRAORDINARY SERVICE

- 1959 *Hartwell Ramsey '48
- *Deceased

TCU ALUMNI ASSOCIATION OFFICERS FOR 1970

OFFICERS

PRESIDENT

Matt Rudd '48
1820 Norfolk
Houston, Texas 77006

PRESIDENT-ELECT

Ward K. Wilkinson '39
4528 Cedarbrush Drive
Dallas, Texas 75229

VICE-PRESIDENT

Robert A. Buschman '48
206 Oak Park Drive
San Antonio, Texas 78209

SECRETARY

Mrs. A. M. Clements '44
3129 McCart
Fort Worth, Texas 76110

DIRECTORS

Dee J. Kelly '50 (Thru 12/70)
Suite 1113

Fort Worth National Bank Building
Fort Worth, Texas 76102

John Reeder, Jr. '49 (Thru 12/70)
Humble Oil & Refining Company
Humble Building, 18th Floor
Houston, Texas 77001

Judge Jack M. Langdon '34 (Thru 12/71)
Associate Justice
Civil Courts Building, Room 200
Fort Worth, Texas 76102

Richard A. Mason '56 (Thru 12/71)
4601 Cloudview Drive
Fort Worth, Texas 76109

James W. Rutledge '59 (Thru 12/71)
102 So. Plymouth Road
Dallas, Texas 75211

Bill Koberg '61 (Thru 12/72)
201 Continental Life Building
Fort Worth, Texas 76102

Henry Rose '47 (Thru 12/72)
Stemmons Tower West
Stemmons Freeway
Dallas, Texas 75207

SPECIAL NOTICES

Registration for Alumni and Guests

Get Your Name Tag!

Friday 1-4 p.m., Student Center Lobby
Saturday . . . 8:30-11 a.m., Student Center Lobby
Saturday . . . 10:30 a.m.-Noon, Daniel-Meyer Coliseum

Visit "The Gallery"

While you're on campus, visit the new TCU Gallery, located on the first floor of the Student Center (south-east side), featuring portraits by the late S. P. Ziegler, former chairman of the TCU Art Department.

CHAIR SALE

29 handsome mahogany chairs, each with the official TCU seal printed in purple on white vinyl seat will be on sale in the Student Center lobby on Friday, November 7th from 2-6 p.m. and Saturday, November 8th from 9-12 p.m. These chairs were originally purchased for \$100 each and used in the chambers of the Student House of Representatives. The sale price is only \$75 for 1 chair, \$70 per chair for 2, \$65 per chair for 3, \$60 per chair for 4, \$55 per chair for 5, and \$50 per chair for 6 or more. For information, or if you'd like to examine the chairs before homecoming, call Student Activities Office, Ext. 341. Michele Sears is supervising the sale.

THURSDAY, NOV. 6

11:00 a.m.
Caravan Parade Downtown leaves from Student Center with Queen candidates, cheerleaders, Band, Fightin' Frogs, students, faculty, administration.

FRIDAY, NOV. 7

8:00-12 Noon
Ex-Lettermen's Golf Tournament, Shady Oaks Country Club.

12 Noon
Visit Student Displays on Student Center Quadrangle through Sunday. Theme: Beat Tech!

12:15 p.m.
Century Club Luncheon, Colonial Country Club.

6:30-8:30 p.m.
Cocktail Buffet for Honor Class of 1949, Colonial Country Club. Special guests: Coming Home Queen and two nominees.

6:30 p.m.
Ex-Lettermen's Club Dinner, Colonial Country Club.

7:00 p.m.
Pep Rally in Ed Landreth Auditorium with the Horned Frog Band, Head Coach Fred Taylor and the Fightin' Frogs, Cheerleaders; presentation of Coming Home Queen—Mrs. Doyle Malone (Jeanne Webb '49) of Arlington, and Homecoming Queen '69; awards given for prize student displays.

8:30 p.m.
"The Male Animal," comedy by Thurber and Nugent, University Theatre, Ed Landreth Hall.

SATURDAY, NOV. 8

9:30-11:00 a.m.
Homecoming Coffee, Student Center Ballroom. Sponsored by TCU Alumni Association for alumni and students. Hostesses: Fort Worth TCU Women Exes. Brief program and informal remarks by Chancellor Moudy at approximately 10 a.m.

11:30 a.m.
Homecoming Bar-B-Que Buffet for Alumni, Faculty, their families and special guests, Daniel-Meyer Coliseum (Compliments of Buddies Super Markets and Scottie Stamp Co.)

Alumni Association Meeting, presentation of awards, introduction of special guests, recognition of classes of 1959, 1949, 1939, 1929 and 1919.

1:45 p.m.
TCU vs Texas Tech, Amon Carter Stadium. Pre-Game Ceremony starts at 1:45 p.m., game at 2 p.m. Half-time presentation of Homecoming Queen and Coming Home Queen.

After Game
Coffee for Ex-Lettermen and families, Ex-Lettermen's Clubroom, Coliseum.

After the Game until 6:30 p.m.
Open House and Reception: Fraternities and Sororities, Worth Hills; and other Residence Halls.

6:00 p.m.
Journalism Alumni Social Hour and Dinner, home of Don Pierson, 2912 Simondale Dr.

7:00 p.m.
Harris College of Nursing Alumni Dinner, Cross Keys Restaurant.

8:00 p.m.
"The Male Animal," University Theatre.

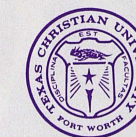
**8:00 p.m. until
Midnight**
Homecoming Dance for Students. Music by "Southwest FOB," Exhibits Building, Amon Carter Square. Tickets \$3 per couple advance (by Sat. Noon), on sale at Student Center Information Desk; \$4 per couple at door. Informal.

9:00 p.m.
Homecoming Dance for Alumni and Guests, sponsored by Exes-100 Club, Baronial Hall, Green Oaks Inn. Tickets: \$5 per couple advance or \$6 per couple at door.

SUNDAY, NOV. 9

Morning Services, Fort Worth churches.

Special thanks to the following groups and persons in helping plan 1969 Homecoming:
Campus Alumni Board
Spirit Committee
Cheerleaders
Horned Frog Band
Ewell Bowers (Caravan Parade)
General Homecoming Committee



TEXAS CHRISTIAN UNIVERSITY

Welcome to TCU'S 1969 HOMECOMING!

There's a lot of fun and activity planned for you and your family during this year's Homecoming—dinners, dances, pep rally, the colorful student displays, big bar-b-que, TCU theatre production, coffee with old friends and the Chancellor, the TCU-Tech game—and much more.

We've enjoyed helping with the planning and we hope you have a great weekend. Now, Bust Out with Purple Power and Frog Fever! It's good to have you home.

Oh yes, be sure to register and get your name tag. If you need information or help, check at a registration desk, the Information Center in the Student Center—or ask a host.

Hope to see you.

Frank Kudlaty '49
Homecoming Chairman

Don Pierson '49
Honor Class Chairman

Pat Beckham '59
Alumni Assn. President

LaDonna Burke '70
Student Homecoming
Chairman

Plus . . . the Alumni Office and
other Home Folks.