

DALLAS TEXANS SOUVENIR PROGRAM - 50¢

# Renault DAUPHINE

OFFICIAL CAR . . . of the

# DALLAS TEXANS



#### DAUPHINE

Beauty, style and proven engineering superiority . . . yours in the car made to make your driving fun again . . . the DAUPHINE . . . America's Quality built economy car



The 4-CV has everything big cars have . . . except size and cost . . . and its all-around economy makes it a car anyone can afford.



#### CARAVELLE

Here at last is THE dream car come true . . . sleek and sporty but NOT expensive . . . the CARAVELLE . . . for the budget minded sport.

#### PEUGEOT

Elegance and fine craftsmanship . . . yours at a modest price in the PEUGEOT . . . rated one of the 7 best made cars in the world.



#### PETIT PANEL

Renault has combined all the best features of engineering, performance, economy and looks in one bright package of efficiency . . . the PETIT PANEL.



# STERLING MOTORS INC.

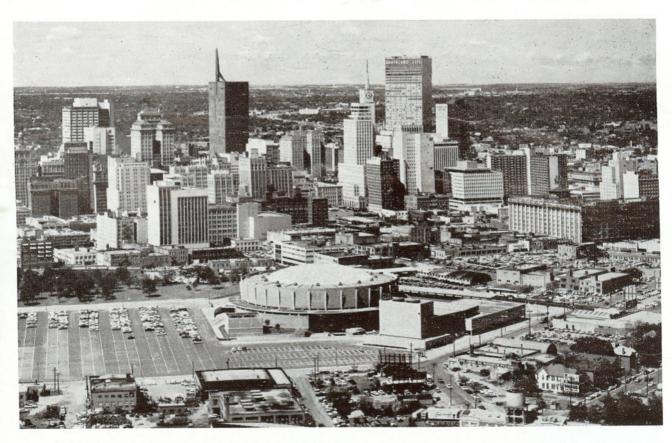
732 N. Pearl at San Jacinto

Dallas Teva

# The DALLAS TEXANS

VS.

# The Denver Broncos Cotton Bowl, Nov. 13, 1960



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(1)

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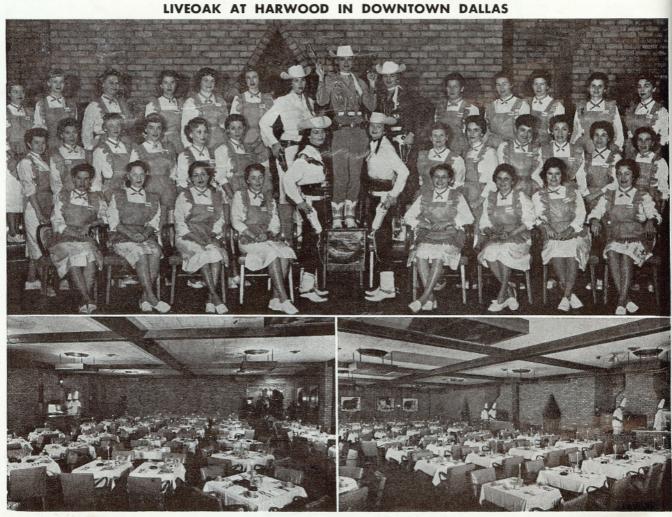
#### TYLER

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# Going for Grand Champion Beef at the . . .



# TTLEMEN'S



# A Message From the Owner of the Dallas Texans



LAMAR HUNT

OPEN LETTER TO ALL TEXAN FANS:

Our heartfelt thanks to every one of you for the wonderful support you have given the Dallas Texans and the American Football League. Your presence in the Cotton Bowl has been a tremendous vote of confidence for your team.

Many people are required to field a successful professional football team. You, the football-loving public, are the most important of these people. Thanks again for being so kind to your partners--the Dallas Texans.

Sincerely,

Lamar Hunt

Lamar Hunt

LH:np

LOS ANGELES CHARGERS . OAKLAND RAIDERS



BOSTON PATRIOTS . BUFFALO BILLS HOUSTON OILERS . NEW YORK TITANS



fans who know the Score...

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Fly on the winning team combination — Braniff and the Boeing 707-227 El Dorado Super Jet... world's fastest jetliner (both first class and tourist).

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## The American Football League

### Yesterday A Dream, Today A Reality

The brightest, freshest force in sports is the American Football League, a pioneer assembly of eight professional football teams which this season becomes an exciting piece of Americana.

The evolution of the American Football League from idea to entity has been so incredibly swift that its entire history can be traced to one slow-coming idea, a dozen names, fewer dates.

It is a brief history, dating back only to January, 1959.

As additional background, however, there are countless uneven lengths of time and many frustrations that stretch back over several years for several people-men who had sought professional football for their home cities and had been rejected.

Bob Howsam . . . Bud Adams . . . Lamar Hunt. All had sought pro football ownership in the established league; all were rejected; none was encouraged.

The 27-year-old Hunt, a whisper-voiced oilman from Dallas, several times appproached NFL officials in hopes of obtaining pro football for Dallas, either through expansion of the League or through purchase of an existing franchise.

In November, 1959, Hunt again sought out NFL officials. Three, including Commissioner Bert Bell and Expansion Committee Chairman George Halas, assured him there would be no expansion.

"Then", Hunt remembers, "sometime in January, 1959

the idea just came."

The idea was for a new league; after the idea, the AFL came more swiftly.

Guarding his plan, Hunt first approached another young oilman, K. S. (Bud) Adams of Houston, who also had made attempts to secure a pro franchise.

In the next few weeks and months, a solid nucleus was established.

Harry Wismer was a ready, capable ally eager to bring New York City a new team; Bob Howsam brought in the rich, untapped Denver area; the combine of H. P. Skoglund, Max Winter and Bill Boyer made it a fiveteam core by bringing in Minneapolis-St. Paul.

In June, 1959, the AFL group sent a representative to check again with Bert Bell on NFL expansion plans. Bell assured him there would be none, and the AFL spokesman then revealed to Bell the plans for a new

league.

On July 28, 1959, Bell appeared before a congressional committee and publicly announced that there were plans for a second league that would be in natural com-

petition with the NFL.

The AFL then followed with a formal announcement of its existence at a Chicago Meeting on August 15, 1959. Barron Hilton by then had brought in Los Angeles to bring the charter group to six—New York, Houston, Minneapolis—St. Paul, Los Angeles, Denver and Dallas.

Ralph Wilson, a major stockholder in the Detroit Lions, sought to bring in Miami as a seventh team, but stadium problems defeated these plans. Wismer and Hunt suggested he check Buffalo as a possibility; two days later there was a phone call from Wilson.

"Count me in," he said. "With Buffalo."



JOE FOSS Commissioner, AFL

This was in mid-October, 1959, and the AFL had now grown to seven teams.

On November 19, 1959, the full complement of eight teams was reached as William H. Sullivan, Jr., led Boston into the league.

The full house then lost a charter member. The day before the AFL draft meeting (November 21, 1959) NFL officials sent a wire to a Minneapolis newspaper promising that city an NFL franchise for 1961.

The telegram created a local climate which prevented Minneapolis' AFL officials from securing adequate stadium rights. This forced the withdrawal of Minneapolis

from the AFL in January, 1960.

Before this withdrawal, the league named Joe Foss, South Dakota's widely-respected war hero and former governor, as commissioner for a three-year term.

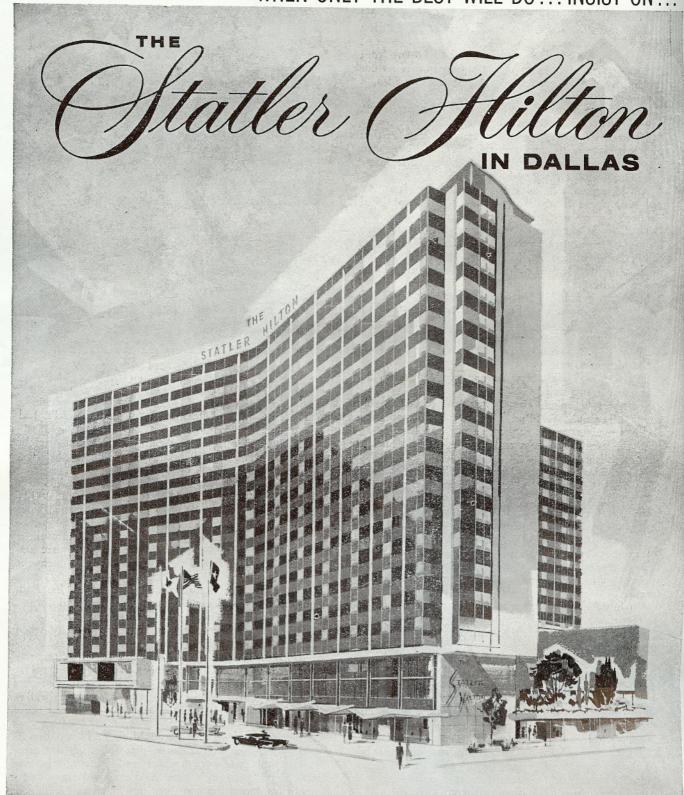
Foss gavelled a meeting at Dallas in January when entry bids from Oakland and Atlanta were heard. Oakland, led by Y. C. (Chet) Soda and seven others, was approved as the eighth member. To maintain player personnel balance, the league gave Oakland full rights to Minneapolis' draft list and in turn allowed the Bay entry to pick up to 56 players from the seven other teams.

The entry of Oakland brought the AFL up to full strength. In the busy months that followed, organizational problems were tackled and beaten, coaching and player personnel hired, and major league sports suddenly opened the door to a new lodger.

This one came to stay.



WHEN ONLY THE BEST WILL DO ... INSIST ON ...



For an evening of top entertainment visit the exciting Empire Room ...

## Lamar Hunt and Bob Howsam

## American League Pioneers



LAMAR HUNT

President of the American Football League

Owner of the Dallas Texans

A sports enthusiast all his life, Lamar Hunt's desire to bring professional football to his hometown led not only to the founding of the Dallas Texans, but of the American Football League.

Told that there was no chance of Dallas or any other city being added to the National Football League and rebuffed in an attempt to bring the Chicago Cardinals to Dallas, Hunt contacted sports enthusiasts like himself in other parts of the nation. From this contact grew the American Football League. Joining Dallas in the effort to give more Americans pro football were Houston, Los Angeles, Oakland, Boston, New York, Buffalo and Denver.

For his efforts in behalf of Dallas and Texas, the Texas Sportswriters Association named Lamar Hunt "Southwesterner of the Year", the highest award it can bestow. He also received the B'nai B'rith award as Dallas' outstanding sportsman.

Captain of the famed Hill School football team in Pottstown, Pennsylvania, Hunt was on the varsity roster at SMU for three seasons. He graduated from SMU with a degree in geology in 1956.

Hunt, 27, is married to the former Rose Mary Whittle. They have two children, Lamar Jr., 3, and Sharron Lynne, 2.



ROBERT L. HOWSAM President, the Denver Broncos

Bob Howsam is a Colorado native who has never strayed far, nor had the desire to, from his home state. Now 42 years old, Howsam has devoted most of his recent years to the building, or the bringing, of major sports to Colorado.

In the case of baseball, it was building. Nine years ago, his Denver Bears baseball franchise was a Class A club which startled the baseball world by drawing 424,065 fans into its park for a single season.

Howsam had no sooner put baseball on a solid base in Denver than he looked toward football. A few years ago, he led a syndicate that sought purchase of the Chicago Cardinals franchise. Again, he sought to become a professional football member through expansion of the existing league.

This season, his campaign led to the fielding of the Denver Broncos of the American Football League and brings into further national prominence one of the nation's outstanding young front-office sports figures.

He built the Denver baseball franchise into one of the most efficient organizations in minor league baseball, and is the only man ever to receive The Sporting News' "Minor League Executive of the Year" Award twice. The Bears have led the nation's minor leagues in season attendance three times in the last eight years.

Howsam is aided at Denver by his father, Lee Howsam; brother, Earl Howsam; Dean Griffing, general manager; Earl Hartman, comptroller; Orville Rennie, promotion; and Paul Manasseh and Gary Frandsen, public relations and publicity.



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Snug Harbor...Just 14
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## The Front Office

#### **JACK STEADMAN**

General Manager of the Dallas Texans

A successful young businessman and a lifelong sports enthusiast, Jack Steadman became General Manager of

the Dallas Texans, Nov. 1.

A Dallas citizen for half of his 32 years, Steadman is a graduate of Woodrow Wilson High School and Southern Methodist University. He has been in the Hunt Oil, Co. family for the past 10 years and brings to the Texans the soundest of business backgrounds. Prior to taking his present position, Steadman was serving as chief accountant for the Penrod Drilling Co.

A football and basketball player at Woodrow Wilson, Steadman stands 6-5 and weigh a trim 230. He is a dea-

con of the Ross Ave. Baptist Church.

Aiding Steadman in the Texans' first season in history are Will Walls, considering one of the nation's great talent scouts; Paul Vickery and Tex Hamer, who handle the Texan tickets; Jerry Daugherty and Jim Mewbourn, who handle the Texan financial affairs; Charlie Jones, Vivian Curry and Jean Short, the Texans' promotion team, and Bob Halford, publicity. Jones is also "The Voice of the Texans" wherever the Big D team is in action. Station KRLD (1080) carries the Texans in Dallas and KRLD-TV (Channel Four) carries "The Dallas Texans in Review" each Monday night at 10:35.

The Texan secretarial staff is headed by Nancy Pattinson, secretary to the general manager, and Mary Parker, secretary to Lamar Hunt. It includes Ann Rideout, Margaret McGaha, Betty Pendergraft and Pat

Christman.



JACK STEADMAN
General Manager of the Dallas Texans



WILL WALLS, Director of Player Personnel



PAUL VICKERY Tickets



TEX HAMER Tickets



JERRY DAUGHERTY Finances



DR. K. S. WOOLISCROFT Team Physician



CHARLIE JONES
"The Voice of the Texans"



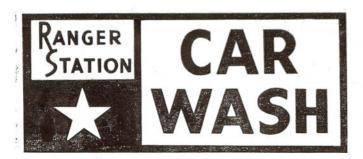
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RANGER STATION brings to your car complete one-stop quality service including minor mechanical repair and parts replacement . . . greasing and lubrication . . . famous Fina gasoline and Simoniz products. Also featuring America's most precisely engineered automatic car wash and vacuum system!\*

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\*Only \$1.50. For More Savings, Buy a Ranger Station Coupon Book of 5 Car Washes: \$6.25!

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# Hank Stram and

### The Dallas Texan Coaches

#### HANK STRAM

Head Coach of the Dallas Texans

Considered one of the leading offensive minds in the country, Stram became a Texan in December after building outstanding attacks at Miami (1959), Notre Dame (1957-58), Southern Methodist (1956) and Purdue (1948-55). Stram has been given much of the credit for the development of four quarterbacks, (Dale Samuels and Len Dawson of Purdue, George Izo of Notre Dame and Fran Curci of Miami), who earned All-America recognition. A seven-letter winner in his undergraduate days at Purdue (four baseball awards, three football letters), Stram was invited to the College All-Star Game in 1943 and was the recipient of the coveted Big Ten medal, which goes annually to the athlete best combining athletics with scholarship.

The 36-year-old Stram will be assisted by offensive line coach Bill Walsh, formerly of Notre Dame and the Pittsburgh Steelers, Ed Hughes, formerly of Tulsa, the Los Angeles Rams and the New York Giants and Tom Catlin, all-America center at Oklahoma and a pro with Cleveland, the Chicago Cardinals and Philadelphia.

Stram-coached teams have all had two standout characteristics—all-out effort and versatility. No one expects the Dallas Texans to be an exception.



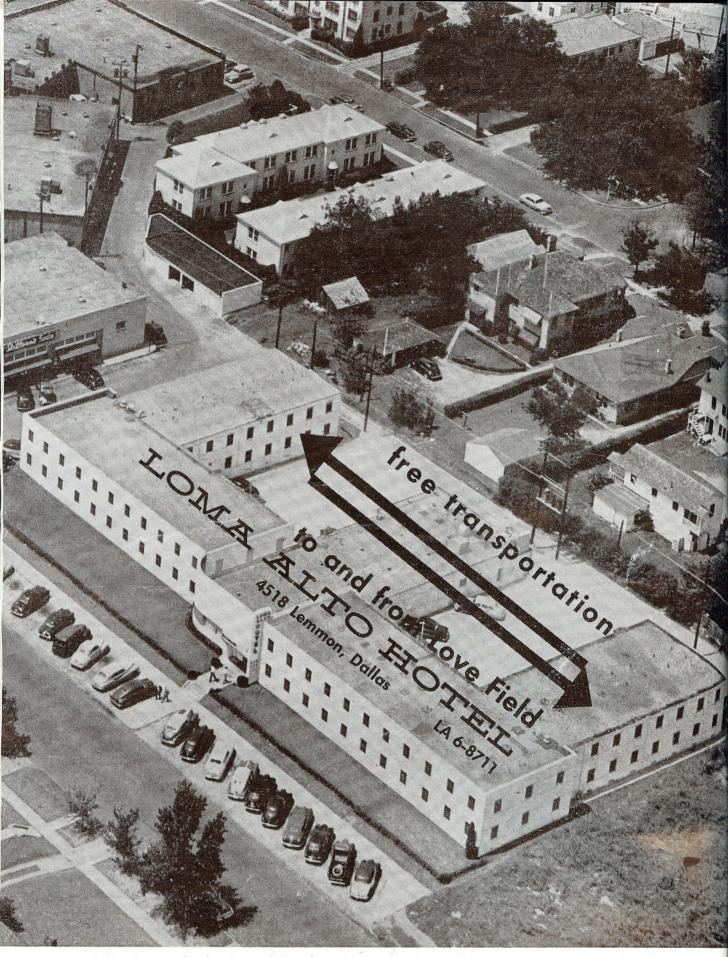
HANK STRAM Texan Head Coach



#### THE TEXAN STAFF

Front Row, left to right: Head Coach Hank Stram, Trainer Wayne Rudy.

Back row, left to right: Defensive Backfield Coach Ed Hughes, Offensive Line Coach Bill Walsh, Defensive Line Coach Tom Catlin.



L Hotels, completely air conditioned • Lakewood, Loma Alto, Lawn and Lynn in Dallas
(12)







JACK SPIKES



PAUL MILLER



SHERRILL HEADRICK

### The Day The Rains Came

By GARY CARTWRIGHT

Dallas Times Herald

Maybe it was coincidence. Perhaps it was like the time you had your second flat tire in five years — while you drove to a service station to have your first one mended. Maddening, sickening highly predictable coincidence.

But when the talented Dallas Texans, who escaped six exhibition rumbles without a scratch, finally found the emergency room, they fairly well kicked down the door.

And before they got out of the front entrance, they had lost three straight football games.

Fullback Jack Spikes was injured in the first half of the third (Los Angeles) game of the year. In less time than it takes for a Cuban execution, Johnny Robinson, Sherrill Headrick, Paul Miller, Don Flynn, Johnny Bookman, Buff Napier, Ted Greene, Paul Rochester and Bob Hudson also joined the lame list.

It was unreasonable. The Texan training room looked like the last reel of War and Peace. Rumors persisted that Lamar Hunt would be activated as a linebacker.

Those three loses were to New York (two points), Oakland (one point) and Houston (10 points).

That 10-point defeat was the largest stain ever dripped on the Texan vest. And the Texans correspondingly scored the least number of points (10) they had ever registered in 60 minutes.

And New York scored more points (37) than any other Texan opponent. In fact three previous foes had scored just 36 points together.

Obviously things were not normal.

The absence of Spikes and Robinson dented the polish on Dallas' offense.

Spikes had averaged better than a touchdown a game in the exhibition season. He had also booted five field goals in eight attempts, made 4.5 yards every time he escorted the ball and made vast contributions to the attack with some marvelous faking.

Robinson had been the second half of the Abner Haynes-Robinson outside parlay. And he was one of the league's top pass receivers.

Spikes was also the team's top kicker and it is less than coincidence that two of the defeats were by kicking margins. In fact Dallas didn't make a field goal while Spikes was in street clothes.

The defenses also sagged when such supports as Miller and Headrick were weakened. Each is as good in his office as anyone in the league.

League watchers around the country were shocked when Dallas flew to Denver for its seventh game with a miserable 2-4 record. They scratched their topknots, grumbled about the fate of the over-rated and forgot about the Texans.

Their memory was sharply reawakened when the Texans, still less than physical culture advertisements, somehow knocked off division-leading Denver.

Coach Hank Stram, sadly aware that he could not hope to blend the normal Texan balance, played a ball control game against Denver, stalled, dodged and waited while the Texan defenders clung to every Bronco effort like starved cannibals.

It was still close. But it worked. And the Texans were back in the race.

More important, they were regaining their health. Going into last week's game with Buffalo, the Texans were almost full strength. The only holdout —Headrick — was recovering and could be ready for today's important rematch with Denver.

The experts did not slip a cog when they called Dallas a good football team. But the Texans are not yet great. They only have some great individual talent and the loss of that talent may have reduced them in mere humans for a few weeks.

But if you believe in coincidences, the human element may be temporary.

#### WHEN THE OPPONENTS HAVE THE BALL

#### TEXANS DEFENSIVE DEPTH





36 Daniels 18 Flynn RIGHT HALFBACK



18 Flynn 22 Bookman

LEFT SAFETY



LEFT HALFBACK





35 Stover 61 Hudson

RIGHT LINEBACKER



54 Greene 63 Terreli

56 Corey 61 Hudson



RIGHT END

RIGHT TACKLE

71 Collins 76 Napier



LEFT TACKLE



72 Rochester



86 Miller 66 Frey



87 Branch 66 Frey

# For All-American pep and energy DRINK SCHEPPS MILK

Green Stamps with Home Delivery

TA 4-8136



LEFT END

81 Jessup 88 Epperson 41 McNamara



LEFT TACKLE 74 Holz 77 Larpenter



LEFT GUARD 60 Adamson 77 Larpenter 63 Strickland



CENTER 51 Nichols



RIGHT GUARD 71 Smith 60 Adamson



RIGHT TACKLE



RIGHT END 75 Danenhauer 87 Taylor 71 Smith 85 Greer 40 Carmichael



LEFT HALFBACK

20 Bell 21 Mingo 22 Stransky



QUARTERBACK 18 Tripucka





RIGHT HALFBACK 40 Carmichael

OPPONENTS OFFENSIVE DEPTH

#### WHEN THE TEXANS HAVE THE BALL

#### OPPONENTS DEFENSIVE DEPTH

23 Gonsoulin 21 Mingo



LEFT SAFETY

RIGHT SAFETY



83 Pyeatt 23 Gonsoulin RIGHT HALFBACK 41 McNamara 42 Romine



84 Day 63 Strickland 43 Allen

RIGHT LINEBACKER



67 Hatley 74 Holz

52 Kuchta

34 Brown 63 Strickland

LEFT LINEBACKER



RIGHT TACKLE



MIDDLE LINEBACKER



LEFT TACKLE



LEFT END



65 Young 70 King

## call the signal for TRIPLE THREAT!

LINE UP-for SCHEPPS natural, farm-fresh flavor! GO! GO! GO!-with SCHEPPS smooth, creamy richness! SCORE-with SCHEPPS...so full of vitamin D, calcium, minerals!



88 Burford 85 Bernet

A . 100



70 Stone 74 Cornelison



62 Fournet 63 Terrell



50 Barton 55 Dimmick



64 Krisher 63 Terrell



74 Cornelison 80 Boydston 79 Diamond 89 Bryant





LEFT HALFBACK 28 Haynes 36 Daniels



QUARTERBACK 19 Davidson 14 Enis

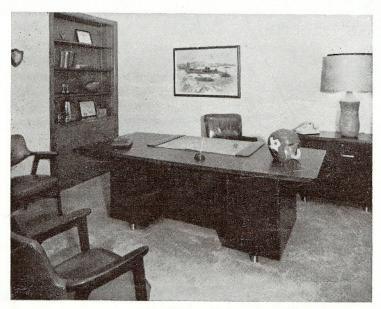




RIGHT HALFBACK

42 Robinson 33 Johnson 85 Bernet

TEXANS OFFENSIVE DEPTH



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or

in OFFICE DESIGN



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DALLAS, TEXAS



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# **TEXANS**



BILL KRISHER Guard, Oklahoma



MEL BRANCH Def. End, LSU



JACK SPIKES Fullback, TCU



SHERRILL HEADRICK Linebacker, TCU



BUFFALO NAPIER Tackle, Paul Quinn



JIM BARTON Center, Marshall



MAX BOYDSTON End, Oklahoma





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  - 2) An official DALLAS TEXANS HUDDLE T-Shirt.
  - 3) An official contract with the DALLAS TEXANS FOOTBALL CLUB.
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NAME	AGE
Street Address	SHIRT SIZE, S M L
City	State

# **TEXANS**



JOHNNY ROBINSON Halfback, LSU



SID FOURNET Guard, LSU



DON FLYNN Def. Halfback, Houston



RAY COLLINS Tackle, LSU



COTTON DAVIDSON Quarterback, Baylor



CURLEY JOHNSON Halfback, Houston





MARVIN TERRELL Guard, Mississippi



ABNER HAYNES Halfback, North Texas

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Here's America's most distinctive soft drink,
to give you pep and pleasure in every frosty
bottle. Enjoy the blend of deep fruit flavors
in Dr Pepper, the friendly "Pepper-Upper"
that never lets you down! Have a Dr Pepper
— it's more than refreshing!



#### AFL SCHEDULE

		SEPTEMBER
10	Fri. 1	*Denver at Boston, 8 p.m.  *Dallas at Los Angeles, 8 p.m.  Houston at Oakland, 2:30 p.m.  Buffalo at New York, 2:45 p.m.
	Fri. 5 6 Sun. 7 8	*Boston at New York, 8 p.m. *Dallas at Oakland, 8:15 p.m. Los Angeles at Houston, 2:30 p.m. Denver at Buffalo
	Fri. 9 10 Sun. 11 12	*Buffalo at Boston, 8 p.m. *Denver at New York, 8 p.m. Oakland at Houston, 2:30 p.m. Los Angeles at Dallas, 2:30 p.m.
		OCTOBER
2	Sun. 13 14 15	New York at Dallas, 1:30 p.m.
	Sat. 16 Sun. 17 18	*Boston at Los Angeles, 8 p.m. New York at Houston, 1:30 p.m. Oakland at Dallas, 2:30 p.m.
16	Sun. 19 20 21 22	New York at Buffalo, 2:30 p.m.
23	Sun. 23	Boston at Denver, 1:30 p.m. Houston at New York, 2:45 p.m. Oakland at Buffalo, 2:05 p.m.
	Fri. 26 27	*Los Angeles at Boston, 8 p.m. *Oakland at New York, 8 p.m. Houston at Buffalo, 2:05 p.m.
30	Sun. 28 29	Houston at Buffalo, 2:05 p.m. Dallas at Denver, 1:30 p.m.
		NOVEMBER
	Fri. 30 31 Sun. 32 33	*Oakland at Boston, 8 p.m.  *Los Angeles at New York, 8 p.m.  Houston at Denver, 1:30 p.m.  Dallas at Buffalo, 2:05 p.m.
11 13	Fri. 34 Sun. 35 36 37	Buffalo at Oakland, 1 p.m.
20	Fri. 38 Sun. 39	Denver at Houston, 2:30 p.m.
24	Thurs.4	Buffalo at Los Angeles, 1 p.m. 11 Dallas at New York, 11 a.m. (Thanksgiving Day)
25	Fri. 42 Sun. 43 44	*Houston at Boston, 8 p.m. Buffalo at Denver, 1:30 p.m.
		DECEMBER
4	Sun. 45 46 47 48	Houston at Dallas, 2:30 p.m. Los Angeles at Oakland, 1:30 p.m
	Sat. 49 Sun. 50 51	Boston at Dallas, 2:30 p.m. Buffalo at Houston, 2:30 p.m.
	52 Fri. 53 Sun. 54 55 56	*Denver at Oakland, 8:15 p.m. Boston at Houston, 2:30 p.m. Buffalo at Dallas, 2:30 p.m.

## DALLAS TEXANS



JIMMY HARRIS Def. HB, Oklahoma



CHARLEY DIAMOND Tackle, Miami



JACK STONE Tackle, Oregon



HUNTER ENIS Quarterback, TCU



TED GREENE Linebacker, Tampa



DICK FREY Def. End, Texas A&M



BO DICKINSON Fullback, Miss. Southern



SMOKEY STOVER Linebacker, NE La.



JERRY CORNELISON Tackle, SMU



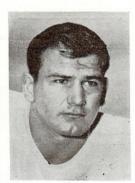
BOB BRYANT End, Texas



TOM DIMMICK Center, Houston



DAVID WEBSTER Def. HB, Prairie View



WALT COREY Linebacker, Miami



CLEMON DANIEL Def. HB, Prairie View



BOB HUDSON Linebacker, Clemson



JOHN BOOKMAN Def. HB, Miami

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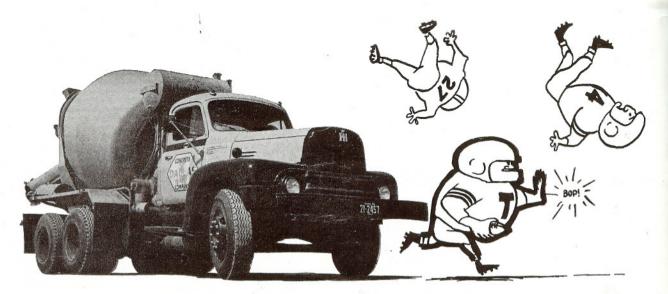
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MAIN OFFICE: 123 COMMERCE STREET . TELEPHONE RI 8-8061

# **AFL Up-To-Date**

#### WESTERN DIVISION

TEAM	W	L	PCT.	GB	PTS.	OPP.
Los Angeles	5	3	.625		162	162
DALLAS	4	4	.500	1	197	156
Denver	4	4	.500	1	184	182
Oakland	4	5	.429	1 1/2	178	247

#### **EASTERN DIVISION**

TEAM	w	L	PCT.	GB	PTS.	OPP.
Houston	6	2	.750		246	173
New York	4	5	.429	21/2	216	221
Boston	3	5	.375	3 1	161	181
Buffalo	3	5	.375	3	151	173

#### LAST WEEK'S RESULTS

Houston 45, Denver 25
Boston 34, Oakland 28
Los Angeles 21, New York 7
Dallas 45, Buffalo 28

#### STATISTICAL LEADERS

#### RUSHING

PLAYER, TEAM	RUSHES	YARDS	AVG.
Smith, Houston	97	492	5.1
Cannon, Houston	87	422	4.9
Haynes, Dallas	88	416	4.7
Rolle, Denver	78	356	4.6
Lowe, Los Angeles	45	327	7.3
Ferguson, Los Angeles	88	323	3.3

#### PASSING

PLAYER, TEAM	ATTCOMP.	PCT.	YDS.	TD
Tripucka, Denver	$\begin{array}{c} 241\text{-}127 \\ 254\text{-}116 \\ 229\text{-}119 \\ 243\text{-}122 \end{array}$	.527	1662	14
Blanda, Houston		.457	1678	18
Kemp, Los Angeles		.519	1493	7
Davidson, DALLAS		.502	1566	9

#### RECEIVING

PLAYER, TEAM	NO.	YARDS	TD
Maynard, New York	52	880	4
Taylor, Denver	43	553	5
Groman, Houston	39	708	7
Haynes, DALLAS	39	428	$\dot{3}$

#### **PUNT RETURNS**

PLAYER, TEAM	NO.	YDS.	AVG.
Haynes, DALLAS	8	139	$17.4 \\ 11.6 \\ 9.1$
Robinson, DALLAS	7	81	
Christy, Boston	8	73	

#### SCORING

PLAYER, TEAM	TD	PAT	FG	TOTAL
Blanda, Houston	4	30	10	84
Mingo, Denver	2	18	9	57
Shockley, New York	1	27	7	54
Spikes, Dallas	3	16	5	49

#### **PUNTING**

PLAYER, TEAM	NO.	AVG.
Greene, Boston Davidson, DALLAS Maguiere, Los Angeles	31 37 36	$41.7 \\ 40.7 \\ 40.1$



## DAVID WEBSTER "TEXAN OF THE WEEK"

The shining star of Dallas' last home game, David Webster also earned national defensive player of the week honors for his play against the Oakland Raiders. Number 21 was in the spotlight time and again Oct. 9, but his biggest play was an 80-yard interception and runback of an Oakland pass. For his play, Webster will receive, with the compliments of Roland Ellis, a \$50 stetson Hat. The award is made to the outstanding Texan in each home game.



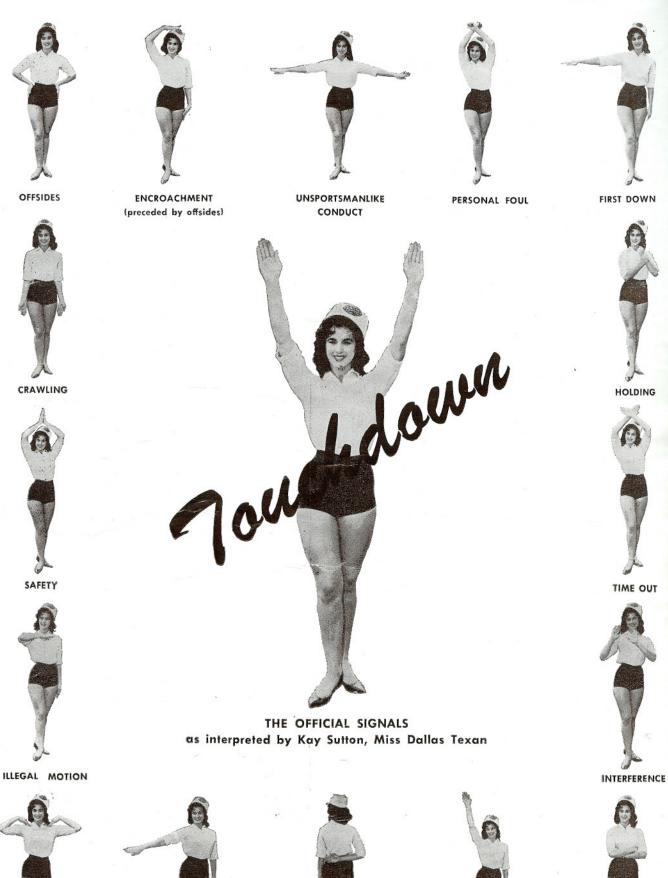
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DEAD BALL



DELAY OF GAME

## A Look At Today's Foes

#### THE TEXANS

#### THE BRONCOS

A combination of speed and power plus one of the top passers in the American Football League makes

the Dallas Texans backfield one of the great attacking foursomes in professional football.

Halfbacks Abner Haynes and Johnny Robinson give Hank Stram a versatility unmatched in the league. For instance, Haynes, the exciting former North Texas State star, ranks among the AFL's leaders in both rushing and pass-receiving. And, in addition, he is the league's best punt returner and ranks high among the kickoff returners. Robinson, a brilliant performer before a rib injury slowed him several weeks ago, was outdoing even Haynes before his injury.

Fullback Jack Spikes, big fast and as tough as they come, has few peers when it comes to the hard work required of a fullback. He, like Robinson, has been injured, but even so he is listed among the AFL's leaders in rushing and scoring.

Davidson, the balding ex Baylor Bear who was coaching at his alma mater when Lamar Hunt sent out an SOS, has been at or near the top of the list of league passers since his first game.

You don't get to be a top passer without good receivers and good protection. Davidson has had both. Robinson and Haynes are excellent receivers as are Chris Burford, the nation's leading pass-grabber as a Stanford collegian last year and, Max Boydston the former Oklahoma all-American.

The offensive line usually consists of Jerry Cornelison and Jack Stone at tackles, Marvin Terrell or Sid Fournet and Bill Krisher at guards and Jim Barton at center

Defensively, the Texan line will stack up with any. Paul Miller and Mel Branch are thoroughbreds among the AFL's defensive ends while the veteran Ray Collins and rookies Paul Rochester and Buffalo Napier provide a solid front at the tackle slots.

Linebacking was supposed to be a Texan weakness, but Sherrill Headrick is almost certain for all-league recognition if he can overcome a neck injury. The Cinderella team of the American Football League, the Denver Broncos were as bad a football

team as you could find in August, but since the league bell rang they have been among the best.

The reasons: Frank Tripucka, an old-timer who plays quarter-back as if he invented the position, and a splendid blend of veterans and topflight youngsters.

Tripucka, who currently leads the American League's passers, has been tremendous. Last week, as an example, he completed 30 of 52 passes for an amazing 375 yards.

Ten of Tripucka's throws were snared by Lionel Taylor, the 24-year-old Bronco end who moved into the No. 2 spot in receiving. Taylor has caught 43 passes in eight games. Actually, however, he has played in only six of those eight contests.

Veterans Al Carmichael and Bob McNamara, either of whom are likely to show up at halfback or end or defense, are two fellows just a shade less important to the Broncos than Tripucka. Carmichael is as fine a

kickoff and punt return man as there is in football and Mc-Namara is almost his equal.

Defensively, the Broncos are tough, too. Bud McFadin, the giant former University of Texas all-American, would make that true alone, but with John Hatley, Chuck Gavin, Austin Gonsoulin, Johnny Pyeatt, Hardy Brown and Frank Kuchta to help him the Denver crew is doubly hard to penetrate.

Denver enters today's game with a 4-4 record, the same as Dallas'. The Broncos hold victories over Buffalo (27-21); Oakland (31-14); and Boston twice (31-24 and 13-10). Defeats have come against New York (28-24); Los Angeles (23-19); Dallas (17-14) and Houston (45-25).

Fullback Dave Rolle leads the Bronco rushers with 356 yards

on 78 carries, an average of 4.6 yards per carry. Gene Mingo is the leading scorer for the Mountain Staters with 57 points.

#### PRIOR MEETING

(Denver, Oct. 30)

**TEXANS** 0 - 17BRONCOS 7-14 QUARTER TIME TO PLAY 1Q TD TEXANS—Spikes (1, plunge)......4:35 PAT TEXANS-Spikes (Kick, Good) 1Q TD BRONCOS-Carmichael (47. draw) ......0:07 PAT BRONCOS-Mingo (Kick, Good) 2Q TD TEXANS-Haynes (3,run) ......5:00 PAT TEXANS—Spikes (kick, Good) TEXANS-Spikes (11, Good) .....1:53 4Q TD BRONCOS-McNamara (55, pass from Tripucka) .....8:48

PAT BRONCOS-Mingo (kick, Good)

#### THE COVER STORY

Texan cover artist John Chase says this about this week's cover:

"What else for a Texan to do with a brown and light gold Bronco, except to saddle up and ride him. So our fellow is doing this, and feeling no pain in the performance either. In fact, he's rolling a cigarette left-handed (the hard way) with one hand while reading the program. Now count the number of times the cover reduces down."

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#### DALLAS TEXANS

#### PROBABLE OFFENSIVE STARTERS

Position	Name	No.
LE	Chris Burford	88
LT	Jack Stone	70
	Marvin Terrell	63
C	Jim Barton	50
RG	Bill Krisher	64
RT	Jerry Cornelison	74
	Max Boydston	80
	Cotton Davidson	19
LHB	Abner Haynes	28
	Johnny Robinson	42
	Jack Spikes	30

#### THE DALLAS TEXANS SQUAD

14	Enis, QB	44	Harris, DHB	70	Stone, T
18	Flynn, DHB	48	Wood, HB	71	Collins, T
19	Davidson, QB	50	Barton, C	72	Rochester,
21	Webster, DHB	54	Greene, LB	74	Cornelison,
22	Bookman, DHB	55	Dimmick, C	76	Napier, T
28	Haynes, HB	56	Corey, LB	79	Diamond, T
30	Spikes, FB	61	Hudson, LB	80	Boydston, E
32	Dickinson, FB	62	Fournet, G	85	Bernet, E
33	Johnson, HB	63	Terrell, G	86	Miller, E
35	Stover, LB	64	Krisher, G	87	Branch, E
36	Daniels, HB	66	Frey, E	88	Burford, E
42	Robinson, HB	69	Headrick, LB	89	Bryant, E



#### **DENVER BRONCOS**

#### PROBABLE OFFENSIVE STARTERS

No.	Name	Position
81	Bill Jessup	LE
74	Gordy Holz	LT
60	Ken Adamson	LG
51	Mike Nichols	C
71	Smith	RG
75	Danenhauer	RT
87	Taylor	RE
18	Tripucka	QB
20	Bell	LH
40	Carmichael	RH
35	Rolle	FB

#### THE DENVER BRONCOS SQUAD

16	Herring, QB	42	Romine, DHB	71	Smith, G
18	Tripucka, QB	43	Allen, FB	74	Holz, T
20	Bell, HB	51	Nichols, C	75	Danenhau
21	Mingo, HB	52	Kuchta, C	76	Yelverton
22	Stransky, HB	60	Adamson, G	77	Larpenter,
23	Gonsoulin,DHB	61	Gavin, DE		Jessup, E
33	Mangum, LB	62	Alliston, LB		Pyeatt, DI
34	Brown, LB	63	Strickland, LB		Day, LB
35	Rolle, FB	64	McFadin, DT		
36	Brodnax, FB	65	Young, DE	85	Greer, E
40	Carmichael, HB	67	Hatley, DT	87	Taylor, E
41	McNamara, HB	70	King, DT	88	Epperson,

	74	Holz, T
	75	Danenhauer, T
	76	5 Danenhauer, T 6 Yelverton, E 7 Larpenter, T 1 Jessup, E 8 Pyeatt, DHB 4 Day, LB 5 Greer, E 7 Taylor, E
74 Holz, T 75 Danenhau 76 Yelverton, 77 Larpenter, 81 Jessup, E 83 Pyeatt, DH 84 Day, LB 85 Greer, E 87 Taylor, E 88 Epperson,	Larpenter, T	
	81	Jessup, E
D	83	Pyeatt, DHB
D	84	Day, LB
	85	Greer, E
	87	Taylor, E
	88	Epperson, E

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#### DENVER BRONCOS ROSTER

					oo koolak		
NO. QUARTER	NAME BACKS:	AGE	HT.	WT.	HOMETOWN	COLLEGE	YEAR IN PRO BALL
16 18	George Herring Frank Tripucka	$\begin{array}{c} 26 \\ 32 \end{array}$	6-2 6-2	$\frac{200}{205}$	Gadsden, Ala. Bloomfield, N. J.	Miss. Southern Notre Dame	$\begin{array}{c} 3 \\ 12 \end{array}$
HALFBAC	KS:						
20 21 22 40 41	Henry Bell Gene Mingo Bob Stransky Al Carmichael Bob McNamara	23 21 24 29 26	5-10 6-1 6-1 6-0 6-0	210 200 180 195 190	Valdosta, Ga. Akron, O. Yankton, S. D. Gardena, Caif. Minneapolis, Minn.	None None Colorado USC Minnesota	1 1 2 7 5
FULLBACI	CS:						
35 36 43	Dave Rolle J. W. Brodnax Don Allen	22 23 21	6-0 6-0 6-0	$\frac{215}{208}$ $\frac{205}{205}$	Poteau, Okla. Bastrop, La. New London, Tex.	Oklahoma LSU Texas	2 2 1
ENDS:							
89 81 85 87 88	Ken Carpenter Bill Jessup Jim Greer Lionel Taylor Pat Epperson	32 30 26 23 23	6-0 6-1 6-3 6-2 6-3	210 $195$ $215$ $214$ $225$	Regina, Saskatchewan Los Angeles, Calif. Huntington, W. Va. Accoville, W. Va. Sunland, Calif.	Oregon USC Eliz. St. (N.C.) N. M. Highland Adams St. (Colo	s 2
TACKLES:							
74 75 77	Gordy Holz Eldon Danehnauer Carl Larpenter	26 25 23	6-4 6-4 6-4	270 235 235	St. Paul, Minn. Clay Center, Kan. Port Arthur, Texas	Minnesota Pittsburg St. Texas	3 2 1
GUARDS:							
60 71	Ken Adamson Willie Smith	$\begin{array}{c} 21 \\ 22 \end{array}$	6-2 6-2	$\frac{215}{255}$	Atlanta, Ga. Little Rock, Ark.	Notre Dame Michigan	$\frac{1}{2}$
CENTERS:							
51 52	Mike Nichols Frank Kuchta	21 24	6-3 6-3	$\frac{225}{235}$	Monticello, Ark. Cleveland, O.	Arkansas A&M Notre Dame	1 3
				DEFEN!	SE		
HALFBAC	KS:						
23 42 83	Austin Gonsoulin Al Romine Johnny Pyeatt	22 27 26	6-3 6-1 6-3	205 190 204	Port Arthur, Tex. Haleyville, Ala. Winslow, Ariz.	Baylor Florence St. (A None	la.) 6 5
LINEBACK	ERS:						
33 34 62 63 84	Pete Mangum Hardy Brown Buddy Alliston Dave Strickland Al Day	30 32 26 28 22	6-1 6-0 6-1 6-0 6-2	220 195 225 220 216	Lake Providence, La. Fort Worth, Tex. Jackson, Miss. Holly Springs, Tex. Detroit, Mich.	Mississippi Tulsa Mississippi Memphis State E. Michigan U.	6 10 3 5
TACKLES:							
64 67 70 ENDS:	Bud h. Fadin John Hatley Don King	30 30 29	6-4 6-4 6-3	280 260 255	Houston, Tex. Uvalde, Tex. Turtle Creek, Pa.	Texas Sul Ross (Tex.) Kentucky	7 5 4
61 65 76 ≪	Chuck Gavin Joe Young Bill Yelverton	24 26 26	6-1 6-3 6-4	240 245 220	Laurel, Miss. Chicago, Ill. Natchez, Miss.	Tennessee A&I Arizona Mississippi	3 1 3
				( 28 )			

(28)

#### WONDER BREAD BUILDS STRONG BODIES 12 WAYS



#### **DALLAS TEXANS ROSTER**

NO. QUARTERE	NAME BACKS:	AGE	HT.	WT.	HOMETOWN	COLLEGE	YEAR IN
19	Cotton Davidson	27	6-0	180	Gatesville, Texas	Baylor	4
14	Hunter Enis	23	6-2	190	Fort Worth, Texas	TCU	2
HALFBACH	CS:						
28	Abner Haynes	22	6-0	185	Dallas, Texas	North Texas	1
33	Curley Johnson	25	6-0	215	Dallas, Texas	Houston	3
42	Johnny Robinson	21	6-0	195	Baton Rouge, La.	LSU	1
FULLBACK	S:						
32	Bo Dickinson	25	6-2	212	Hattiesburg, Miss.	Miss. Southern	2
30	Jack Spikes	22	6-2	220	Snyder, Texas	TCU	1
ENDS:							
85	Ed Bernet	26	6-4	205	Dallas	SMU	3
80	Max Boydston	28	6-1	215	Muskogee, Okla.	Oklahoma Univ	. 6
89	Bob Bryant	23	6-5	230	Plainview, Texas	Texas	ĭ
88	Chris Burford	22	6-3	210	Oakland, Calif.	Stanford	1
TACKLES:							
74	Jerry Cornelison	23	6-3	250	Temple, Texas	SMU	2
79	Charlie Diamond	24	6-2	235	Miami, Florida	Miami	ĩ
70	Jack Stone	23	. 6-2	245	Gresham, Oregon	Oregon	1
GUARDS:							
62	Sid Fournet	26	6-1	235	Bogalusa, La.	LSU	4
64	Bill Krisher	24	6-0	235	Midwest City, Okla.	Oklahoma	2
63	Marvin Terrell	22	6-1	235	Indianola, Miss.	Mississippi	ī
CENTERS:							
50	Jim Barton	25	6-5	250	Mason, W. Va.	Marshall	2
55	Tom Dimmick	29	6-7	255	Lake Charles, La.	Houston	3
				DEFEN	SE		
HALFBAC	KS:						
22	John Bookman	25	5-11	185	Baton Rouge, La.	Miami	2
36	Clemon Daniels	23	6-1	220	McKinney, Texas	Prairie View	1
18	Don Flynn	25	6-0	205	Tyler, Texas	Houston Univ.	3
44	Jimmy Harris	25	6-1	175	Terrell, Texas	Oklahoma	3
21	David Webster	22	6-4	215	Houston, Texas	Prairie View	1
48	Duane Wood	24	6-1	190	Stillwater, Okla.	Oklahoma State	2
LINEBAC	KERS:						
56	Walt Corey	22	6-0	215	LaTrobe, Pa.	Miami	1
54	Ted Greene	26	6-1	230	Scranton, Pa.	Tampa	3
69	Sherrill Headrick	23	6-2	215	Fort Worth, Texas	TCU	2
61	Bob Hudson	30	6-4	230	N. Charleston, S. C.	Clemson	10
35	Stewart Stover	21	6-0	215	Monroe, La.	N.E. La. State	1
TACKLES	:						
71	Ray Collins	31	6-0	250	Shreveport, La.	LSU	9
72	Paul Rochester	23	6-2	250	E. Lansing, Mich.	Michigan State	1
76	Walter Napier	24	6-4	280	Waco, Texas	Paul Quinn	1
ENDS:							
87	Mel Branch	23	6-2	220	DeRidder, La.	LSU	1
66	Dick Frey	30	6-2	230	Kaufman, Texas	Texas A&M	ī
86	Paul Miller	28	6-2	235	Baton Rouge, La.	LSU	6
					0 .		



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## Frank Filchock and the Denver Bronco Staff

The most famous son of Grindstone Gulch, Pa., is Frank Filchock, head coach of the Denver Broncos and a quarterback with a lasting reputation in professional football.

Filchock, now 43, moved from his native Pennsylvania to the University of Indiana and became a brilliant, still-remembered passer for Coach Bo McMillan's teams of 1935-36-37. From Indiana, he enlisted with the Washington Redskins, giving the 'Skins a one-two quarterbacking punch of Sammy Baugh and Filchock.

Filchock moved to the New York Giants from Washington, and in 1946 piloted the Giants to the Eastern Division title before going to the Canadian league.

As quarterback of the Montreal team in 1949, Filchock led the club to the Grey Cup championship and was named "Athlete of the Year" in Canada.

Filchock came to Regina as head coach in 1953 and quickly built up one of the powers of the Canadian League. Dean Griffing, the Regina general manager, became one of his staunchest backers and, when Griffing became General Manager at Denver, he made Filchock his first choice as head coach.



FRANK FILCHOCK Head Coach, Denver Broncos

Filchock is assisted by former pro stars Jim Cason and Dale Dodrill.

#### THE DENVER BRONCO STAFF



FRONT ROW, left to right: Dale Dodrill, Frank Filchock and Jim Cason.

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### Future All-American

That boy of yours . . . someday when he goes to college, he may become an All-American. But whether he does or not, he'll always be the All-American boy to you and you'll be the All-American dad to him. Don't let him down.

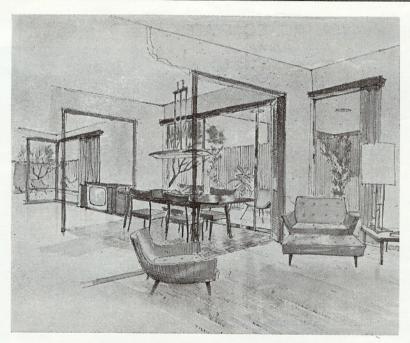
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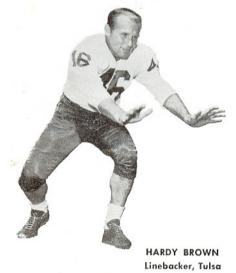
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# **BRONCOS**





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Quarterback, Notre Dame



LIONEL TAYLOR End, New Mex. Highlands

JOHN HATLEY Tackle, Sul Ross



BUD McFADIN Tackle, Texas

AUSTIN GONSOULIN Def. HB, Baylor



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# **BRONCOS**







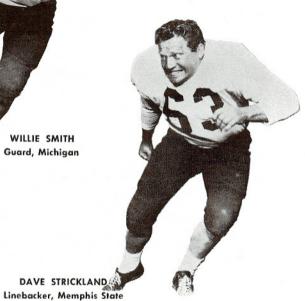




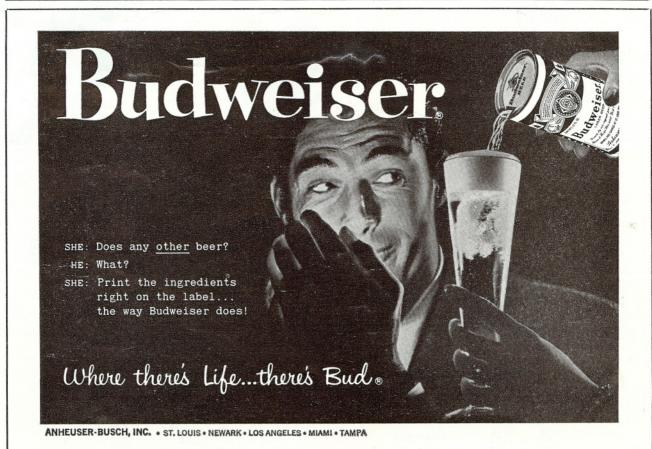












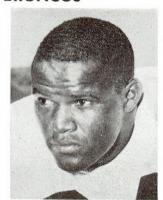
#### DENVER BRONCOS



J. W. BRODNAX Fullback, LSU



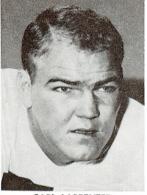
ELDON DANENHAUER Tackle, Pittsburg St.



HENRY BELL Halfback, Valdosta, Ga.



GEORGE HERRING
Quarterback, Miss. Southern



CARL LARPENTER Tackle, Texas



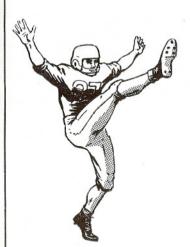
DON KING Tackle, Kentucky



AL DAY Linebacker, Eastern Mich.



BOB STRANSKY Halfback, Colorado



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#### EASIEST BUY IN TEXAS

The Dallas Texans, who want to make buying football tickets just as easy-and commonplace-as buying toothpaste at the corner drugstore, have set up ticket offices in virtually every nook and corner in Dallas and Fort Worth.

In fact, there are very few towns in the North Texas area that do not have a place for the real foot-ball fan to buy a ticket to see the Texans.

Ticket prices to the Dallas Texans home games are the same you pay to see your favorite college team (and that's something Lamar Hunt, and the Texans organization urge you to continue doing). Reserved seats are \$4 each. General admission seats are just half as much at \$2 and a high school student can watch "America's Most Exciting Game" for just 90 cents.

But the best deal of all comes to the youngster of junior high age or under. For just \$1, these youngsters can join the DALLAS TEXANS HUDDLE. Membership in the Huddle, first project of its kind ever attempted in professional football, gives the boy or girl a season ticket to the Texan home games plus a DAL-LAS TEXANS T-shirt, an official contract with the team, and finally, admittance to the several Dallas Texan coaching clinics which will be conducted from time to time. A huddle application blank is included elsewhere in this book.

All types of tickets to the Texan games are on sale at the main ticket office at 1713 Commerce and at the following DALLAS locations:

Athletic House, 135 Inwood Village and 84 Highland Park Village.

E. M. Kahn, 211 Wynnewood Village
Montgomery Ward, Big Town.

Sinclair Service Stations, 10803 Preston Road, Preston Royal; 2103 Ft. Worth Ave. Sears-Roebuck, 5334 Ross, 1409 S. Lamar, 611 W.

Jefferson.

Thrifty Drugs, 3121 S. Oakland.

IN GRAND PRAIRIE: Dial Supply Co., 1217 E. Jefferson.

IN IRVING: E. M. Kahn.

IN RICHARDSON: Spuds Sinclair Service.

IN ARLINGTON: Sears, Roebuck, 3403 Abrams.

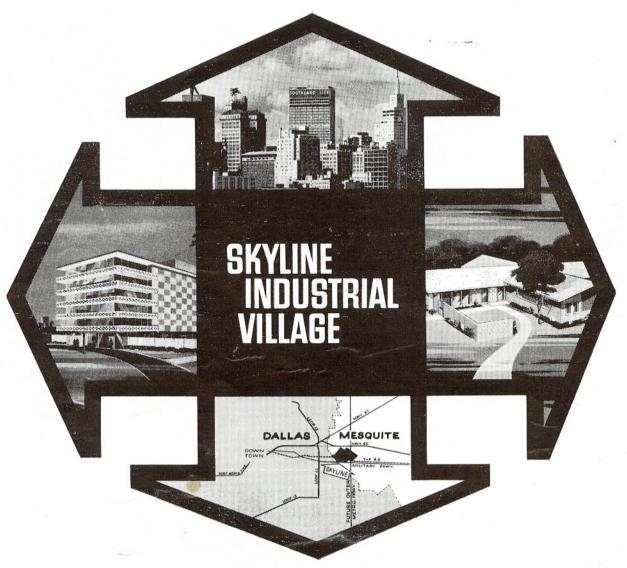
Ray Goin Sinclair, 220 W. Division. IN FORT WORTH:

Central Ticket Agency, Texas Hotel Sinclair Stations, 6501 Camp Bowie; 2526 E. Bel-knap; 5501 E. Lancaster; 3030 W. Lancaster; 6724 Baker Boulevard.

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# A FRESH CONCEPT IN INDUSTRIAL SITE DEVELOPMENT

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Learn more about the exciting story of this new dimension in industrial site development. Get in on the "ground floor" of Skyline Industrial Village while the most desirable plant locations are still available.



Skyline Industrial Village is Big D's newest industrial site development, offering unusual advantages to both management and employees. Its concept is three-fold — home, job and good living brought together in one complete package. Located in Mesquite, Texas, it is only minutes from downtown Dallas and only hours away from the nation's markets via unexcelled transportation facilities of air, rail and road.

Planned for beauty and designed for convenience, Skyline Village will provide the best in plant sites — the best in living and working conditions. Residential areas will be available walking distance away from the job. Employees can enjoy the more relaxed tempo of "village" life, without the traditional traffic scramble and the lost minutes or hours to and from work. In easy reach will be shopping centers, schools, recreation and all the services needed for family living.

Ground has already been broken and development started on Skyline Industrial Village. Excellent plant sites are now available with plenty of growing room. Industry looking for the right geographical location in the most ideal surroundings can look to Skyline Village as the "best address" in America.



1315 MERCANTILE SECURITIES BUILDING • DALLAS 1, TEXAS Riverside 1-1358

# Texan Spectacular Number Five

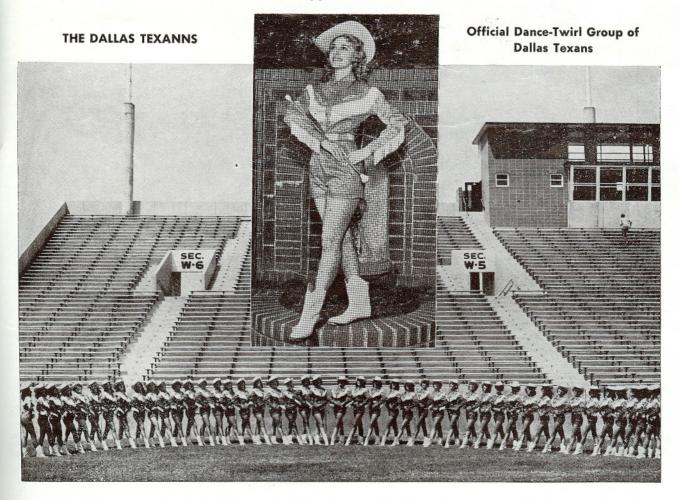
The biggest halftime show yet is in the offing today as the Dallas Texans stage their first "Band Day." A national television audience will be looking in on more than 1,000 bandsmen, representing some 20 of North Texas' finest high school bands.

The halftime show, produced by Jean Short and Vivian Curry of the Texan promotion staff and directed by Maurice McAdow of North Texas State, is the most ambitious undertaking ever for the Texans. All 20 of the bands will move onto the field at halftime and play en masse as McAdow directs.

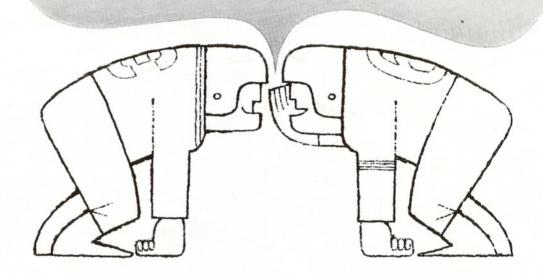
As usual with Texan halftimes, there will be pretty girls, too. Miss Barbara Gallaher and Miss LaNell Rowell will take part in the festivities along with the sensational Dallas TexAnns. The TexAnns, directed by Mrs. Arnodean Bolton of Kilgore, and organized especially for the Texans have gained national recognition for their fine work. They are to appear Thanksgiving Day in New York City as a special part of the nationwide telecast of the Texans-Titans game.

Two bands will be featured at "Band Day". The Stephenville and New London bands will take part in the pre-game and post-game shows.

### A Typical TexAnn



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## Where Halfbacks Fear To Tread

By SAM BLAIR

**Dallas Morning News** 

The end justifies the means, they say, and the Dallas Texans prove that point frequently with a pair of mean ends named Paul Miller and Mel Branch.

They're mean on the field, that is. If you met them on the street, you'd find that they're friendly, soft-spoken fellows who seem more inclined to pat a dog on the head than to knock a quarterback on his pants.

But on the field they're men of violence who have found numerous methods for creating misery in an enemy backfield. As two of the saltiest members of the Texans' defensive team, Miller and Branch have delighted in tearing down playhouses.

The Denver Broncos, today's opponent in the Cotton Bowl, will testify to that. The end men in Dallas' first line of defense gave them some bad moments two weeks ago in the rarified air of the Rockies when the Texans won a 17-14 battle.

Miller's work was particularly impressive, for three weeks earlier he had been helped off the field with a bum knee and hadn't seen action since. But against Denver, the rugged 6-2, 230-pound veteran once again hit fiercely and surely, showing why many observers call him the best defensive end in the American Football League.

The 6-2, 220-pound Branch hit some tough licks, too, and strengthened his place among the new league's outstanding rookies. Miller owns five more years of pro experience than Mel but the sturdy young graduate of LSU's famed Chinese Bandits has proved often than he can travel at Miller's fast and rugged pace.

All of which means double trouble for opposing backs.

Miller, like Branch, is a Louisiana native who performed his college heroics for LSU. Actually, the Texan's defensive line draws 75 per cent of its strength from LSU with Miller at left end, Branch at right end and Ray Collins at right tackle.

Violence is nothing new for Miller, a fiercely aggressive player who is the team's No. 1 leader. He's always been quick to mix it with the opposition since his rookie days with the Los Angeles Rams in 1954.



TEXAN DEFENSIVE ENDS PAUL MILLER AND MEL BRANCH.

Perhaps Paul got a glimpse of what the future held the first time he drove on one of Los Angeles' frantic freeways. He saw on 8-car pile-up.

It seems he's been in collisions most of the time since. He's been involved in three auto wrecks and more gridiron crashes than rival backs care to remember.

Miller's first job as a Ram rookie was on the kick-off team. He got 73 per cent of the tackles, convincing the Rams that a fellow who likes contact that much should have more opportunities to hit someone.

Paul soon got that chance as a defensive end and before long folks around the NFL respected him as a tough man in a tough trade.

Quick, powerful and agile, Miller developed his thirst for action early. "I've always liked contact," he said. "You had to like it when I played at LSU. We used to scrimmage for three and a half hours."

Miller prospered nicely with the Rams until a back injury forced him out of football in 1958. He laid out of action throughout 1959 but when the AFL issued its call to arms this season, Miller left Baton Rouge and headed back to the wars.

He and Branch established themselves as the Texans' top defensive ends early and no one frets too much about that position as long as they're healthy and ready to hit. No one, of course, except the other side.

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In the full-size Buicks there's a great new ride, new stability and new interior roominess and comfort made possible by Buick's exclusive Hide-Away drive shaft. You'll find the smoothness of Wildcat engine power teamed with Turbine Drive transmission in every model.

In the special-size Buick Special there's a revolutionary new Aluminum Fireball V8 that offers big-car performance with small-car economy and an optional Dual-Path Turbine Drive transmission that combines getaway with gliding smoothness. Room? The Special's "Comfort Zone" holds six adults with ease.

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AND

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IN REVIEW"

Monday at 10:30 p.m.





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Cavanagh Felts in Dallas, exclusively at Jas. K. Wilson, \$16 to \$100.



Jas. K. Wilson

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# November Short December Long

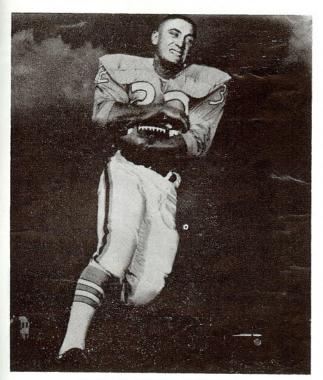
Today's visit to Big D is short — and Denver willing — sweet for the Texans. They hit the road again next week for a two-game tour of the East Coast before settling back in Dallas, Dec. 4, for the duration of the season.

Boston's Patriots provide the opposition next Friday night and the battle should be a lulu. The Patriots have been hot-and-cold much of this season, but reports from Massachusetts say that next week is apt to be one of the hottest ever.

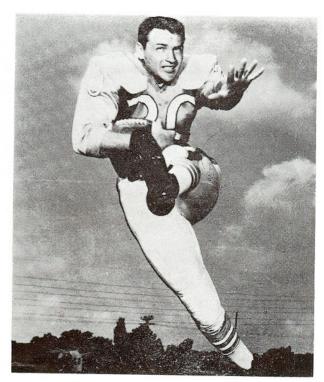
Boston, coached by Lou Saban, had one of the AFL's best pre-season records. The Texans met the Patriots in an exhibition at Harvard Stadium and were very fortunate to escape with a 24-14 victory. Butch Songin had the Big D team crying for help all day. Johnny Robinson, with two touchdown runs, was the hero of the first visit to the Bean City with two touchdowns, including a TD reception on the Texans' first offensive play.

The Patriot offense is built around Songin's arm, classy receivers like Jim Colclough and the fine running of Ron Burton, the great all-America halfback at Northwestern last year; and Dick Christy, whose play bordered on the incredible against Oakland last week.

The Boston game is a Friday night affair. It will come to Dallas listeners through the vocal chords of



HOUSTON FULLBACK DAVE SMITH The Ripon Ripper



HOUSTON HALFBACK BILLY CANNON Cotton Bowl foe, Dec. 4

Charlie Jones, starting at 9 p.m. (Dallas time) over KRLD (1080).

The Texans follow their Boston visit with a similar trek to New York for a Thanksgiving Day date with Sammy Baugh's Titans. One of the Eastern Division's best teams, the Titans knocked off the Texans here in Dallas, 37-35, back in October. That game will be televised nationally. Station WFAA (Channel Eight) will carry it in Dallas.

The trip back home will find Houston's Eastern Division-leading Oilers waiting for its Dec. 4 date. The Oilers boast the brilliant Billy Cannon and the league's top surprise, rushing leader Dave Smith of little Ripon College.

Two other Cotton Bowl dates follow the Houston game. Boston will be in Dallas, Dec. 11 and Buffalo will be in town, Dec. 18.

Tickets are available for all three of the remaining Texan home games at the Dallas Texans Ticket Office, 1713 Commerce.

#### THE TEXAN SCHEDULE

Nov. 18-TEXANS at Boston (Fri.)\*

Nov. 24—TEXANS at New York (Thanksgiving Day)

Dec. 4—Houston at Cotton Bowl

Dec. 11-Boston at Cotton Bowl

Dec. 18-Buffalo at Cotton Bowl

\* Night Game

## **JOHNNY ROBINSON**

**DALLAS TEXANS** 

AND

## **BILLY CANNON**

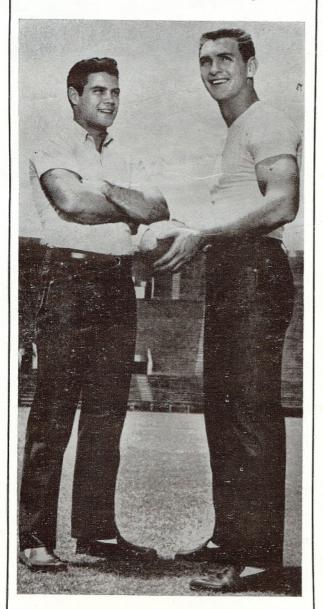
HOUSTON OILERS

of the AMERICAN FOOTBALL LEAGUE

WEAR

# Lee RIDers

WESTERN JEANS



# AMERICAN FOOTBALL LEAGUE GAME-OFFICIALS CREWS for 1960

Crew Des	signation	No.	Official	Position
1. CREW	A	11 32 20 44 52	John McDonough Elvin Hutchison Clyde Devine Willard (Lefty) Goodhue Charles Liley, Jr.	Referee Head Linesman Umpire Back Judge Field Judge
2. CREW		16 34 25 43 54	John Morrow Joe Kraus Walt Parker Amby Schindler Price Truitt	Referee Head Linesman Umpire Back Judge Field Judge
3. CREW		12 35 22 40 53	Harold (Red) Bourne Bo McAlister Bob Finley George Parker Ben Dreith	Referee Head Linesman Umpire Back Judge Field Judge
4. CREW		24 42	Jack McLain Al Sabato Gilbert Castree John Reader Fritz Graff	Referee Head Linesman Umpire Back Judge Field Judge
5. CREW		36 26 33	John Barnhill Dick Ullrich George Young Sonny Gamber James Ryan	Referee Head Linesman Umpire Back Judge Field Judge



# BIG DAY FOR BIG D

February 22, 1959, was a Big Day for Big D, for on that cold winter day the doors of the spectacular \$18 million Trade Mart swung open in Dallas for its formal opening and first market week. With almost a million square feet of floor space, this mart attracts buyers from some 40 states and a half-dozen foreign countries to its gift, furniture and housewares markets.

Although only a part of the Dallas picture, the Trade Mart stands as an impressive symbol of Dallas' complete domination of the Southwest in wholesale-distribution.

Just-released figures from the 1958 Census of Business show the Dallas Metropolitan Area with annual wholesale sales of over \$4 billion, 28% of sales for the entire State of Texas! The next-largest Texas area in wholesale sales was Houston. Although Houston exceeds the Dallas area in population by some 160,000 Dallas wholesale sales were greater by almost \$400 million. No other Texas area reported as much as \$1 billion.

This shows an almost unbelieveable growth from 1939, when Dallas wholesale sales were only \$495 million—or even from the 1958 figure of \$2.3 billion. And Dallas is still growing.

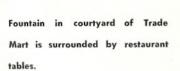
While these wholesale sales come from many sources, the merchandise mart facilities in Dallas give it a tremendous advantage over other cities, and all of these have been created within the last eight years.

The Merchandise Mart of Dallas is located in the downtown area. Its 550,000 square feet of floor area, housing some 650 tenants, is occupied primarily by the permanent display rooms of soft goods and giftware lines.

A complex of four mart facilities in the Trinity Industrial District, all under the same ownership, has been named the Dallas Master Market Center. These facilities, all completed since 1956, are the Decorative Center, 97,000 square feet; the Dallas Homefurnishings Mart, 438,000 square feet; the Dallas Trade Mart, 960,000 square feet, and Market Hall, 67,500 square feet. A fifth mart is being leased for immediate construction. It will be a Construction Materials Mart.

Twenty-one market seasons and merchandise shows annually attracts buyers and visitors principally from the Southwest, but with some 40 states represented.

While the activities of these marts represent only a portion of the Dallas wholesale picture, they are important enough to have made February 22, 1959 — the day of the opening of the Dallas Trade Mart — a Big Day For Big D.





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## 1960 Southwest Conference Schedule

#### TEXAS A&M

Sept. 17-L.S.U. @ Baton Rouge, La. 8:00 P.M. Sept. 24-T. Tech @ College Sta., 7:30 P.M. 1-Trinity @ San Antonio, 8:00 P.M. Oct.

8-Houston @ Houston, 8:00 P.M. Oct.

Oct. 15-TCU @ College Station, 2:00 P.M.

Oct. 22-Baylor @ Waco, 2:00 P.M.

Oct. 29-Arkansas @ Col. Station, 7:30 P.M.

Nov. 5-SMU @ Dallas, 2:00 P.M. Nov. 12-Rice @ Houston, 2:00 P.M.

Nov. 24—Texas @ Austin, 1:30 P.M.

#### **ARKANSAS**

Sept. 17-Okla. St. @ L. Rock, Ark., 8:00 P.M.

Sept. 24-Tulsa @ Fayetteville, 2:00 P.M.

Oct. 1-TCU @ Fort Worth, 7:30 P.M.

Oct. 8-Baylor @ Fayetteville, 2:00 P.M.

Oct. 15-Texas @ Austin, 2:00 P.M.

Oct. 22-Ole Miss @ L. Rock, Ark., 8:00 P.M.

Oct. 29-A&M @ College Station, 7:30 P.M.

Nov. 5-Rice @ Little Rock, Ark., 2:00 P.M.

Nov. 12-SMU @ Fayetteville, 2:00 P.M.

Nov. 19-Texas Tech @ Lubbock, 2:00 P.M.

#### BAYLOR

Sept. 24-Colorado @ Waco, 7:30 P.M.

1-L.S.U. @ Baton Rouge, La., 8:00 P.M.

Oct. 8-Arkansas @ Fayetteville, 2:00 P.M.

Oct. 15-Texas Tech @ Lubbock, 7:30 P.M.

Oct. 22-A&M @ Waco, 2:00 P.M.

Oct. 29-TCU @ Fort Worth, 2:00 P.M.

Nov. 5-Texas @ Waco, 2:00 P.M.

Nov. 12-U.S.C. @ Waco, 2:00 P.M.

Nov. 19-SMU @ Dallas, 2:00 P.M.

Nov. 26-Rice @ Waco, 2:00 P.M.

Sept. 24-Georgia Tech @ Houston, 8:00 P.M.

1-Tulane @ Houston, 8:00 P.M. Oct.

8-Florida @ Miami, Fla., 8:00 P.M. Oct.

Oct. 15-SMU @ Dallas, 8:00 P.M.

Oct. 22-Texas @ Houston, 8:00 P.M.

Oct. 29-Texas Tech @ Houston, 2:00 P.M.

Nov. 5-Arkansas @ L. Rock, Ark., 2:00 P.M.

Nov. 12-A&M @ Houston, 2:00 P.M.

Nov. 19-TCU @ Houston, 2:00 P.M.

Nov. 26-Baylor @ Waco, 2:00 P.M.

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#### SOUTHERN METHODIST UNIVERSITY

Sept. 17-Missouri @ Columbia, Mo., 1:30 P.M.

Sept. 24-Ohio St. @ Columbus, O., 1:30 P.M.

8-Navy @ Norfolk, Va., 2:15 P.M. Oct.

Oct. 15-Rice @ Dallas, 8:00 P.M.

Oct. 22-Texas Tech @ Lubbock, 2:00 P.M.

Oct. 29-Texas @ Austin, 2:00 P.M.

Nov. 5-A&M @ Dallas, 2:00 P.M.

Nov. 12-Arkansas @ Fay'ville, 2:00 P.M.

Nov. 19-Baylor @ Dallas, 2:00 P.M.

Nov. 26-TCU @ Dallas, 2:00 P.M.

#### TEXAS CHRISTIAN UNIVERSITY

Sept. 17-Kansas @ Lawrence, Kans., 1:30 P.M.

Sept. 24-U.S.C. @ Los Angeles, Cal. 8:00 P.M.

1-Arkansas @ Fort Worth, 7:30 P.M. Oct.

Oct. 8-Texas Tech @ Fort Worth, 7:30 P.M.

Oct. 15-A&M @ Col. Station, 2:00 P.M.

Oct. 22-Pittsburgh @ Fort Worth, 2:00 P.M.

Oct. 29-Baylor @ Fort Worth, 2:00 P.M.

Nov. 12-Texas @ Fort Worth, 2:00 P.M.

Nov. 19-Rice @ Houston, 2:00 P.M.

Nov. 26-SMU @ Dallas, 2:00 P.M.

#### THE UNIVERSITY OF TEXAS

Sept. 17-Nebraska @ Austin. 7:30 P.M.

Sept. 24-Maryland @ Col. Park, Md., 2:00 P.M.

Oct. 1—Texas Tech @ Austin, 7:30 P.M.

8-Oklahoma @ Dallas, 2:00 P.M. Oct.

Oct. 15-Arkansas @ Austin, 2:00 P.M.

Oct. 22-Rice @ Houston, 8:00 P.M.

Oct. 29-SMU @ Austin, 2:00 P.M.

Nov. 5-Baylor @ Waco, 2:00 P.M.

Nov. 12-TCU @ Fort Worth, 2:00 P.M.

Nov. 24-A&M @ Austin, 1:30 P.M.

#### **TEXAS TECH**

Sept. 17-W. Texas State @ Lubbock, 7:30 P.M.

Sept. 24-A&M @ College Station, 7:30 P.M.

1-Texas @ Austin, 7:30 P.M. Oct.

Oct. 8-TCU @ Fort Worth, 7:30 P.M.

Oct. 15-Baylor @ Lubbock, 7:30 P.M.

Oct. 22-SMU @ Lubbock, 2:00 P.M.

Oct. 29-Rice @ Houston, 2:00 P.M.

Nov. 5-Tulane @ Lubbock, 2:00 P.M.

Nov. 12-Wyoming @ Lubbock, 2:00 P.M.

Nov. 19-Arkansas @ Lubbock, 2:00 P.M.



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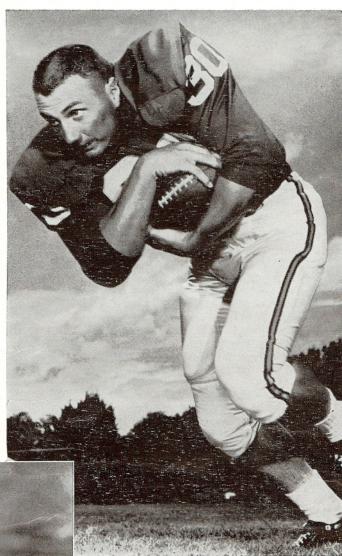
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OR

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G-O T-E-X-A-N



JACK SPIKES

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	NUMBER OF SEATS	AMOUNT
DEC. 4 HOUSTON	at \$4	
DEC. 11 BOSTON	at \$4	
DEC. 18 BUFFALO	at \$4	
MAKE CHECK OR MONEY ORDER PAYABLE TO DALLAS TEXANS &	.35	
MAIL TO TICKET MANAGER, DAL- LAS TEXANS, 1713 COMMERCE.	TOTAL DUE	

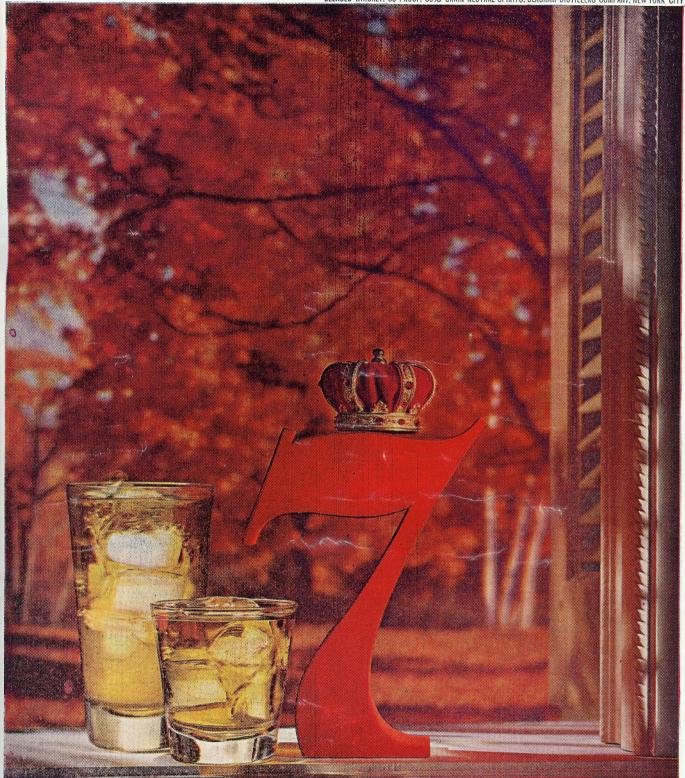
(NAME)

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(CITY)



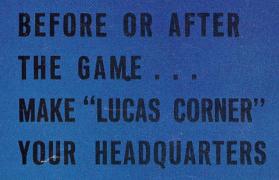
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