

A PRELUDE TO BIG TIME FOOTBALL: H.J. LUTCHER STARK AND THE 1910 UNIVERSITY OF TEXAS FOOTBALL SEASON

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Editors' Note: We'd like to thank Mr. Walter Riedel of the Nelda C. and H.J. Lutcher Stark Foundation of Orange, Texas, for generously depositing the Stark Football Letters with The H.J. Lutcher Stark Center at the University of Texas at Austin. His gift made this research project possible. Although football is not a frequent topic of conversation in this journal, we include it in this issue because of the insight it provides into the early life of H.J. Lutcher Stark, a serious weight trainer who studied with Alan Calvert, and later became a University of Texas Regent. Stark was known for his love of UT and other good works, which included founding the Nelda C. and H.J. Lutcher Stark Foundation in Orange, Texas. The H.J. Lutcher Stark Center for Physical Culture and Sports at the University of Texas is named in his honor.

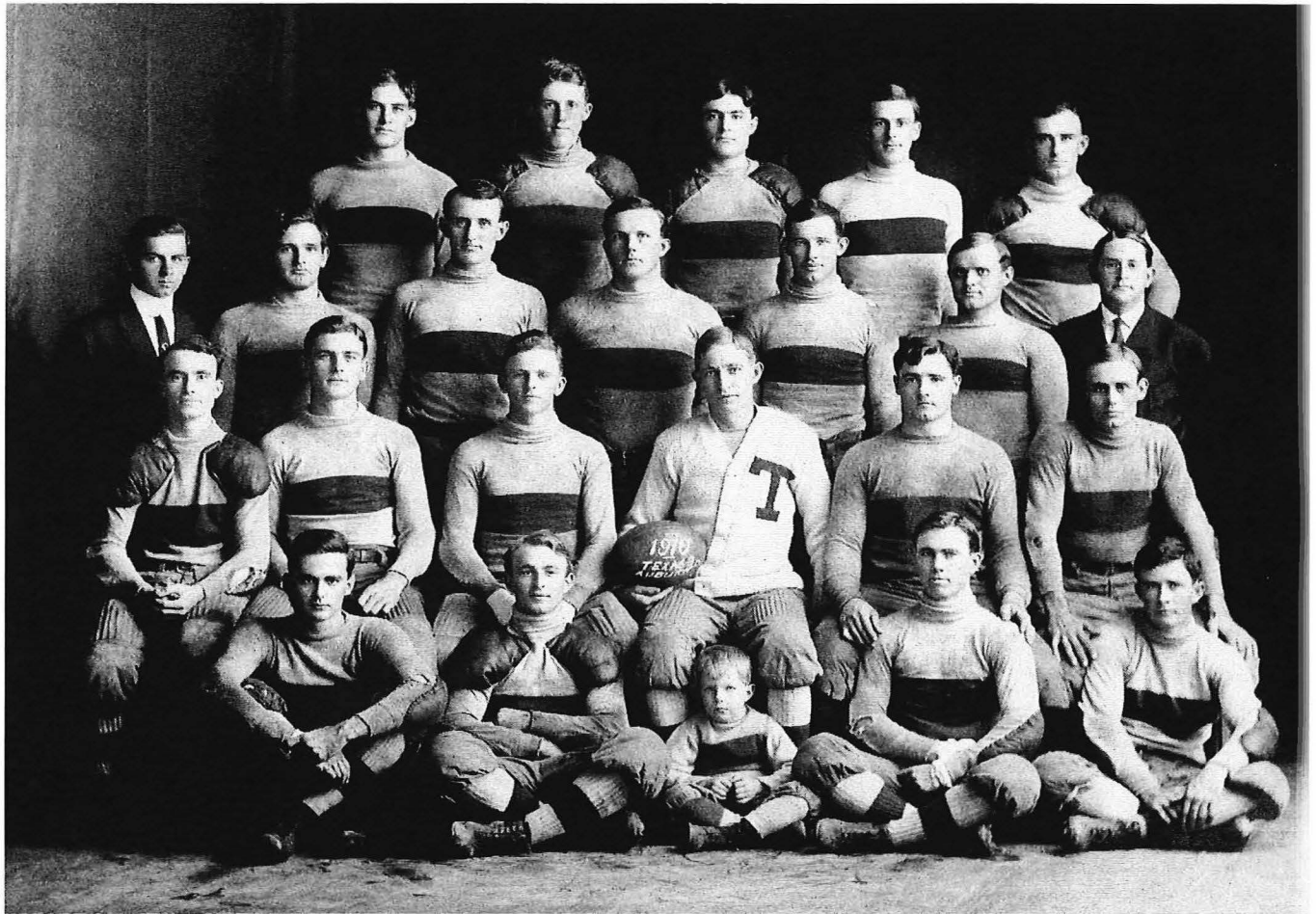
By the turn of the twentieth century, football was a familiar element of campus life at many American colleges and universities. The first collegiate match, between Rutgers and Princeton, took place in 1869, in New Brunswick, New Jersey, and the game would largely maintain its northeastern provenance in the years that followed.¹ Dominated in the closing decades of the 1800s by the Ivy League stalwarts responsible for codifying and popularizing the American game, the early 1900s saw the rise of the sport throughout the country, especially in the Midwest and the South.² Twenty-seven seasons of college football would pass before Lafayette College, located in the Ivy League corridor in Pennsylvania's Lehigh Valley, became the first non-Ivy to win a national championship in 1896. Another five years passed before a non-northeastern university won the title, when an 11-0 Michigan squad joined Harvard and

Yale for a share of the 1901 championship. The Ivy League remained dominant for quite some time, but a greater diversity of champions and co-champions in the first decade of the new century confirmed the spread and growth of high quality college football.³

Despite the growth and popularity of the game, college football in this era was a loosely organized affair. Few schools were organized into conferences and the modern athletic department had yet to be conceived. The administrative structure of football and athletics varied from campus to campus, but usually included a standing athletic council, made up of faculty and administrators, coaches who were either hired for short seasons or culled from the faculty, and undergraduate student managers who actually handled most of the day-to-day tasks involved with actually running the team.⁴ Due to these conditions, early college football seasons were not the organized affairs that modern fans have come to expect; colleges might compete against local athletic clubs and high schools in one season, against other colleges in the next season, and not even field a team in the following year.

The University of Texas (UT) introduced football in 1893, with a team under the direction of student-manager Albert Lefevra, also the secretary-treasurer of the joint student-faculty UT Athletic Association, an early predecessor to the University Athletic Department.⁵ The inaugural team posted an undefeated season, winning two games in the fall, and two more in the spring. The university hired its first football coach the following year, when Reginald DeMerritt Wentworth was brought on to lead the team.⁶ Under Wentworth, the team continued its early success, and notably played against eventual rivals Texas A&M for the first time in 1894. At the time, coaches were hired on an annual basis (many stayed in Austin only for the football season), and a number of different men led the team as the program contin-

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In his senior year at the University of Texas, Lutcher Stark (on the right, in a suit) served his school by being the manager of the varsity football squad, shown here. In this capacity he scheduled all of the football game for the Longhorns, and even managed to make a profit for the team.

ued to field strong teams through the turn of the twentieth century. It was in these years that the university established itself as a regional football power and began to develop many of its longstanding rivalries, including those with the University of Oklahoma, Baylor University, and Texas Christian University. Other traditions would take root in these years, including the selection of the team colors of orange and white (by the Board of Regents in 1900) and the naming of the team as “The Longhorns” by *The Texan* writer D.A. Frank in 1903, although the team was generally referred to as the “Varsity” through the mid-1910s.⁷

The University of Texas, like most schools, adhered to this organizational model through the first decade of the twentieth century. Significant changes to the system would not come until the second decade of the twentieth century, but a critical figure in the history of this transition would join the squad in the 1909 sea-

son. It was that year that Henry Jacob Lutcher Stark, then a junior, became assistant student manager. Stark, who went by Lutcher, undertook the role of head manager in 1910, becoming part of a team he would support and influence (in numerous ways) for over half a century. In fact, the continued national influence of University of Texas football in the twenty-first century may justify calling Lutcher Stark a critical figure in the history of American football and not just in the history of football at Texas.

Stark had been an ardent fan and supporter of university athletics since his arrival as a freshman in 1905. Known at that time as “the richest boy in Texas,” Stark was heir to one of the largest timber and land fortunes in turn-of-the-century America; his family controlled more than 600,000 acres of land stretching from the Sabine River bottoms of east Texas into the lands of western Louisiana.⁸ Lutcher was the first undergraduate

student to have a car at the university; brought Sydney Mouton, his African-American valet with him to campus to look after his apartment and clothing; and was by all accounts one of the richest men on any college campus in America at the time.⁹ His campus lifestyle actually garnered media attention, carrying his name from Texas to far-off locales like Placerville, California.¹⁰

Wealthy enough that he would never require employment for his own gain, Lutcher committed to working for the benefit of others at a young age, and did so throughout his life.¹¹ Stark family lore suggests that Lutcher's grandmother, imploring the young man to find a cause worthy of his support, may have spurred on this philanthropic impulse.¹² He found his first calling with the 1910 Texas Longhorn football team, performing a wide array of duties during a campaign that would establish the Texas squad as one of the premier teams in the country. Chief among his responsibilities was the negotiation of a schedule for the fall season, which Lutcher undertook via letter and Western Union telegram in the winter and spring of 1910. Remarkably, Stark saved more than 275 items of correspondence from his year as the manager of the UT football team.¹³ Drawing on this collection of correspondence, archival records of the University Athletic Council, *The Texan* student newspaper, and other sources, this paper traces and examines the role Stark played in the 1910 football season, an experience that influenced his lifelong commitment to the University and its athletic programs. This is a story of a pivotal year in the development of a man and a team that would influence college football in America for decades to come. It is also a story of a game that will seem familiar to modern fans, yet at times equally foreign. College football was still relatively unexplored territory in 1910, but it was beginning to resemble the game we now see played on Saturday afternoons across the United States, thanks in large part to the vision and effort of men like Lutcher Stark.

Scheduling

At the University of Texas in 2015, football scheduling is a complex task, requiring negotiation with opposing teams and collaboration between the athletic department, campus facility management, media outlets, and local transit and public safety authorities. Modern schedules must also be crafted years in advance; as of this writing, the 2016 NCAA football season is six months away, but eager University of Texas fans can

already look forward to big dates in 2018 (University of Southern California), 2020 (Louisiana State University), and 2024 (University of Michigan). After assuming managerial duties in late 1909, the job of determining the 1910 schedule and negotiating financial terms with opposing teams fell on the shoulders of young Lutcher Stark. Unlike his modern counterparts, Stark had no previously guaranteed games to work with. Starting almost from scratch, Stark would not finalize the season's schedule until early summer, mere months before the first game.

Stark knew he could count on games against Baylor, Oklahoma, and Texas A&M Universities, as these contests had been regular affairs since the turn of the century, when the University declared that its team could only play other academic institutions following a bloody brawl in a game against the team representing the city of Dallas.¹⁴ Despite these regular opponents, the volume of correspondence between Stark and officials at other colleges beginning in late 1909 and continuing throughout the first half of 1910 indicates that most dates still needed to be filled. For what would eventually be an eight-game season, Lutcher was in contact with at least 35 schools, ranging westward to Colorado (University of Colorado and Colorado College), north to Kansas (University of Kansas and Kansas State University), and as far east as Georgia (University of Georgia and Georgia Tech University).

The primary concerns in assembling a schedule in the twenty-first century are not markedly different than those Lutcher and his equivalents at other universities dealt with in 1910. Then, like today, the logistics of team travel and financial matters were the two most critical issues in negotiating a football schedule. Teams generally traveled by train in the early part of the century, so both the frequency and distance of traveling to away games were limiting factors in scheduling. Consulting the letters in the Stark Collection and historical records for turn-of-the-century teams, it appears that most colleges and universities limited the majority of their away games to in-state opposition, preferring return trips that could be made within twenty-four hours.¹⁵ Those teams that did take on longer road trips (generally those with a remote location or more prestigious teams that could command a high guarantee) tended to limit such travel to one occasion per season, often scheduling multiple opponents near a destination or along their route. On occasion, such travel would lead to a frequency of games

unthinkable by modern standards, like the Sewanee club that played seven matches in nine days.¹⁶ In addition to the limitations of transportation and finances, travel for football was also curbed by university faculty, some of whom were opposed to their students spending significant time away from campus and the classroom.¹⁷

Such faculty influence would stymie Lutchter in his attempt to secure a home date against Tulane, one he felt the Longhorns deserved, for a rematch of a 10-10 tie played the previous season in New Orleans. In an 11 January response to a request from Tulane for Texas to return to the Crescent City in 1910, Stark held firm, "I have not decided definitely on the trip we shall take next year but you can see why it will be impossible to play you in New Orleans on November 12 or 24. In the first place it's your turn to give TEXAS a game on our field. If you care for a game here, I will give you an early date in October with a guarantee of 500.00."¹⁸ James Fortier, the Tulane manager, continued to appeal for a Texas return to New Orleans, explaining in his response that, "Texas and Tulane must get together on the gridiron in 1910 come what may. We cannot come to Austin due to the fact that the faculty will not let us take two trips... Now, let me hope that you are not in as sad a predicament as I and that you can solve the difficulty."¹⁹ Fortier and Stark would continue their correspondence into April, but neither would be able to solve "the difficulty," and it would take another thirteen years before Texas and Tulane met again, in a game played on 13 October 1923, in Beaumont, Texas. The Longhorns beat Tulane decisively, winning with a score of 33-0.²⁰

If a team was able to secure a date to play a game, and had the blessing of their faculty and athletic council (the precursor to the modern athletic department), the final piece of the scheduling puzzle was to settle on financial terms. Auburn manager Thomas Bragg wrote to Stark in a telegram on April 11, "We might be able to arrange game with you October 29, provided you guarantee expenses and other sufficient financial inducement." In most cases, the hosting team offered a guarantee to the visiting side, based on a reimbursement of travel expenses and either a flat rate or a percentage of the gate receipts. On 17 April, Bragg requested \$755 in expenses and \$500 in a guarantee from Texas, which Stark appeared to have "negotiated" down to \$1200 total merely by taking his time to (not) respond to Bragg's initial request.²¹ Bragg followed up with an impatient telegram a week later, naming \$1200

as Auburn's bare minimum price, which Stark appears to have accepted by dispatching contracts to Bragg on 26 April.²²

The \$1200 paid to Auburn was a sizeable sum, but securing the game was a big achievement for Stark, as the Auburn team was already considered among the best in the South. Other guarantees were more modest, both in terms of the expenses that Texas would cover and the cash guarantee. Stark drove a hard bargain on his end, generally rebuking attempts from schools to split the gate with Texas, preferring instead to offer a flat rate. In planning his season opener against Southwestern University of nearby Georgetown (Texas), Lutchter attempted to lowball coach P.H. Arbuckle for a sum less than the Longhorns had paid Southwestern the previous year. When Arbuckle responded unfavorably, Stark upped his offer, but made it clear that the Southwestern team was on the receiving end of his generosity. Stark wrote to Arbuckle: "In 1908, Southwestern played the University for \$90. In 1909, Southwestern played the University for \$134. This game was played under an agreement that I would not care to make, it has never been our policy to pay a large sum for an opening game, but since you people have always stood by us in our fight for clean athletics in the state, I feel that the Athletic Council would not object to my making you a larger guarantee than usual. For a game to be played on Clark Field here in Austin on Oct. 8th, 1910, I make you a guarantee of \$150. Please let me hear from you favorably as soon as possible."²³

In addition to his bargaining acumen, Stark appears to have employed a fair amount of businessman's gamesmanship in his attempts to get other schools to agree to his terms. If he had a specific date to fill, or a dollar amount in mind, Stark tended to use one of two tactics. First, he would play a deliberate waiting game, leaving letters or telegrams unanswered, often prompting a succession of communications from another manager pressing him for a reply.²⁴ Baylor's manager, Earl B. Smyth, expressed a sense of mild desperation common to the letters, following multiple handwritten notes with a telegram, stating, "I have had no reply to offer made you for game in Waco if offer were satisfactory wire at my expense and I will forward contracts otherwise please write at once am anxious to close date as I have another game in prospect for same day."²⁵

A second tactic Lutchter favored was to simply ignore the content of another manager's letter if it was

not to his satisfaction. For example, in the aforementioned correspondence with Tulane's Fortier, Lutchter would continue to send telegrams offering open dates for an Austin game, despite Fortier's repeated statements that Tulane simply could not travel in the 1910 season. Stark's approach was not wholly unsuccessful, particularly against less well-known schools over which Texas had some bargaining power. In a particularly egregious example, Stark went to great lengths to convince John Doty, Jr., the manager of the Transylvania University (of Lexington, Kentucky) football team to bring the team down to Austin for a game on 29 October. Doty successfully lobbied his Athletic Council for such a game and promptly wrote to Stark asking for a guarantee. When Stark responded to Doty's request, he simply wrote, "Can you come on October 22 instead of October 29 for \$500?"²⁶

Stark's dealings with Transylvania suggest something that is confirmed in other letters: that even as early as 1910, college football teams possessed varying levels of what modern sport managers would call "brand equity." Stark understood that his team and his University commanded a certain level of respect that allowed him to push his terms with some opponents, while others (such as Auburn) were dealt with as equals. The respect for Texas is evident in some of the letters from schools that did not end up on the 1910 schedule, especially the smaller schools that were hoping to solicit Texas. Their correspondence tends to refer to the quality of their team for the upcoming season, and that such a team may provide a level of competition that can draw a large crowd.²⁷

Foreign Exhibitions and Other Novelties

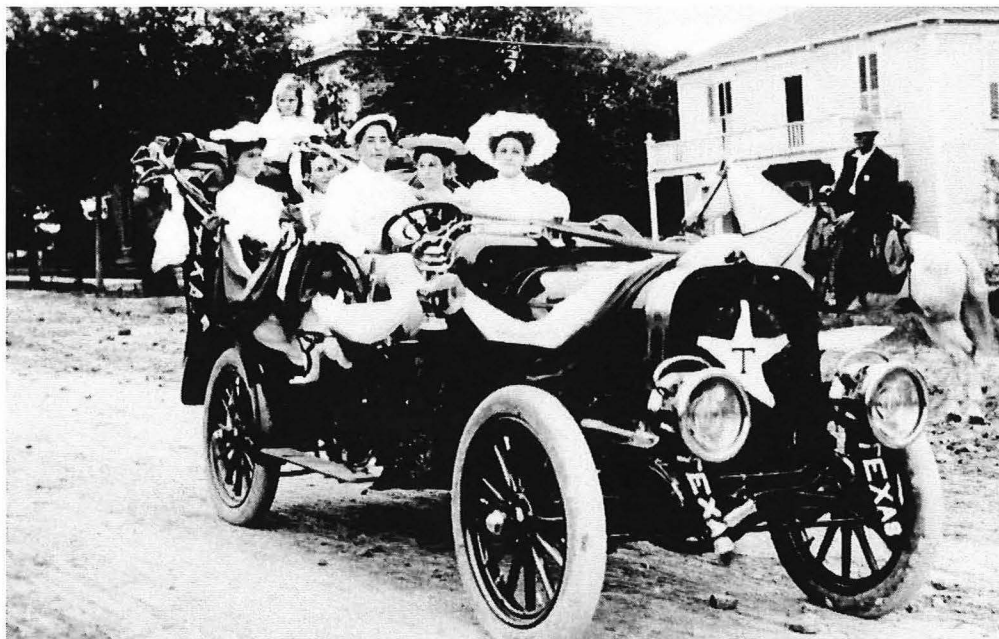
The letters also contain references to ideas that were not fully developed by Lutchter at the time: ideas that display his promotional and business sense as team manager, including some that would eventually become common in big time college football, like neutral field games, post season "bowl" games, and outings to foster team bonding. Neutral field games were already a common feature of the college season, bringing together teams in big cities to offset travel costs and increase gate receipts.²⁸ The Longhorns were no strangers to such games, having played Texas A&M in Houston on multiple occasions, in addition to taking games against teams like Sewanee in Dallas and San Antonio. What is notable about the references to neutral field games in the Stark letters is the scope of Lutchter's ambition. In letters to

both Colorado College and the University of Colorado, he proposes a game in El Paso, Texas, a site almost 800 miles from the Colorado schools and nearly 600 miles from Austin.²⁹ For these games (which never took place), Lutchter also pitched his contacts in the El Paso area, hoping to secure a guarantee from the hosting city for both teams, resembling the agreements now common in bowl and other neutral site games.³⁰

Postseason games, now a standard feature of the college football season, were not yet fixtures in 1910. The Rose Bowl Game had been played in 1902, but would not be played again until 1916, and it would be 1930 before other bowl games would arrive.³¹ What postseason games did exist tended to be exhibitions played in the hope of a good payday, and Stark seems to have been exploring the possibility for his squad in 1910. In a letter to Tulane's manager Fortier, Lutchter inquires: "Would you mind telling me what you think of post-season games. What did Havana give you people to come down there? Expenses? What sort of a team did they have, etc.? Ringers? I do not wish to appear to be meddling in your business, but I have been considering a post-season game and wondered if you would mind giving me a few pointers. Would you play Havana again if you could get a game with them?"³² Unfortunately, this thread disappears in the letters after just one more mention, wherein Fortier promises to fill Stark in about a postseason game in Cuba at a later date.³³ The communication with Tulane also indicates that teams were already using significant road trips for group bonding and touristic activities similar to those modern teams participate in during the bowl season. A letter dated 31 May 1910, from E.W. Pearl of the Seabrook (Texas) Fishing and Hunting Club, references a stop the Longhorns made on their 1909 trip to Tulane, and suggests that the players may wish to return again to, "enjoy the fine breeze, a plunge in the salt water, and later [to] "eat me out of house and home." In a related attempt at inducing a Texas trip to New Orleans, Tulane manager Fortier went to great lengths to sell the touristic angle for the Texas players, going so far as to include a promotional pamphlet entitled, "50 Facts about New Orleans."³⁴

Coaching Controversies

In addition to his scheduling duties, Stark was called upon in the early summer to serve as part of a hiring committee for a new football coach to replace Dexter Wright Draper, who had been removed amidst contro-



Lutcher Stark, at the wheel in this photo from his undergraduate years (1905-1910), was the first student to bring a car to the campus of the University of Texas at Austin. Although this photo is not dated, the fact that Lutcher has decorated his car with UT pennants, a big Texas star, and bunting, suggests (but does not prove) that Lutcher and his friends are on their way to either a pep rally or a football game.

versy surrounding his behavior. On 10 June, Edward Christian Henry Bantel, a UT engineering professor and chairman of the University's Athletic Council, sent notice to University president Sidney Edward Mezes of Draper's removal. "The council is not willing to have him return and again as coach," wrote Bantel "This decision was reached after careful consideration of the following circumstances. For about six weeks persistent rumors have been current concerning Dr. Draper's conduct while in Austin last Fall. It was said he had not only been intemperate, but immoral. The attention of the Athletic Council having been called to these rumors, a committee was appointed to investigate the matter."³⁵ The report of the committee that investigated Draper outlined several instances of inappropriate behavior, mostly revolving around Draper's fondness for drinking beer and whiskey, and his attendance at dances in "houses of ill-fame."³⁶ Draper, in New York City for the summer, was informed of his termination in a 9 June letter, which stated, "We regret exceedingly the necessity for this action, but as the representatives of the University in athletic matters, which touch the students so closely and so powerfully, the council feels that it is not justified in retaining you under the facts as found by the committee."³⁷

Stark had served on the committee that brought Draper to Texas and appears to have had a good relationship with the dismissed coach. The collection of letters contains a few dispatches from Draper to Stark, wherein the coach speaks candidly and warmly to his manager. Referring to Lutcher as "My Dear Stark," Draper confided to Stark that he was considering other employment, possibly at Columbia University in New York.³⁸ Despite the apparent options available to him, Draper intended to return, writing to Lutcher that, "I enjoyed the associations there [Texas]." Draper even suggested that he might return from his winter travels

to Austin, writing, "I had considered somewhat the idea of spending the winter at the University, possibly take some courses, engage in some light spring practice, and get better acquainted with the student body."³⁹ As late as 4 April, Draper would write to Stark in a friendly inquiry about the state of the upcoming schedule, evidence that suggests he had little reason to suspect he would be removed from his post in two months time.

The four-member committee to replace Draper included Lutcher; Bantel, the head of the athletic council; university professor and former Longhorns coach Waldemar Eric Metzenthin; and alumni representative James Hart.⁴⁰ The committee made quick work of finding a replacement: on 28 July, the Athletic Council announced the hiring of William S. Wasmund, most recently the star quarterback of the University of Michigan team.⁴¹ The *Galveston Daily News* noted that Wasmund emerged as the selection after "the council had been in negotiation with the best possibilities in the United States for several months."⁴² This appears to be a dose of journalistic license, as the search committee for a new coach was not named (or needed) until the Draper firing in June. What the *Daily News* likely did get right is that the committee intended to secure a highly quali-

fied coach and that a national search was conducted. Wasmund was the first coach Texas would hire from a "Western" college and he was personally recommended to the Athletic Council by his former coach at Michigan, the already legendary Fielding "Hurry Up" Yost.⁴³ The university newspaper, *The Texan*, expressed great excitement and high expectations for the new coach. In a 28 September piece entitled "Coach Wasmund Inspires Confidence," the paper celebrated Wasmund's arrival: "a reputation behind him such would make any man proud... we must predict a season for Texas under Wasmund as has never been heretofore approached."⁴⁴

The Season

With Wasmund in place as head coach, the Longhorns began fall practice on 15 September, eager to improve upon the previous season's disappointing results.⁴⁵ *The Texan* expressed an optimistic outlook, citing Lutchter's scheduling as a key asset for a successful season: "What we will accomplish this season will exceed most predictions. We have, thanks to Manager Stark, one of the most excellent schedules that could possibly have been arranged...we have six games at home and no long, fatiguing trips to be made."⁴⁶ The article went on to extoll the virtues of the team and their captain, Kirkpatrick. Throughout the season Stark would receive similar attention in the paper, often sharing column inches with Coach Wasmund for his role with the team. In the 1 October edition of the paper, Stark was commended for his recruiting skills, "He is continually on the outlook for new men, and has succeeded in signing several new recruits, including the Harrel brothers; White, from Bonham; and Vining."⁴⁷ Stark also garnered pre-season attention from *The Statesman*, Austin's major daily newspaper. A *Statesman* article from 3 October described a new university *Athletic Journal*, published under the direction of Stark. The university had printed gameday programs for football since 1893, but the *Athletic Journal*, as described by *The Statesman* was a more ambitious endeavor.⁴⁸ The publication included traditional gameday program information, but also included team history, player and personnel biographies, and a guide to the most current rules governing football.⁴⁹ More than a beefed-up gameday program, the *Athletic Journal* was a precursor to the modern team media guide.

The Longhorns started their eight game season against Southwestern University on Saturday, 8 October.

Every game of the season was preceded by a spirit rally, events heavily promoted by *The Texan* as essential to fostering the support and community spirit necessary to have a successful season. On 5 October, the paper wrote, "Last season, we were more or less criticized by the alumni and those interested in our University for non-support of our team. Students, will we have it said that we, the student body of probably the greatest institution of learning in the South, lack spirit?"⁵⁰ These rallies tended to be well-attended, slightly stuffier precursors to the modern pep rally, featuring speeches from faculty, coaches, team members, and distinguished visitors, in addition to providing an opportunity to teach the students the new cheers devised for the season. Throughout the season, *The Texan* would continue to dutifully promote and report on the rallies, which were the major campus-wide events of the fall.

The 8 October edition of *The Texan* offered a preview of the day's game, suggesting that, "Southwestern is here in mid-season condition: the game will be hard fought."⁵¹ The Longhorns rose to the occasion, defeating Arbuckle's Southwestern team, 11-6. *The Texan*, in an even-handed report on the game, suggested that Southwestern's team was hampered by a lack of speed, despite displaying superior teamwork. For their part, Wasmund's men successfully debuted the innovative, pass-heavy system that the coach had brought with him from Michigan.⁵² Unlike Southwestern, "Texas used very few line plays and played an open game. The forward pass from the shift formation was particularly successful, and Kirkpatrick and Spoons distinguished themselves by their work in this department."⁵³

Having dispatched Southwestern, the Longhorns' next guests at Clark Field were the Haskell Institute Indians, on 15 October. Haskell, then a vocational school for Native Americans under the stewardship of the United States Indian Service, was considered a worthy opponent.⁵⁴ While not as well known or successful as Pop Warner's Pennsylvania Indian team from Carlisle, Haskell had a reputation for competing with top-flight college programs.⁵⁵ The Haskell game was one of the earliest confirmed by Lutchter, arranged in February for a guarantee of \$750.⁵⁶ The gameday preview in *The Texan* is notable because the paper was only able to provide speculative information about Haskell. A far cry from the modern era of game film and scouting reports, it was still possible in 1910 for teams to be an "unknown quantity."⁵⁷ *The Texan* reported, "Dire rumors are out to the

effect that they cleaned up a team in Chicago to the tune of 40 to 0. Others have it that they were cleaned up by a score almost as bad by the Kansas City Medics. Neither a confirmation nor a denial of either of these reports can be had.”⁵⁸ Any worries from the Texas side would prove unfounded; by the time the final whistle blew, the “unknown quantity” were crushed by the Longhorns, 68-0, eliciting a reaction of “Say, ain’t this swell?” from manager Stark.⁵⁹ *The Texan* celebrated the team’s record setting performance, but lamented the poor treatment of the Haskell squad by the Longhorn fans, describing how, “When the defeated team went off the field, limping and downcast, some of them almost unable to walk, not a word of consolation was extended to them, not a word to cheer a team that is visiting an institution representing Texas and Texans.”⁶⁰

The following week would bring the team from Transylvania University to Austin for the aforementioned 22 October date that Lutchter essentially forced upon Transylvania manager Doty. The Longhorns—riding high off the Haskell game—were likely looking forward to the 29 October meeting with Auburn. The coverage in *The Texan* was similarly occupied with the Auburn matchup, but noted that Transylvania could pose a threat to a complacent Longhorns side, especially because the team had suffered some injuries in the Haskell matchup.⁶¹ The paper also continued its cheerleading for positive fan support of the team, writing to the student body that, “Manager Stark has gone to no little expense in bringing down this team and it is up to the student body to support him...It is in this game that we are to make preparations for that contest (*the upcoming Auburn game*), that we are to show the team that we are behind, that we want to win.”⁶² Transylvania proved a nominal challenge for Texas; the Longhorns cruised to a 48-0 victory over the physically smaller team from Kentucky, even in the absence of the injured Texas captain, Kirkpatrick.

The following matchup, on Saturday 29 October, was a source of much excitement on the UT campus. Under the headline, “Heavy Auburn Squad Expects A Victory,” *The Texan* dubbed the game, “Undoubtedly the most important game of the 1910 schedule,” suggesting further that, “To win the game will mean more to Texas than a victory over every other team on the schedule.”⁶³ *The Statesman* also stressed the importance of the eagerly awaited matchup, suggesting that “The game this afternoon is expected to be the best to be seen on Clark

Field this year and it is safe to predict a record breaking attendance.”⁶⁴ Lutchter Stark was undoubtedly pleased with the coverage for the game he committed \$1200 to schedule in the early spring.

There was, allegedly, another source of excitement for the campus and the city of Austin that day, also courtesy of Manager Stark. Sharing the front page of *The Texan* with the Auburn headline was a “leaked” report entitled, “Aeroplane Will Fly From Clark Field.” Austin had yet to see an airplane fly and now there would be a flying exhibition prior to the Auburn game. The article suggested that Lutchter – not content to just sit idly and arrange a football schedule, conduct a search for a new coach, and continue to perform duties relating to his family’s businesses – had spent a portion of the summer learning how to fly with Wilbur Wright. The pregame flight had not only been arranged by Stark, it would be performed in his newly delivered plane, a Farnham Monoplane, piloted by Stark himself!⁶⁵ Lutchter was quoted in the article about his proficiency as a pilot, suggesting that while not yet a very accomplished pilot, he “had enough confidence in himself to make at least a few evolutions.”⁶⁶ Unfortunately for those who were excited to see Stark’s flight, it never took place, and records indicate that it is unlikely that a flight was actually planned or that Stark even owned a plane at that time.⁶⁷ The lack of corroborating evidence for what would have been a significant event suggests one of two possibilities: either *The Texan* writers were indulging in some satire at the expense of a popular and vocal campus figure, or Stark himself was responsible for the reportage, in an attempt to boost attendance at the game. If the latter is true, Stark should be credited for this early display of what is now known as “hype.”

That afternoon, playing in front of a 3,000-person crowd at Clark Field, the Longhorns handed Auburn their only loss of the season in a 9-0 shutout. The following edition of *The Texan*, from Wednesday 2 November, proclaimed, “Texans Conquer Alabamians! Wasmund’s Warriors Trample on the Orange and Blue and put in strong claim for the Championship of the South.” The paper described the game as a hard-fought and evenly matched outing, crediting both coaches for their tactics, and celebrating “the class of football” Texas was capable of “putting up.”⁶⁸

The undefeated Longhorns would now take a road trip to take on undefeated Baylor the following week. A special train service was offered for fans wish-

ing to travel north and watch the team play in Waco. The team had travelled by train on Thursday 3 November.⁶⁹ The gameday edition of *The Texan* remained feisty toward the fans, referring to those Texas fans who remained in Austin as “pikers” and “poor unfortunates.”⁷⁰ However, the game *was* deemed important enough that even those fans who remained in Austin had an opportunity to follow the action as it happened: an advertisement in the same edition of *The Texan* invited fans to Clark Field to watch the University of Texas Scrubs play a football game against the Allen Academy, where “Detailed reports will be given from the Texas-Baylor game...A phone will be placed on each field, and full returns given over long-distance. Bring your girl.”⁷¹ Unfortunately for those taking the special train service of the M. K. & T. railways, they would only see one half of a football game. The game, dubbed a “disappointment” by *The Statesman*, turned out to be a rough and scrappy affair; one forfeited to Texas early in the second half by the referee, Blake.⁷² The reason for the forfeit was Baylor’s violation of the rule stating that a team must resume play within two minutes of being ordered to play. According to *The Texan*’s coverage, the referee could have called the Baylor forfeit on multiple occasions, as the Waco squad consistently argued many calls throughout the truncated game.

The Longhorns would have an extra couple days of rest following the fiasco in Waco, with the next game against rival Texas A&M being played on Monday 14 November in Houston. Communication regarding this game is notably sparse in the Stark letters, suggesting that what was traditionally the biggest game of the season was handled directly by the Athletic Council. The only direct piece of correspondence in regard to A&M in the collection is a note from A&M Athletic Association President, E.J. Kyle, to UT’s Professor Bantel. In the note, dated 11 January 1910, Kyle outlined his argument against continuing the tradition of a Thanksgiving Day game

between Texas and A&M in Austin, suggesting instead a neutral site game on Thanksgiving, preferably in Dallas or Houston. Kyle’s suggesting Houston as a novel alternative is strange: in 1908 and 1909 the two teams had met in Houston in early November, before the Austin clash at the end of the month. These games had been part of the Houston No-Tsu-Oh Carnival, which was an annual Mardi Gras-esque celebration.⁷³ At the time of Kyle’s message to Bantel and the Athletic Counsel, Stark was already in contact with a Dr. Henry Stude representing No-Tsu-Oh, attempting to confirm a date for “the game” in the coming fall.⁷⁴ Stude and Stark communicated a few times between January and February 1910, but the letters indicate that the only issue to resolve was a date for the game. The only other reference to the potential Thanksgiving meeting between Texas and A&M appears in an unsigned letter from the Athletic Council (likely from Bantel) to the University of Oklahoma Athletic Council, with whom Texas was considering an alternative Thanksgiving Day game. The March 1910 letter to Oklahoma describes the difficulties Texas was having arranging a schedule with A&M, in turn requesting the patience of the Oklahomans. Thus, while no arrange-

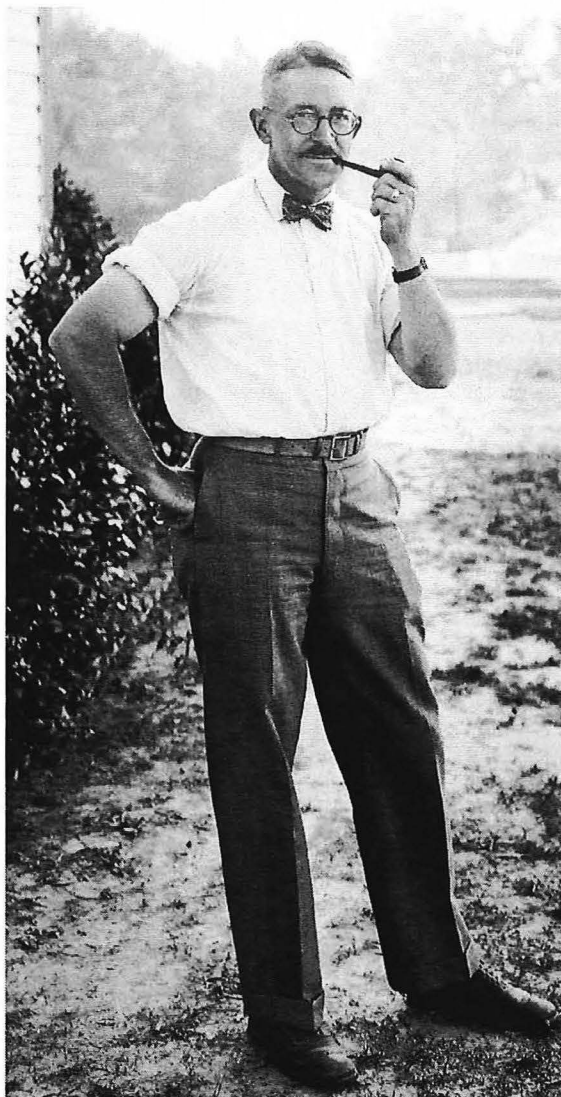


This is the main room in Lucher Stark’s apartment during his undergraduate days at the University of Texas (1905-1910). It reflects his aesthetic preferences as well as his all-consuming dedication to his school and its traditions. The room is decorated with sports pennants, Mission-style furniture, Navajo rugs, and rifles.

ment was made for a second game between Texas and A&M, it seems that there was a continued effort from both sides to come to terms.

Owing to the open date created by the Monday night game, the weekly spirit rally was moved to Saturday night. The rivalry with A&M was already well established and *The Texan* declared, "Monster Rally Will Be Held Tonight ... All Are Expected ... Surprises Promised." The undefeated Longhorns and their fans were in good spirits, which was reflected in *The Texan's* lighter-than-usual tone in describing the rally: "Remember the date, 7:30. Be there, and bring somebody with you—your landlady or your girl. Get in the big parade to the station and help win the game."⁷⁵ The paper also described rally activities like the singing of "A&M's Death Dirge" (potentially a precursor to the modern "Hex Rally" that precedes modern iterations of the A&M game) and a "one-act farce by the Harris-Toombs stock company." Unfortunately for the Longhorns, the "death dirge" proved ineffective; their high spirits were deflated by a resilient A&M team who handed them their first loss of the season, 14-8. *The Texan* described the contest as, "A fair, clean, and sportsman-like game," and suggested that, "Varsity's overconfidence is responsible."⁷⁶ The paper's account of the game suggests that the Longhorns were surprised by an impressive, early field goal by A&M's Ward, and had a hard time regaining their competitive spirit.

The negotiations for the Longhorns' next game, against Louisiana State University, offer an insight to the, at times, inconsistent and loosely structured way in which athletics were dealt with in the early part of the



A fit, muscular Lutch Stark in the mid-1920s. A life-long advocate and practitioner of physical culture, Stark studied weight training in Philadelphia in 1913 with legendary authority Alan Calvert and returned to Texas leaner, much stronger, and able to lift grand pianos on his back.

Longhorns were rewarded with an underperforming LSU squad who finished the season with only one win. The Longhorns bounced back from their defeat in Houston five days prior to handle LSU easily, defeating the Tigers 12-0 on Clark Field. *The Texan* suggested that Wasmund's squad did not give a full effort, but still "out-classed (the) visitors in every department of the game."⁷⁸

The closing game of the season, on Thanksgiving against the University of Oklahoma, took Lutch and the Athletic Council almost six months to secure. The collection contains over 20 pieces of correspon-

century. In a 10 January letter to LSU student manager J.C. Pugh, Lutch informed Pugh that Texas would not be willing to travel to Baton Rouge for a game, in part because LSU still owed UT money from the previous season's forfeiture of a game. However, Lutch did offer LSU a November game in Austin. Pugh responded on 17 January, noting that the financial matter would be resolved as soon as possible, and lamenting that LSU would not be able to travel to Austin during the 1910 season. Some of the intermediary correspondence is missing, but Lutch appears to have employed his tactic of ignoring a negative response and sending another offer. In the interim, Lutch's contact at LSU would become J.F. Broussard, the faculty manager. In a 26 February telegram, Broussard informed Stark that LSU would accept the offer to play in Austin on 15 October (as per the previous letter).⁷⁷ Stark's February 27 response reverted to a request for a 19 November game, and Broussard mailed out contracts agreeing to such a game on 28 February. For Lutch's trouble (and a \$300 guarantee), the

dence between the two schools, dating between 11 January and 8 June, 1910. A variety of dates were thrown around in these messages and the tone on both sides was amicable. The underlying issue in securing the date was the lack of resolution of Thanksgiving Day game with A&M. Based on the letters, Oklahoma was the only other school that Texas was seriously considering for the season finale, but the negotiations were made difficult by the A&M situation. The financial terms that the schools finally agreed to also indicate that Texas was keen on bringing Oklahoma in for a game. Early in the negotiations, Lutcher offered his standard rebuke when Oklahoma requested a guarantee of \$1200 expenses plus half of the gate receipts. Eventually, the Athletic Council relented, and Lutcher offered Oklahoma manager Ben G. Owen the option of expenses plus fifty percent of *net* receipts, or a flat guarantee of \$1500, with Owen accepting the latter.

In addition to securing this substantial payday, the Sooners would also earn a victory on their trip to Austin, narrowly defeating the Longhorns 3-0 in the Thanksgiving Day game. *The Texan's* coverage described a warm day, a pleasant atmosphere, and a strong effort from the 'Horns, but conceded that the team was unable to trump their own bad luck. The team narrowly missed on several tries and fell victim to "untimely fumbles."⁷⁹ In the same edition, an editorial described "a season to be proud of" from a team with "nothing to be ashamed of" before praising Coach Wasmund, Captain Kirkpatrick, and Manager Stark for their efforts. About Lutcher, the paper wrote, "Manager Stark has worked hard and untiringly not only in securing a strategic schedule but also in thoroughly equipping the players satisfying their every need. Several of our opponents of this season had to be brought here under heavy guarantees, but he has succeeded in marshaling the best crowds on Clark Field that have ever congregated there."⁸⁰

Postseason and Beyond

The Longhorns wasted little time moving forward with their postseason festivities after the Thanksgiving Day game. On Friday, 25 November, the Athletic Council presented the varsity squad with their letters and inaugurated a new tradition of adding a stripe to the letter for each year served on the team. Lutcher Stark was awarded a letter with one stripe for his managerial service to the team.⁸¹ The following Tuesday, Lutcher's mother, Miriam, threw a lavish banquet for the team at

the prestigious Driskill Hotel. In addition to the squad, coaches, and managers, University President Mezes and other guests were treated to a sumptuous meal on behalf of the Stark family because, according to *The Texan*, "It was Mrs. Stark's desire to express her appreciation of the work of the team while under the management of her son. As is well known, the team has more than creditably played the best schedule ever arranged and is now in a class with the champions of the South."⁸²

The praise that Lutcher received was not limited to the pages of *The Texan*. The Athletic Council's annual report for 1910 also complimented Stark, noting that "The football season was successful financially. Mr. H.J.L Stark, so conducted matters, that in spite of exceptionally heavy guarantees and expenses, there remained a handsome profit at the end of the season, to which he added a personal gift of \$300 to be used exclusively for football, or for the improvement of Clark Field."⁸³ The report, while concerned with the 1910 athletic seasons, combined the financial reports for 1909 and 1910, so it is hard to ascertain exactly how much profit the football squad made under Stark in 1910. It was likely a tidy sum, as the collective football receipts for the combined seasons were \$12,712.83, with expenditures for football at \$10,963.32, resulting in a net profit of \$1,749.51 over the two seasons (Stark had also served as assistant manager in 1909, so he could likely take some credit for the total sum).⁸⁴ The report on football continued by praising the coverage of the team in *The Texan*, which the Athletic Council felt was influential in generating student support and spirit for the team.

The Athletic Council report continued at length, discussing a variety of points related to each of the sports teams, facilities, and related subjects. The report also contained a long section concerning "administration," foreshadowing many of the changes to college athletics that arrived in the coming decades. The section opened with a criticism of the existing system of athletic administration under the supervision of faculty and student managers. According to the Council, college athletics required too much time and energy to expect faculty members to be able to serve adequately as athletic coaches and administrators without compromising their primary teaching duties. Continuing on with the system of student managers, the report noted that, "each year we have a complete new set of inexperienced men who go out of office just when they have finally become qualified to fill the office efficiently. The Council pays for

their training, their lack of business experience and lack of system, for their mistakes and youthful ambitions, directly or indirectly.” However, one gets the feeling that Lutch Stark was an exception to this description.⁸⁵ In their proposal to change the system, the Athletic Council included, verbatim, a nearly two-page letter from Professor Joseph E. Raycroft, of the University of Chicago Division of Physical Culture and Athletics. Raycroft’s letter touched upon a broad range of subjects relating to athletics, but boiled down to one key idea: that athletics and physical education in the colleges must be administered in a serious and organized manner, in concert with the educational mission of the institution, and preferably under the direction of a dedicated professional. In other words, Raycroft was advocating for the creation of an Athletic Director, and in turn an Athletic Department. Following Raycroft’s admonitions, the Council advised the president that, “The University authorities are justified in providing, and it is their duty to provide, a competent specialist to take charge of any University work exerting such a powerful and far-reaching influence. I hope that you will give these suggestions serious consideration and conclude to adopt them or something very similar.”⁸⁶

It would take two years for the University to heed the advice of the council and hire its first Athletic Director, naming L. Theo Bellmont to the position in 1913. Bellmont had previously been the director of the Houston YMCA and was recommended for the position by former football manager and future University Regent, Lutch Stark. Stark and Bellmont had become friends through their shared interest in strength training and physical culture, and Lutch lobbied heavily on behalf of Bellmont, who would hold his position in charge of university athletics for sixteen years. In Bellmont’s prolific tenure as Athletic Director (1913-1929), he oversaw the creation of an intramural sports program; the birth of the Texas Relays track and field competition, under the direction of Coach Clyde Littlefield; the building of Texas Memorial Stadium; the founding of the Southwestern Conference; and the hiring of several legendary coaches in various sports.⁸⁷

Lutch Stark’s service, dedication, and financial support to the university and its athletic programs – rooted in his days as student manager of the football team – continued until his death in 1965. In 1919, at the age of 32, Lutch became a University Regent, the youngest to ever serve in that position. Taking only a two-year break,

from 1931 to 1933, Stark served until 1945. He served as Chairman of the Board of Regents for 12 of those years.⁸⁸ Both his 24 years on the Board and his 12 as Chairman are UT records. Stark remained influential in major hiring decisions well into his tenure as a Regent, culminating in the controversial hire of Dana X. Bible in 1937. Bible, the former coach of the University of Nebraska, demanded a salary of \$15,000 to take over as football coach and Athletic Director, a salary exceeding that of the University president at the time.⁸⁹ The Regents went through with the hiring, but only after the salary of the President was raised by an act of the state legislature. For football historians, the Bible hiring is now considered a turning point toward “big-time” college football.⁹⁰ Lutch’s take on the proceedings was reminiscent of his brash, confident communications as a young football manager, with the *New York Times* noting that “Stark, an advocate of hiring a ‘big time’ coach, said there should be no jealousy on the part of the faculty if the Regents deemed it advisable to pay more for a coach, since the faculty salaries were determined by the Legislature.”⁹¹

Lutch’s contributions to the overall excellence of the University of Texas Athletic Department and its emergence on the national scene as a “Big Time” program are many, varied, and ultimately beyond the scope of this article. However, the survival of the letters and other correspondence from his year of organizing the 1910 season provides football scholars and fans of the University of Texas a unique opportunity to see how differently college athletics operated in these early days. Lutch didn’t take a degree in Sport Management as that academic specialization didn’t exist until the mid-1980s, but in every other way that matters, he was a master of the discipline.

NOTES

1. Ronald A. Smith, *Sports and Freedom: The Rise of Big-Time College Athletics* (New York, NY: Oxford University Press, 1990), 69.
2. *Ibid.*, 81.
3. John Sayle Watterson, *College Football: History, Spectacle, Controversy* (Baltimore, MD: Johns Hopkins University Press, 2002) 33-99. Michigan again in 1902-1904, Minnesota in 1904, Chicago in 1905, and Louisiana State in 1908.
4. Smith, *Sports and Freedom*, 85.
5. Bobby Hawthorne, *Longhorn Football: An Illustrated History*

(Austin, TX: University of Texas Press, 2007), 4.

6. *Ibid.*, 5.

7. D.A. Frank, "Great Struggle Comes Friday," *The Texan*, 7 October 1903.

8. David Bell, "Lutcher Family Story Told on Plaques," *Orange Leader*, 4 July 2011.

9. Howard C. Williams, "Stark Henry Jacob Lutcher," *Handbook of Texas Online* Viewed at: <http://www.tshaonline.org/handbook/online/articles/fst16>.

10. "Texas College Boy Has Valet and Three Autos," *Placerville Mountain Democrat*, 28 January 1911.

11. Kenneth Foree, Jr., "Archangel and His Bible," *The Saturday Evening Post* 210, no. 15 (9 October 1937): 19-96.

12. Jan Todd interview with Walter Riedel, CEO of the Nelda C. and H.J. Lutcher Stark Foundation, Orange, Texas, October 2011.

13. The Lutcher Stark Football Letters are housed at the H.J. Lutcher Stark Center for Physical. Culture and Sports at the University of Texas at Austin. Digital copies may be viewed at: www.starkcenter.org/todd-mclean-library/digital-books/.

14. Hawthorne, *Longhorn Football*, 4-9; "Longhorn Legacy: 100 Years of Football Programs," viewed at: www.edb.utexas.edu/resources/longhornlegacy/1900.html. At the turn of the twentieth century a group of football supporters helped the university raise \$3,000 to purchase a tract of land just east of the campus, which was subsequently named Clark Field in honor of George B. Clark, who served as the campus auditor, librarian, registrar, secretary of the faculty, and campus caretaker. The new field made the team more central to the university's identity and allowed students easier access to the games.

15. For information on historical college football team records by season, see: *Jim and Sheri Howell's Homepage*, at www.jhowell.net/cf/scores/byname.htm.

16. Stark to Sewanee University team manager Alvin L. Browne, 14 February 1910.

17. Watterson, *College Football*, 22-25.

18. Stark to Tulane University manager James Fortier, 11 January 1910.

19. Tulane University manager James Fortier to Stark, 15 January 1910.

20. Division I Historical Scores Database, "Texas Historical Scores," viewed at: www.jhowell.net/cf/scores/Texas.htm.

21. A note on the historic value of the dollar: \$1.00 in 1910 would have the purchasing power of \$24.50 in 2012. The \$1200 guarantee to Auburn would roughly be \$29,400.00 in 2015 dollars.

22. Telegrams between Stark and Auburn University manager Thomas Bragg, 17 & 24 April 1910.

23. Stark to Southwestern University football coach P.H. Arbuckle, 29 January 1910.

24. There are certainly other possibilities that may account for the delays in communication on Stark's end. He was a full time student, fraternity member, and a man of many social obligations. It is possible that he was, on occasion, just busy. He also had to report to the

Athletic Council, so there is a chance that he was at times hamstrung while waiting for an official word. Lastly, the collection of letters is incomplete, so some replies may simply be missing. However, taking the collection as a whole, it is hard to read his delays as anything other than deliberate, especially because he seems to have had no trouble firing off responses when the timing was favorable to him.

25. Baylor University manager Earl Smyth to Stark, 10 June 1910.

26. Stark to Transylvania University manager John Doty, 14 March 1910.

27. E.g., letters from Daniel Baker, TCU, Austin College.

28. Michael Oriard, *Reading Football: How the Popular Press Created an American Spectacle* (Chapel Hill, NC: University of North Carolina Press, 1998), 52. Smith, *Sports and Freedom*, 77.

29. Stark to Colorado College manager S.W. Kittleman, 31 December 1909; Stark to University of Colorado manager F.W. Moorhead, 5 January 1910.

30. Stark to "Sir & Friend" Adrian Pool, of El Paso, Texas, 6 January 1910.

31. Watterson, *College Football*, 182.

32. Stark to Tulane University manager James Fortier, January 11, 1910.

33. The game in question was known as the Bacardi Bowl, and was played in Havana on 1 January 1910, with the Havana Athletic Club defeating Tulane 11-0. It was the second such game, following a Christmas day matchup in 1907 where Louisiana State defeated Havana University 56-0. The game would be played five more times between 1912 and 1946, pitting an American squad against a Cuban squad, and was sometimes referred to as the Rhumba or Cigar Bowl.

34. Both the Seabrook letter and pamphlet can be found in the Stark letters collection.

35. Bantel to University of Texas Athletic Council, 10 June 1910, from *University of Texas Presidential Papers Collection*, at the Dolph Briscoe Center for American History, Austin, Texas.

36. Athletic Council Committee report, 8 June 1910, from *University of Texas Presidential Papers Collection*, at the Dolph Briscoe Center for American History, Austin, Texas.

37. Athletic Council to Draper, 9 June 1910, from *University of Texas Presidential Papers Collection*, at the Dolph Briscoe Center for American History, Austin, Texas.

38. Draper would not be employed by Columbia, but would eventually continue his coaching career at Franklin and Marshall College (1911-12) and the College of William and Mary (1913-15).

39. Draper to Stark, 15 January 1910.

40. Bantel to Mezes, 10 June 1910, from *University of Texas Presidential Papers Collection*, at the Dolph Briscoe Center for American History, Austin, Texas.

41. Wasmund's hiring is particularly notable because it displays the seriousness with which the University was already taking football and because it would be the first of many key hires made with input from Stark, first as student manager, then in the decades to come as a University Regent.

42. "University Gets Wasmund," *Galveston Daily News*, 29 July 1910.

43. "Wasmund's Fall Results in Death," *San Antonio Light*, 5 October 1911.
44. "Coach Wasmund Inspires Confidence," *The Texan*, 28 September 1910.
45. The 1909 Longhorns went 4-3-1 under Draper.
46. "Coach Wasmund Inspires Confidence."
47. "Football Squad Much Improved," *The Texan*, 1 October 1910.
48. "Longhorn Legacy: One Hundred Years of Football Programs."
49. "New Journal of Athletics," *The Austin Daily Statesman*, 3 October 1910.
50. "First Football Rally to Be Held Friday Night," *The Texan*, 5 October 1910.
51. "Longhorns Clash with Methodists," *The Texan*, 8 October 1910.
52. For more on the history of the forward pass, see: Oriard, *Reading Football*, 26-28; Watterson, *College Football*, 106-110.
53. "Longhorns Clash with Methodists."
54. In 1993, Haskell became Haskell Indian Nations University.
55. Raymond Schmidt, *Shaping College Football: The Transformation of an American Sport, 1919-1930* (Syracuse, NY: Syracuse University Press, 2007), 154.
56. Haskell Institute manager Clyde Blair to Stark, 22 February 1910.
57. "Haskell Indians an Unknown Quantity," *The Texan*, 15 October 1910.
58. Ibid.
59. "Redskins Defeated by Enormous Score," *The Texan*, 19 October 1910.
60. Ibid.
61. "Transylvania Meets Longhorns Today," *The Texan*, 22 October 1910.
62. Ibid.
63. "Heavy Auburn Squad Expects A Victory," *The Texan*, 29 October 1910.
64. "Auburn Team Has Arrived For Contest," *The Austin Daily Statesman*, 29 October 1910.
65. "Aeroplane to Fly from Clark Field," *The Texan*, 29 October 1910.
66. Ibid.
67. Local newspapers in the weeks surrounding the alleged flight make no mention of the attempt, the Wright Brothers' archives do not contain evidence of dealings with Stark. *The Cactus*, the university's yearbook, provides no support, and Stark biographer Ellen Rienstra notes via email that the first record of Stark owning a plane is not until 1928. *The Texan*, despite publishing the "leak," makes no mention of the flight or a plane in subsequent issues of the newspaper. The only other mention of Lutcher's flight is in the 25 October 1910 edition of the *San Antonio Light and Gazette*. A short piece entitled "Millionaire Student will be Aviator, Says Report" offers notably less detail than *The Texan* article, and notes that Stark had "refused to confirm that he had bought an aeroplane."
68. "Texans Trample Alabamians," *The Texan*, 2 November 1910.
69. "Loyal Students will Cheer Team at Waco," *The Texan*, 2 November 1910.
70. "Texas Meets Baylor on Carroll Field," *The Texan*, 5 November 1910.
71. Advertisement, *The Texan*, 5 November 1910. The "Scrubs" were the early version of a Junior Varsity squad.
72. "Championship Game A Fight," *The Austin Daily Statesman*, 6 November 1910; "Game is Forfeited to Texas," *The Texan*, 9 November 1910.
73. Marilyn M. Sibley. "NO-TSU-OH," *Handbook of Texas Online*, Texas State Historical Association. Viewed at: <http://www.tshaonline.org/handbook/online/articles/lln01>.
74. Letters between Stark and Dr. H.W. Stude of Houston Texas, January and February 1910.
75. "Monster Rally Held Will Be Held Today," *The Texan*, 12 November 1910.
76. "Longhorns Suffer Defeat," *The Texan*, 26 November 1910.
77. Unfortunately, the letter referenced by Broussard is not in the Stark collection.
78. "Tigers Defeated by Longhorns," *The Texan*, 23 November 1910.
79. "Sooners Are Victors," *The Texan*, 26 November 1910.
80. "A Season to Be Proud Of," *The Texan*, 26 November 1910.
81. "Athletic Council Awards Coveted Letters," *The Texan*, 30 November 1910.
82. "Banquet Given Football Men Very Elaborate," *The Texan*, 3 December 1910.
83. Athletics Council Annual Report for 1910, from *University of Texas Presidential Papers Collection*, at the Dolph Briscoe Center for American History, Austin, Texas.
84. Ibid.
85. Ibid.
86. Ibid.
87. Margaret C. Berry. "Bellmont, L. Theodore," *Handbook of Texas Online*, Texas State Historical Association. Viewed at: www.tshaonline.org/handbook/online/articles/fbeaa.
88. "Lutcher Stark is Chosen Head of U. of T. Regents," *Houston Post*, 24 May 1921; "Henry Jacob Lutcher Stark," from *The University of Texas Former Regents*. Viewed at: www.utsystem.edu/bor/former_regents/regents/StarkHenry/.
89. Michael Oriard, *King Football: Sport and Spectacle in the Golden Age of Radio and Newsreels, Movies and Magazines, the Weekly and the Daily Press* (Chapel Hill, NC: University of North Carolina Press, 2004), 404; James W. Pohl, "The Bible Decade and the Origin of National Athletic Prominence," *The Southwestern Historical Quarterly* 86, no. 2 (October 1982): 299-300; Foree, "Archangel and His Bible."
90. Michael Oriard, *Bowled Over: Big-Time College Football from the Sixties to the BCS Era* (Chapel Hill, NC: University of North Carolina Press, 2009), 192.
91. "Coach Bible Confers with Officials at Texas; Faculty Pay Raise Suggested to End Opposition," *New York Times*, 21 January 1937.

