

THIS AMAZING Century

What the TCU yearbooks tell us
about our first 100 years in Fort Worth

PART THREE OF THE THREE-PART SERIES ON THE 1910 MOVE FROM WACO TO FORT WORTH

It started with just three modest buildings — Jarvis Hall for the girls, Goode Hall for the boys and an administration building for everything else. Lonely and isolated, they stood out starkly on the 50 acres of treeless prairie that was the genesis of the present-day campus. Today, it is graced with scores of structures stretched out over 300 acres.

But back in the autumn of 1911, a promised streetcar line from the City of Fort Worth arrived. The school's first endowment of \$25,000, donated by cattleman L.C. Brite, was in hand. And exactly 414 fresh-eyed students were eager to usher in a new era.

Since then, TCU has survived a Great Depression, two World Wars, oil booms and busts. It has celebrated two football national championships and watched the girls' skirts go from ankle length to poodle to mini.

Many things have endured (Brite College of the Bible, Mary Coats Burnett Library, Amon G. Carter Stadium), while others have not (a school of law, a medical college, the evening business program). But through it all, the Horned Frogs of Texas Christian University have grown in knowledge, wisdom, spirit and respect.

Here, we bring you the past century through the eyes of the original *Horned Frog* — our beloved college annual.

PHOTO TIMELINE BY TRACY STERLING BRISTOL '80

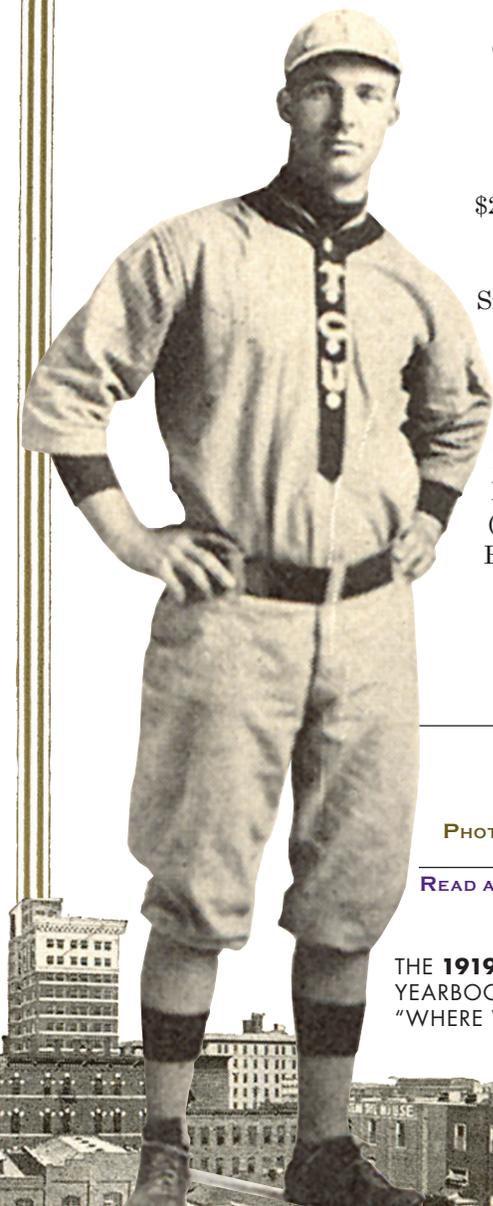
TCU HISTORY TIMELINE AND YEARBOOK STORY BY NANCY BARTOSEK

INTRODUCTION AND 2111 STORY BY RICK WATERS '95

PHOTOS FROM THE HORNED FROG, GARY LOGAN AND TRACY STERLING BRISTOL '80

[READ A LONGER ACCOUNT OF THE 1911 SCHOOL YEAR AT MAGAZINE.TCU.EDU/WEBEXTRAS.](http://MAGAZINE.TCU.EDU/WEBEXTRAS)

THE **1919 FORT WORTH** SKYLINE WAS FEATURED IN THE YEARBOOK ADVERTISING SECTION WITH THE WORDS "WHERE WE LIVE, WHERE WE BUY, WHY WE LAUGH."



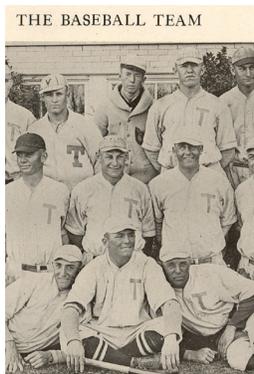


ONE OF THE FUNNIEST SIGHTS WE EVER SAW—THE BOYS OF "FORT" CLARK SUN THEIR BEDS DURING INFLUENZA SCARE

A FLU EPIDEMIC IS CAUSE FOR QUARANTINE ON CAMPUS, GIVING RISE TO JOKES AND STORIES IN THE '19 YEARBOOK. CLARK RESIDENTS DRAGGED THEIR MATTRESSES INTO THE SUN TO KILL THE SPREAD OF GERMS.



AN AD FROM THE 1919 YEARBOOK CLAIMS "WOMEN OF TCU APPRECIATE GOOD CORSETS."

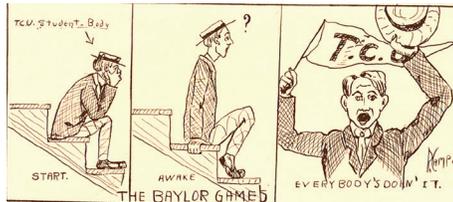


LEO "DUTCH" MEYER IS SHOWN FRONT AND CENTER IN THE **BASEBALL** TEAM PHOTO FROM THE 1913 YEARBOOK.

YEARBOOK STAFFER **COBBY DE STIVERS** SHARED STORIES OF THE 1918-19 YEAR: *"Baylorites bury a Horned Frog. Why? Pertinacity, pugnacity, or illiteracy—general preference given to the latter."*

A TEDDY BEAR EFFIGY IS CHEERFULLY BURNED: *"We burnt Baylor's bear and spat upon the ashes."*

HUMOR AND ESSAYS WERE A LARGE PART OF EARLY YEARBOOKS. THESE 1912 YEARBOOK CARTOONS ADDRESS SCHOOL SPIRIT AND WOMEN'S SUFFRAGE. A PROHIBITION ESSAY CONTEST WAS A REGULAR FEATURE.



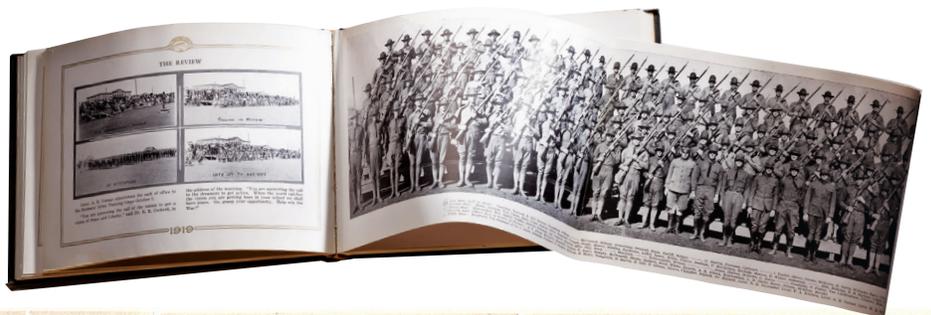
WOMEN'S SPORTS INCLUDED ARCHERY, BASKETBALL, TENNIS, HIKING, SWIMMING AND RIDING.

THE 1919 YEARBOOK FEATURES SEVERAL PANORAMIC PULL-OUT SECTIONS SHOWING TRAINING CORPS FOR **WORLD WAR I**. LEO "DUTCH" MEYER SERVED AS A LIEUTENANT.

"The girls bought Jarvis a Victrola: Papa McDairmid cam-pused everybody he caught dancing by it."

NOVEMBER -- Armistice Day! TCU marches in a parade downtown. Students' Army Training Corps dissolved.

"Young men may call at Jarvis from 6 to 7"



1911: FIRST AIRPLANE FLIES OVER FORT WORTH

WORLD WAR I: 1914-1918

WOMEN'S SUFFRAGE MOVEMENT GROWS

OPPOSITE: **MILTON DANIEL** WAS CALLED "DAN" AND "BIG FELLOW." WITH LEADERSHIP SKILLS AND A .340 BATTING AVERAGE, HE WAS "ONE OF THE MOST POPULAR FELLOWS EVER," ACCORDING TO THE '13 YEARBOOK.

1911 Administration building, Jarvis and Goode halls opened in September; first endowment received, \$25,000, from L.C. Brite.

1912 Fort Worth Medical College adopted as medical department.

1913 Original Clark Hall completed.

1914 Brite College of the Bible founded, Brite Hall erected.

1915 School of Law added.

1916 E.M. Waits, president.

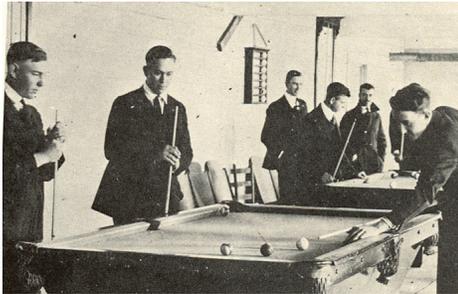
1918 Medical College closed due to rising costs.





the 20s

THE YMCA GAME ROOM PROVIDED RECREATION AND FELLOWSHIP FOR TCU MEN IN 1920.



CITY CELEBRATIONS: THE FORT WORTH CHAMBER OF COMMERCE CELEBRATED "RANGER DAY" IN 1927. TCU COEDS RODE A PARADE FLOAT AND THE TCU BAND WON PRIZE MONEY.



SCHOOL SPIRIT WAS PROVIDED BY THREE MALE YELL LEADERS IN 1927.

"Rip-Ram-Bah-Zoo!"



Lizzie Belle Flivormore Zenobia Sluggenheimer



Goite Glutz Gloreen McNasty

BELOW, **BELLE BURNETT** IS PRINCESS OF THE FAT STOCK SHOW IN 1926.



SOCIAL LIFE WAS A POPULAR TOPIC OF 1920S YEARBOOKS.

A COED IN 1927 SAID: *"If God could love all the boys, surely I could love 12."*

CAPTION OF THE 1928 CARTOON, LEFT: *"Just an evening in Jarvis Hall."*

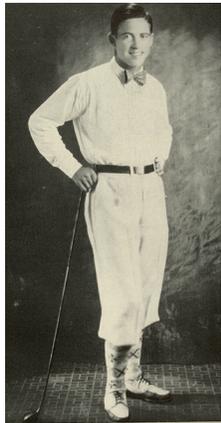
A FEW 1927 SOCIAL CLUBS:

- "Golddiggers"*
- "Kourt'n Kids"*
- "Horse Feathers"*



A SIGN AT THE POPULAR **"CASINO"** WARNED *"Cheek-to-cheek dancing will not be tolerated."*

INITIATION INTO THE "T" —THE LETTERMAN'S ASSOCIATION—MEANT DRESSING LIKE WOMEN TO COMIC EFFECT IN THE '27 YEARBOOK.



1926 GOLF CAPTAIN JIMMY WILSON WON THE FIRST-EVER SOUTHWEST CONFERENCE GOLF TOURNAMENT.

TCU LAW LIBRARY AS SHOWN IN THE 1920 YEARBOOK. THE LAW SCHOOL EXISTED FOR FIVE YEARS.



JUST MISFEARING IN JARVIS HALL



1920: 19TH AMENDMENT GIVES WOMEN THE VOTE; PROHIBITION BEGINS 1929 MARKET CRASH STARTS GREAT DEPRESSION



DUTCH MEYER, 1920

1920 School of Law closed.

1921 Gymnasium completed.

1922 Joined Southwest Athletic Conference.

1923 Jubilee celebration of 50th anniversary; \$500,000 endowment achieved; the Mary Couts Burnett Trust received.

1925 Mary Couts Burnett Library opened.

1926 Graduate school organized, first field house built.



STADIUM CONSTRUCTION BEGINS IN 1930, ASSISTED BY A MULE-DRAWN CART AND CRANES.

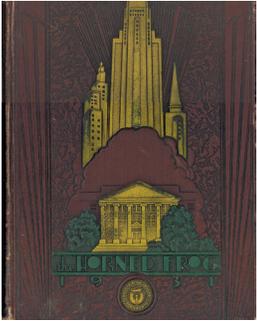
"You must be from one of those towns where everyone runs down to meet the train."



"What train?"

SOPHOMORES

THE '31 ISSUE FEATURED A "HANGOVER" SECTION AND A FLOWERY POEM ENTITLED "ODE TO A JARVIS GIRL."



THE 1932 YEARBOOK HAD AN ART DECO CITYSCAPE COVER.



MARY CORZINE IS THE "MOST POPULAR" GIRL IN THE '34 YEARBOOK.



THE LIBRARY WAS THE SITE OF THE FORMAL PRESIDENT'S RECEPTION IN THE FALL OF '37.



FROM THE 1936 FOOTBALL SEASON



"ALL-AMERICANS" SAM BAUGH AND HELEN MOODY IN THE '37 YEARBOOK



STARTING LINEMEN FOR THE 1937 COTTON BOWL



THE MEN'S GLEE CLUB WENT ON TOUR IN '33-'34 TO PERFORM IN KANSAS CITY. THEIR BUS BOASTS "AN ALL-PAVED ROUTE."



YELL LEADERS ARE MALE AT TCU AND OTHER COLLEGES IN THE CONFERENCE IN '33.



TCU VS CARNEGIE TECH AT THE '39 SUGAR BOWL



1931: EMPIRE STATE BUILDING ERECTED

1933: PROHIBITION REPEALED, FDR'S NEW DEAL, FIRESIDE RADIO CHATS BEGIN

1930
New stadium erected on West Campus.

1935
12-1 Frogs win first football national championship, after winning the 1936 Sugar Bowl.

1936
Evening College made distinct administrative unit.

1938
School of Business organized.

1939
Silver anniversary of Brite College of the Bible celebrated.

COUPLE IN 1934



FALL

3

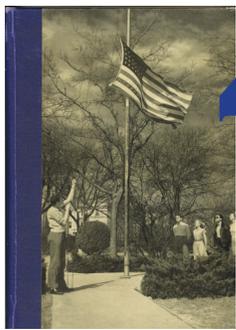
the 30s

Athletics

THE MODERN STADIUM GRACES THE COVER OF THE 1932 YEARBOOK.



HORNED BULL



the 40s



THIS 1942 YEARBOOK AD ENCOURAGED THE PURCHASE OF WAR BONDS AND STAMPS.



DURING THE WAR, YEARBOOKS HAD PATRIOTIC THEMES AND WERE FILLED WITH PHOTOS OF YOUNG SERVICEMEN. THIS PHOTO WAS PART OF THE COVER OF THE 1944 YEARBOOK.

FRESHMEN "SLIME" SHINED THE SHOES OF UPPERCLASSMEN DURING **HOWDY WEEK 1947.**



"But the Student Council said there would be no hazing!"

PHOTOS BELOW: **THE TCU BAND** FORMS A HORSESHOE AT THE HOMECOMING GAME IN 1946.

1941: *"That's Sallye Barnard behind that corsage."*

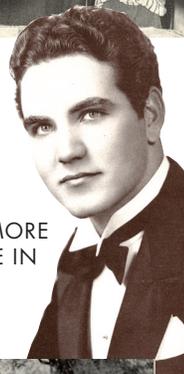
IN '47 A LIGHTHEARTED SECTION OF THE YEARBOOK CALLED **"FOR MEN ONLY"** SHOWCASED A CAMPUS "COVER GIRL" CONTEST. FINALISTS' MEASUREMENTS AND PHONE NUMBERS (FIVE DIGITS IN THOSE DAYS) ACCOMPANIED THE PHOTOS.

THE 1946-47 **YELL LEADER SQUAD;** CHEER TEAMS WERE NOW COED.

CHRYSANTHEMUMS WERE WORN AT FOOTBALL GAMES STARTING IN THE '30s.



MELVIN DACUS WAS SOPHOMORE FAVORITE IN 1942.



'45-'46 RANCH WEEK KING AND QUEEN, BILL CRAFT AND JERITA FOLEY



WORLD WAR II, 1941-1945

1944: GI BILL

FROM 1940-1949, THE NUMBER OF COLLEGE DEGREES CONFERRED IN U.S. TRIPLES

1941
M.E. Sadler, president (until 1959, when he became chancellor until 1965).

1942
Foster dormitory completed.



1946
Harris College of Nursing added as eighth academic unit.

1947
Tom Brown and Waits dormitories completed.

1948
Jubilee celebration of 75th anniversary of the university.

1949
Ed Landreth Hall and Auditorium (College of Fine Arts) completed.

BETTY BECKHAM WAS SOPHOMORE FAVORITE IN 1942.

Welcome
T. C. U. Students



AD FOR THE **PARKAIRE DRIVE-IN**
"On University Drive in Forest Park"



"Cut me off? No!"
BILL MATTHEWS SPINS
RECORDS FOR A **KTCU**
RADIO SHOW IN '55.
BELOW, MARILYN
BOYSEN HOSTS A DAILY
FASHION REPORT.

the **50s**
Horned Frog

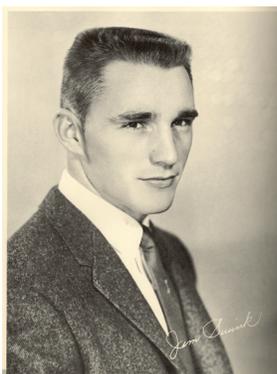


YES, THOSE ARE
SADDLE OXFORDS AND
BOBBY SOCKS, LEFT.
SKIRTS AND DRESSES
WERE REQUIRED FOR
WOMEN ON CAMPUS
THROUGHOUT THE
1950s.

JUNIOR CLASS
OFFICERS OF 1954-55



LEFT: STUDENT
SPONSORS
AT A **1955**
ROTC BALL



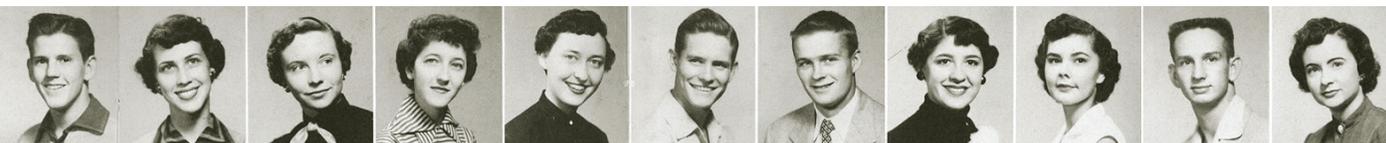
JIM SWINK
WAS NAMED
"MR. TCU" IN 1955.



"Take care of my little girl!" WARNS THE
WAITS HOUSEMOTHER AS A FRESHMAN
SIGNS OUT TO GO ON A DATE IN 1954.



THE NEW **STUDENT CENTER** IN 1955. THE '50s WERE BOOM
YEARS FOR CAMPUS CONSTRUCTION.



POST-WWII BABY BOOM BEGINS

KOREAN WAR, 1950-53

1955: POLIO VACCINE

1958: FIRST SATELLITE ORBITS EARTH

1952
Winton-Scott Hall
of Science
completed.

1955
Brown-Lupton
Student Center,
Pete Wright
dormitory
completed.

1956
TCU-Amon G.
Carter Stadium
expanded to 47,000
capacity; Ranch
Management Pro-
gram established.

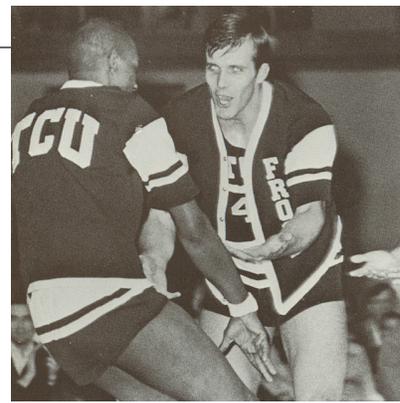
1957
Dan D. Rogers
Hall completed;
Milton E. Daniel
and Colby D. Hall
dormitories
completed.

1958
Sherley dormi-
tory completed,
new Clark dormi-
tory built on site of
Goode Hall; Bailey
Building renovated
for School of
Education.

1959
First Ph.D.
programs
approved.

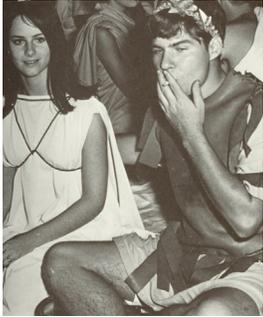
FROM A SPOOF
CALENDAR IN
THE **1951**
YEARBOOK

the 60s



THE "SPYING ON SPRING" FASHION SHOW WAS SEEN BY A CROWD OF 1,200. THE EVENT WAS SPONSORED BY NEIMAN-MARCUS AND THE HOME EC DEPARTMENT FOR A SCHOLARSHIP FUND. THE 1966 YEARBOOK CALLED THE WEDDING DRESS: "Every girl's favorite ensemble!"

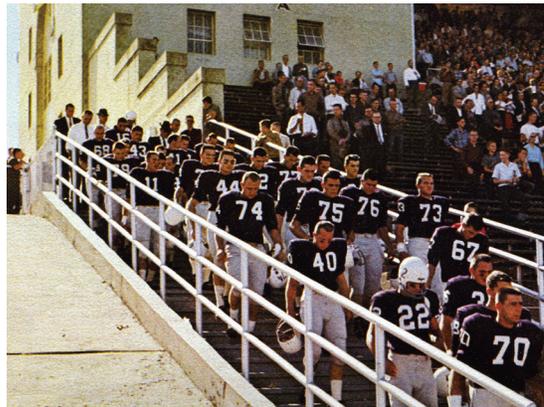
JAMES CASH AND MICKEY MCCARTY, MEMBERS OF THE 1967-68 SOUTHWEST CONFERENCE BASKETBALL CHAMPIONSHIP TEAM



TOGA PARTY AT PHI KAP MAN DAY, 1967



GO-GO GIRLS AT "A NIGHT ON LIVERPOOL," A DANCE FEATURING LIVE MUSIC BY THE FIVE AMERICANS



THE '61 FOOTBALL TEAM ENTERS THE STADIUM.



MILITARY AWARDS DAY IN 1965-66

HARRIETT EAKER
1965 "MISS HORNERD FROG"



1967 HOMECOMING QUEEN **JAN MCNEILL** AND COMING HOME QUEEN PAULINE "PODDY" LUCAS '47. THE TCU BAPTIST STUDENT UNION SPONSORED THE FLOAT.



MARY VIRGINIA CAIN WAS A "WHO'S WHO" STUDENT IN '68.



VIGILANTES PROVIDED SCHOOL SPIRIT ON THE FOOTBALL FIELD IN 1967.



1963: CIVIL RIGHTS MARCH / JFK ASSASSINATION

1964: VIETNAM INVOLVEMENT BEGINS

1969: MAN WALKS ON THE MOON

1960

M.E. Sadler Hall completed on site of original Clark Hall.

1961

Dave Reed Hall remodeled for classrooms, faculty offices, second cafeteria.

1962

Daniel-Meyer Coliseum built; Computer Center put into operation.

1963-64

Worth Hills Golf Course purchased, Five residence halls and cafeteria completed on Worth Hills property.

1965

M.E. Sadler retires, James M. Moudy elected chancellor.

1967

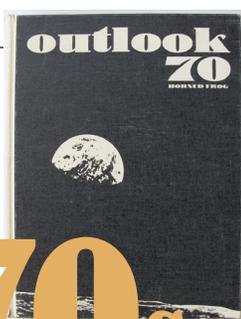
Business school renamed M. J. Neeley School of Business; Brown-Lupton Student Center expanded.



THE UNIVERSITY DRIVE "DRAG" IN 1972



ALPHA PHI ALPHA MEMBERS IN 1972

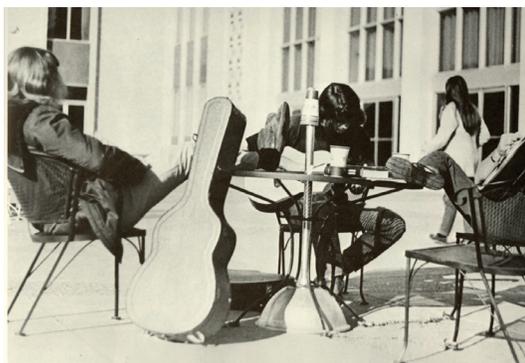


the 70s

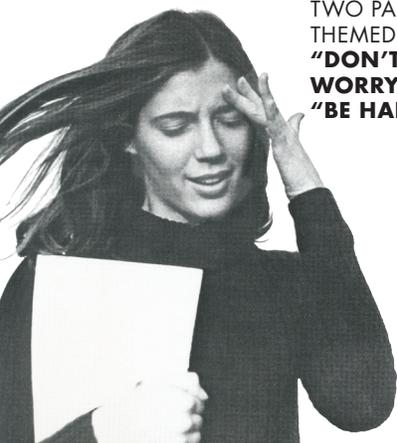
THE '70 YEARBOOK COVER SHOWED A VIEW FROM THE MOON.



1977-78 STUDENT HOUSE OF REPRESENTATIVE OFFICERS



Don't Worry



THE 1972 YEARBOOK CAME IN TWO PARTS, THEMED "DON'T WORRY" AND "BE HAPPY."



IN 1971, **JENNIFER GIDDINGS** WAS CROWNED THE FIRST BLACK HOME-COMING QUEEN AT TCU AND IN THE SOUTHWEST CONFERENCE.



ABOVE FOUR PHOTOS: **FROM 1970-72**, THE STUDENT CENTER WAS THE SITE OF **STUDENT MUSICIANS** HANGING OUT, **PEACEFUL PROTESTS** AND A **HOT PANTS CONTEST**

THE '72 YEARBOOK ASKED, "Why did you come to college? ONE OF THE ANSWERS: "To avoid the draft."



1972: WATERGATE

1973: U.S. WITHDRAWS FROM VIETNAM

1974: PRESIDENT NIXON RESIGNS

1978: FIRST TEST TUBE BABY

1970
Sid Richardson Physical Sciences Building, Annie Richardson Bass Building completed; Phi Beta Kappa chapter established.

1971
Rickel Building and Wiggins Hall completed.



1973
Celebrated centennial; "Old Gym" remodeled for Division of Ballet.

1975
Miller Speech and Hearing Clinic Building opens.

1976
Mary Potishman Lard Tennis Center completed.

1979
James M. Moudy retired as chancellor, succeeded by William E. Tucker (inaugurated April 16, 1980).

1971 SIGMA CHI DERBY DAY
GREEK LIFE WAS STILL POPULAR IN THE 70s.

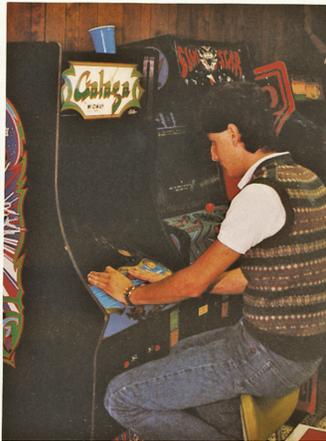
the 80s



1984 A FITNESS CRAZE PROMPTED THE TCU BOOKSTORE TO PROMOTE A "SWEAT PURPLE" THEME FOR TCU ATHLETIC CLOTHING SALES.



HOWDY WEEK '84, NO LONGER A WEEK OF HAZING, GAVE FRESHMAN A CHANCE TO MEET.



VIDEO ARCADE GAMES ARE INSTALLED IN THE SNACK BAR IN '84.



ACTIVITIES FAIR IN '85-'86



1986 PEP RALLY, CONTINUING A TRADITION OF BURNING TCU LETTERS

1984 HOMECOMING QUEEN AND KING



1985 SHOWGIRL CARI LETHCOE

ALPHA DELTA PI SISTERS BUILD A PYRAMID AT PHI KAP MAN DAY IN '86.



1981: FIRST WOMAN APPOINTED TO SUPREME COURT

1986: SPACE SHUTTLE CHALLENGER EXPLODES

1989: BERLIN WALL FALLS

1981
Library collection passes 1 million items.

1982
The 40,000th graduate received a degree at summer commencement; addition doubles size of library.

1984
Football team plays in Bluebonnet Bowl.

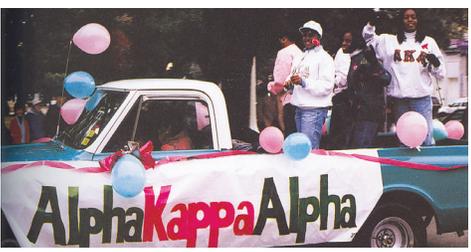
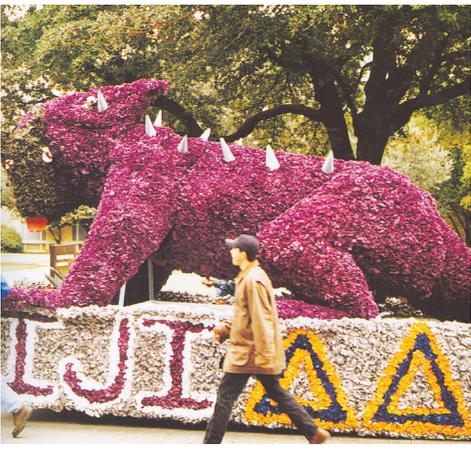
1985
Limitations placed on freshmen, transfer enrollments.

1987
Ground breaking for Tandy Hall expansion of M.J. Neeley School of Business.

1988
Moncrief Hall dedicated.



the 90s



TRADITIONS PREVAIL AT THE **1996 HOME-COMING PARADE**. GREEK ORGANIZATIONS STILL BUILD FLOATS AND RIDE IN VEHICLES.



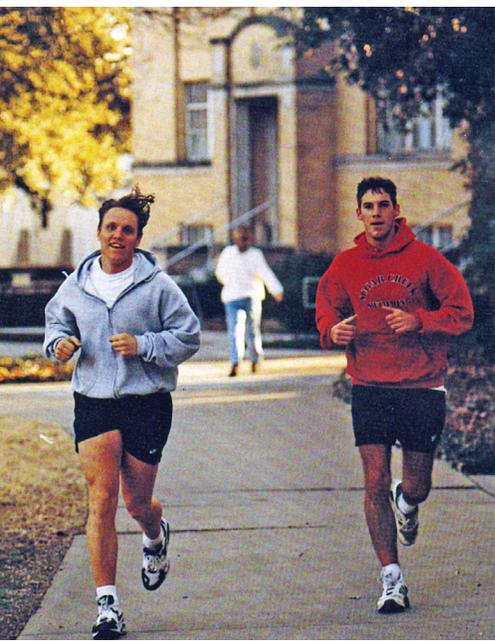
CAMPUS BLOOD DRIVE IN 1995



KARAOKE AT THE MIDNIGHT BREAKFAST IN 1995



SADLER HALL CHRISTMAS TREE LIGHTING IN 1995



HOMETOWN SPIRIT BUILDS IN '95 AS PEP RALLIES MOVE DOWNTOWN. "MY HOME TEAM" BECOMES A MARKETING PHRASE FOR FORT WORTH AND TCU.



THE INTERNET BECOMES AVAILABLE TO ALL TCU STUDENTS IN 1995. COMPUTERS BECOME NETWORKED THROUGHOUT CAMPUS.



1991: OPERATION DESERT STORM 1994-95: THE SOUTHWEST CONFERENCE DISSOLVES 1997: SCIENTISTS CLONE A SHEEP

1990
50,000th graduate receives degree.

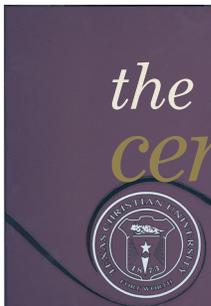
1992
First freshmen admitted to engineering program; Winthrop Rockefeller Building for Ranch Management completed.

1994
TCU wins the SWC football co-championship and plays in the Independence Bowl; invited to move to WAC.

1995
Computer/information technology extended to all residence hall rooms; Frog Camp inaugurated.

1998
Chancellor William E. Tucker retires, Michael R. Ferrari becomes 9th chancellor; TCU defeats USC in the Sun Bowl.

1999
Tom Brown/Pete Wright Residential Complex opens; Frogs beat East Carolina in Mobile Alabama Bowl.



the new century



A CIRCLE OF ROCK MEGALITHS DUBBED **FROGHENGE** ADDED TO THE CAMPUS LANDSCAPE IN '05. PROVOST NOWELL DONOVAN: *"Within the circle, truth, integrity and good humor prevail."*

BID DAY '05: AFTER 50 YEARS, GREEK LIFE IS STILL A LARGE PART OF THE TCU EXPERIENCE.



FROGS WEAR MESSAGES OF **CIVIC ENGAGEMENT AND GLOBAL AWARENESS** IN FALL 2004.



A STUNNED CAMPUS MOURNS THE EVENTS OF **SEPTEMBER 11, 2001** WITH A CANDLELIGHT VIGIL.

FROG FEVER TAKES OVER FORT WORTH, CELEBRATING THE MOST SUCCESSFUL FOOTBALL DECADE SINCE THE '30s. THE CITY DYES THE TRINITY RIVER PURPLE AND DOWNTOWN GLOWS PURPLE AT NIGHT.

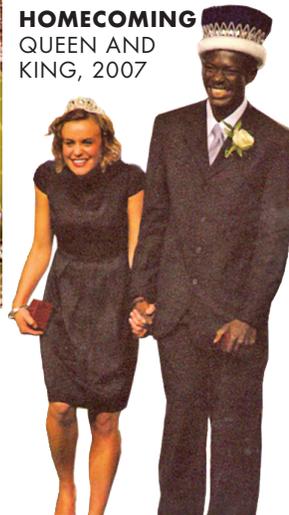
THE **INTERNATIONAL STUDENT ASSOCIATION** HOSTS AN MULTICULTURAL CELEBRATION IN 2006, RIGHT.



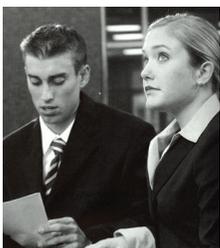
ROBYN KRIEL AND AARON KOKORUZ ARE STUDENT ANCHORS IN THE NEWLY FORMED **TCU NEWS NOW** IN 2004.



HOMECOMING QUEEN AND KING, 2007



MEMBERS OF A CHRISTIAN FRATERNITY PARTICIPATE IN AN **UP ALL NIGHT** FUNDRAISER IN 2005.



THE '08 **"PINK OUT"** FOOTBALL GAME DEDICATED TO BREAST CANCER AWARENESS BECOMES A TRADITION.



COMMITMENT TO SERVICE IS PART OF COLLEGE LIFE FOR MILLENNIAL HORNED FROGS.

ALTERNATIVE SPRING BREAK, 2005



2001: TERRORISTS ATTACK U.S.; U.S. INVADES AFGHANISTAN 2005: HURRICANE KATRINA 2008: FIRST AFRICAN-AMERICAN PRESIDENT ELECTED

2001
TCU joins Conference USA; Gary Patterson

becomes the 29th head coach.

2003
Victor J. Boschini, Jr. becomes TCU's 10th chancellor. Steve and Sarah Smith Entrepreneurs Hall opens.

2008
TCU Barnes & Noble bookstore opened; Brown-Lupton Student Center razed; Brown-Lupton University Union opens. Clark and Jarvis Halls reopen.

2009
Refurbished Frog Fountain (removed in 2006) is installed in the new Campus Commons.

Mary Wright Admission Center and Clarence and Kerry Scharbauer Hall open. TCU football team wins the Rose Bowl. (Jan. 1, 2011)



2002
William E. and Jean Jones Tucker Technology Center opens.

2010
West side of stadium imploded;



The original Facebook

While some college yearbooks are becoming history, TCU's is still preserving it.

Chances are you've got a *Horned Frog* yearbook on your bookshelves. You may not have opened it for decades, but you'd never consider tossing it out, would you? After all, yearbooks aren't for today, says yearbook adviser Kathy Hamer.

"They are like time capsules; they get more valuable the older you get. It's the only official, ongoing, pictorial and written history of TCU that dates all the way back to 1897."

Which makes the news that many college annuals are going the way of the Dodo quite distressing. Purdue University, the University of Virginia, Mississippi State University and the University of Texas at Arlington followed the national trend and recently stopped publishing annuals. Some estimate that only about 1,000 colleges still print a yearbook.

Thankfully, TCU's commitment to the *Horned Frog*

hasn't waned, says Hamer, publications coordinator for Student Affairs. "The administration is fully behind the yearbook, even though sales have been down in recent

years," she says. "Still, we sell more, proportionately, than a lot of other schools — 2,300 a year. A school like UNT might only sell 900."

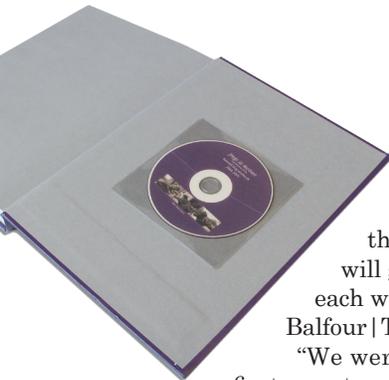
Like its feisty namesake, the *Horned Frog* is enduring, despite 21st century challenges, like getting students, staff and faculty to show for photos. To stay relevant, the 2005 edition included a 90-minute movie-style depiction of the year — which means for the past six years, yearbook staffers armed with video

cameras has been found filming all the major events of the year. The 2011 edition features a two-hour DVD and an eight-page fold out from the Rose Bowl game.

Also new: TCU was selected by Balfour | Taylor



FROM THE YEARBOOKS OF 1927 AND 2009



Continued from page 45

Publishing as a beta tester for a Quick Response (QR) code program that they are debuting this year. TCU will get 11 QR codes to use in the yearbook, each will take readers to web pages that Balfour | Taylor will host on its site for 75 years.

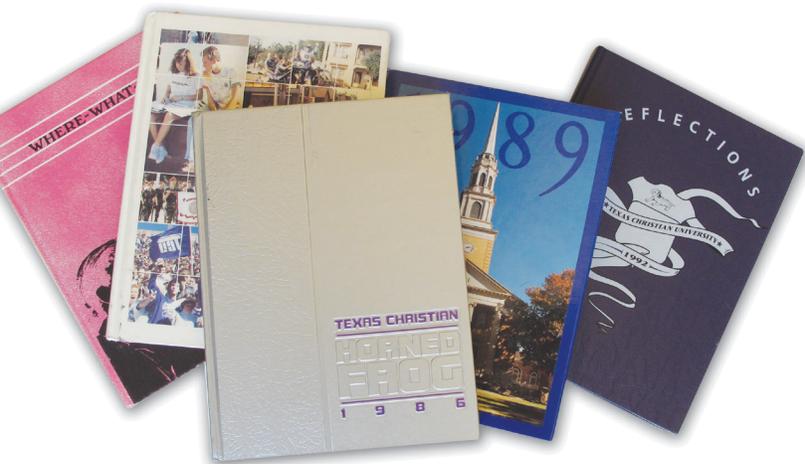
“We were delighted to be asked to among the first ever to use this technology for a yearbook,”

Hamer says. It’s no surprise the publisher asked TCU to participate: The *Horned Frog* is consistently ranked among the nation’s top yearbooks, and wins yearly design awards. Oh, and Balfour | Taylor’s regional vice president, David Dixon ’73, played football at TCU.

To promote the program, the yearbook staff is sporting T-shirts with a big QR code that takes viewers to videos about each of the staffers.

“Some say Facebook is why yearbooks are dying out,” Hamer notes. “But Facebook is fluid. Stories are there, then gone the next day.

“We’re not. Our books will still be there in 50 or 75 or 100 years, when everything happening today is mostly forgotten, even by the people on the pages.” — NB



One more chance

Some old yearbooks can be acquired through the *Horned Frog* yearbook offices, in rooms 50-54 of the Campus Recreation center basement. Email yearbook@tcu.edu, or call 817-257-7606.

Currently there are copies from 1979 (\$70), 1986 (\$70), 1988-1992 (\$70), 1994-2004 (\$65), 2006-2007 (\$62). There are also archived copies back to the early 1900’s, but those are not available for purchase. Visit the office to look through them.

Have a *Horned Frog* you’d like to donate? We’d love to have it. Call 817-257-7807 or email tcumagazine@tcu.edu.



First, there was football

In 1895, two significant events occurred in TCU history: The small co-ed school, then known as Add-Ran Christian University, moved to Waco; and a new professor was hired: Addison Clark Jr., son of co-founder Addison Clark, joined the faculty as a professor of English and history. Addison Jr., who earned bachelor’s and master’s degrees from Add-Ran, had just returned from Michigan University, where he took some graduate courses and, most significantly, was introduced to a new sport rapidly gaining attention at colleges — football.

Addison Jr., though slight of stature, was known to suit up and join the players in rough-and-tumble play on the dusty fields near campus, but he is equally well known for his role as creator and editor of the first yearbook in 1897-98. He named it the *Horned Frog* after the enduring little creatures that scampered about the playing field in large numbers.

Under his encouragement that same year, the university formed an Athletic Association and fielded the school’s first football team that competed in intercollegiate games outside of the Waco area. A small committee of students followed Addison Jr.’s, lead with the annual and chose the horned frog as their mascot.

The yearbook introduced that year wasn’t produced again until 1905, after which it truly became an annual — except for 1910, the year the great fire forced the school to move to Fort Worth.

Another break in publication occurred in 1973, 1974 and 1976, when some felt students would be better served producing a magazine than a yearbook. But that misguided notion was squelched and the *Horned Frog* was back for good.



100 YEARS FROM NOW

WHAT WILL TCU BE LIKE IN

2111?

*IT'S A FAR-OFF HORIZON,
BUT WE ASKED SOME FACULTY,
ADMINISTRATORS AND CAMPUS LEADERS
FOR THEIR BEST GUESSES — OR AT LEAST
TO USE THEIR IMAGINATION —
ON WHAT THE UNIVERSITY
WILL BE LIKE A CENTURY
IN THE FUTURE.*

CAMPUS

TCU'S FOOTPRINT WILL EXPAND

significantly to the east and the south. We're limited to the north and west, but we could grow as far as Paschal High School and down to Bluebonnet Circle. I don't foresee a massive enrollment change. TCU will be relatively close to the same size it is now. I think we will have finally solved the parking challenges. Who knows what transportation will be like, but we will have some kind of vertical parking structures. The campus will continue to be pedestrian.

Distance education will be the norm, but I think it will be an off-campus, on-site model: TCU in Italy, TCU on Mars. Lecture and recitation won't last. Students crave experiential learning, so they'll go wherever the action is, and it will be the university's job to make it happen.

We may even see a great transformation about what education is. Will it still be the acquisition of knowledge? Or will it be more application of knowledge and skills within a system? I think the latter. Of course, TCU's hallmark will be that application through a prism of values and ethical leadership. The question is if that will still have relevance. I believe it will. But if not, we won't survive. I think we will go to a three-year degree, a much more European style. What we think of the first year of college will begin at the secondary education level.

— **Don Mills, Distinguished Professor of Educational Leadership, College of Education**

ACADEMICS

TECHNOLOGY WILL BE SO INTERTWINED WITH OUR EXISTENCE that it will have changed not only how we live and learn, but also how we see ourselves as a species, even to the point that we may question what it means to be human.

The K-through-12 system, as we know it, will have gone away because everyone will have access to every bit of information at any time or any place, and learning will have new meaning. We'll be able to seek data and read it on our devices or download it to our brain implants or project it onto our visors. So learning will happen anywhere, not necessarily just at a school. In fact, most of our learning will happen at home.

People can use video or holograms to interact with others in a learning community. There will be tremendous synthesis between disciplines and areas of study. Or



THE UNIVERSITY IN

perhaps TCU will seek to solve primary and secondary education and become the world's first K-through-16 school.

There will be brain aids that help people to process and learn. The challenge will be how people manage this massive amount of information and technology. The primary function of professors or teachers may then be to provide context and offer wisdom or mentoring.

While travel will be incredibly expensive and a university experience even more exclusive, TCU will offer something that learners can't get from watching a screen — a human-centered campus. Our niche will be centered around people and being together. Technology will be so omnipresent and our connectivity to it so intense that human interaction will be a treasured commodity. In fact, TCU may even have a center on campus that is technology-free, where people learn to live without technology and study what it means to be human.

That will be a competitive advantage because everyone will have access to distance education. Watching live performances, without the aid of technology, such as theatre, dance or sports will be great luxuries, especially if availability diminishes as schools give them up. TCU will still provide them.

Leadership training will continue to be an emphasis. How will leaders function in this world? How would one lead others who have access to every bit of information at any time?

— **Magnus Rittby, professor of physics and associate dean, College of Science and Engineering**

LIBRARY

TIME AND SPACE WILL BE MORE UNDER THE

COMMAND OF PEOPLE. We will be able to navigate both more quickly, and that will be true of libraries. Much like the interlibrary loan system of today, where institutions share access to volumes and holdings, libraries of the future will be connected in a network, allowing users to teleport to any library in the world.

Yes, I think there will be books. Electronic books will become more the norm, but the printed word on paper will still exist. It's still the most stable technology for sharing information.

But most information will be digitized. There are questions today about what the best format is, but I think we will have solved that digital migration issue long before the next century.

There will be new methods for research and learning. If you remember *Star Trek*, the Enterprise had a holodeck, where crew members could create scenarios past, present or future for entertainment or learning. I imagine we will have a technology like that in academia. Professors could create the setting of *The Great Gatsby* and students could play characters from the novel. Rather than writing a paper or producing a video, history students could re-enact the events leading to the Cuban Missile Crisis, showing various outcomes by tweaking details.

— **June Koelker, dean, Mary Couts Burnett Library**



11

RESIDENCE HALLS

TCU WILL REMAIN A RESIDENTIAL CAMPUS. It's part of the mission and fabric of the university. Nearly all of our residence halls have been renovated since they were built, but the physical buildings of TCU's residence halls haven't changed that much in 60 years. I don't suspect that will change much.

They will still be communities of learners. They'll have the latest amenities like they do now, with touchscreens



or computing clouds, but the basics of a room — bed, desk, closet — will be the same. There will be even more of an emphasis on community space. Perhaps they will have movable walls, so that if five friends wanted to live

in the same area, they could. If another student wanted a single room, he could. They'll be powered by whatever sustainable fuel we will have in those days.

They'll be co-ed as that becomes even more commonplace. It'll be friends living with one another in a community, increasingly tied by area of study or common interest. We could even see a return to the days of faculty living and working with students in the place where they live. The role of the resident assistant will continue to evolve into facilitator or guide, rather than rule enforcer.

I could also see students doing research where they live, by literally plugging in or accessing work or information through the physical building. Students may even be responsible for managing or improving their building, sort of like astronauts living and working in a space shuttle.

— **Craig Allen, director, Residential Services**

ATHLETICS

AFTER YEARS OF SUPERCONFERENCES and diminished rivalries, college athletics will revert back to more regional alliances. TCU will compete against other Texas schools.

Amateurism will return at some schools and not at others, as the cost of competition forces some to the sidelines or lower-level leagues. Disappointing at first, those schools will eventually relish a purer, more innocent game that pays tribute to college sports of long ago. Those schools will embrace stronger minimums for academics. For other schools, they will field semi-professional teams whose sole purpose is to generate revenue for the university. Their athletes will be full-time players seeking to play professionally.



**IF YOU REMEMBER
STAR TREK, THE
ENTERPRISE HAD A
HOLODECK, WHERE
CREW MEMBERS
COULD CREATE
SCENARIOS PAST,
PRESENT OR FUTURE
FOR ENTERTAINMENT
OR LEARNING.**

**I IMAGINE WE
WILL HAVE A
TECHNOLOGY LIKE
THAT IN ACADEMIA.**

— *June Koelker*

Athletes will eventually reach the capacity of human performance. There may be 6-foot-5, 280-pound running backs who run a 3.8 in the 40, but there will be a limit hit at some point. We will reach a point where we will not be able to run measurably faster or jump measurably higher.

Amon G. Carter Stadium will likely have some kind of retractable roof, necessitated by climate changes, and named for Gary Patterson. Same for Lupton Stadium, named for Jim Schlossnagle. Their ancestors will be coaches here. Daniel-Meyer Coliseum will be reinvigorated as well. In addition to basketball, there will be some kind of new major indoor sport played in the spring or summer.

— **Jack Hesselbrock, associate athletics director for internal affairs**

FORT WORTH

TCU AND FORT WORTH HAVE PROSPERED TOGETHER, thanks to physical goods. First, it was cattle, then oil, then jets, now natural gas. What will the next commodity be after that? Perhaps transportation related. Perhaps some technology related to protecting the environment or green living. Or maybe it won't be a product or widget. Maybe it will be a service.

Fort Worth, like other cities, will increasingly rely on businesses and TCU to solve problems and challenges. Perhaps TCU faculty and students will devise a new sustainable transportation system. Or develop programs to solve hunger or homelessness. As the world becomes a more expensive place to live, more sharing of resources will be a necessity. And TCU's physical beauty with its architecture and foliage and spaciousness will keep it as one of the most attractive areas of town.

As a major metropolitan area, Fort Worth will help TCU thrive by offering access to employment, entertainment and culture. TCU may add a law school or medical school or both as it continues to grow and partner with the city.

— **Gene Smith, professor of history**

Share your thoughts about what will TCU be like in 100 years at tcumagazine@tcu.edu.