

A CENTURY *of* PARTNERSHIP BEGINS



*TCU agreed to stay for 10 years when it moved to Fort Worth in 1910.
But the booming city and the small university found such delights in each other
that the association is stronger than ever, 100 years later.*

BY RICK WATERS '95

“IMPOSTERS!” the *Skiff* headline screamed in bold type. It was July 27, 1911. Page one, column one.

Even in the *Skiff*, the exclamation point was unusual for a newspaper story of the day.

But for tiny TCU, a mere six weeks from the opening of its new campus on the outskirts of Fort Worth, the matter could not have been more critical.

The school was in crisis mode: Two weeks prior, the administration had gotten word of rumors circulating that the school's new campus would not open in September as scheduled. Officials dismissed the gossip as idle chatter, paying it no attention.

Rumblings persisted, however, and finally one of the university's high-profile patrons inquired,

stating that “he wished to place his daughter in TCU above all other places, but that he wanted to know the real truth about the matter in order to place his daughter elsewhere,” in case the school could not open.

The school penned the following response in the *Skiff* to set the record straight and, hopefully, retain a small student body, whose return was tenuous:

“Report has been received to the effect that certain representatives of other schools are busy giving out the statement that Texas Christian University cannot open this fall; that the buildings are incomplete, and that work was suspended more than two weeks ago. ... We wish to assure our patrons beyond question that the school will open September 19.





COURTESY FORT WORTH PUBLIC LIBRARY

NORTH MAIN STREET IN 1910

A CENTURY AGO In 1910, the *Skiff* was full of ads for the latest fashions for college girls.

Center: Even then, “Cowtown” was home to culture: Victor Herbert and his orchestra played the Byers Opera House downtown.

Far left: TCU’s administration was quick to squelch rumors that the new campus would not be completed in time, in statements given to *The Skiff*.



IMPOSTORS!

Report has been received to the effect that certain representatives of other schools are busy giving out the statement that Texas Christian University cannot open this fall; that the buildings are incomplete, and that work was suspended more than two weeks ago. This report first reached the office about July 13. We would have given no attention to the matter for its repetition and for an in-

There has not been the slightest cessation from work on the buildings, except for two days occasioned by a strike.”

The Administration Building and the Girls’ Home were practically finished. Furniture was being manufactured. Library, laboratory and office equipment was being shipped. Only Goode Hall, the men’s residence, was still being constructed, but the contractor assured them that every room would be ready to open by Sept. 1, a full 18 days before school began.

It wasn’t a stretch for some to think the school wouldn’t be ready. Just 16 months earlier, TCU’s Main building on its Waco campus burned to the ground, leaving the future of the school in jeopardy. Fort Worth made what was deemed the best offer, and in the fall of 1910 the university moved north and began building a new campus.

In the interim, TCU made do in downtown Fort Worth — for the second time.

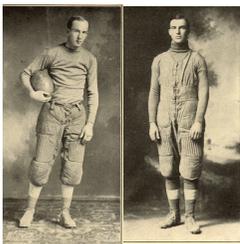
Fort Worth was a small outpost of 3,000 souls in 1869 when the Clark brothers took over a little coeducational academy in town. But by 1873, an area near the school had been dubbed Hell’s Half Acre due to its bawdy offerings and rowdy clientele — mostly cowboys ending their long drive up the Chisholm Trail — creating an environment contrary to a Christian education. So the Clarks renamed their academy AddRan Male and Female College and uprooted it to quiet, bucolic Thorp Spring, near present day Granbury.

The little college struggled along there for 22 years, until, in 1895, a dispute over rent sent them packing again. By then, the college had been renamed AddRan Christian University to reflect its financial connection to the Christian Church (Disciples of Christ).

Waco welcomed the little school, and helped it

TEMPORARY CAMPUS

For the 1910-11 academic year, TCU leased space (left) at the corner of Weatherford and Commerce streets near the Tarrant County Courthouse, whose lawn became recreation space for students. Football went on as usual. The Frogs tied crosstown Polytechnic College (later Texas Wesleyan), won two games and lost six, including biggest rival Baylor.



Shown here are team captain J.W. Massey, left, and Milton Daniel ’12, right. Interestingly, Daniel was erroneously referred to as “Daniels.”



“TCU is the most valuable asset Fort Worth has — next to the packing houses.”

VAN ZANDT JARVIS

purchase land and buildings. Students and administrators settled in for the long haul. During its sojourn in Waco, the school again changed names: It became Texas Christian University in 1902.

Then in March 1910, a catastrophic fire left the college nearly homeless, but not without friends — many cities made generous offers to relocate, including McKinney, Sweetwater, Gainesville and Dallas, which was in final negotiations for the planting of Southern Methodist University.

TCU dispatched three men to study the offers, and on May 11, 1910, about six weeks after the fire, TCU announced its future location.

“It was clear that the Fort Worth bid was superior,” wrote Dean of Students Colby Hall '99 in his 1947 *History of Texas Christian University*. Part of the agreement included TCU's promise to stay for at least 10 years.



Fort Worth in 1910 was a boom town of more than 73,000. The city still had rough characters and shady spots, but it also was supported by strong churches, concerned citizens, culture and the arts, several rail lines, a good supply of coal nearby, a solid educational system and prominent leaders who were among TCU's strongest supporters — even during the school's 37-year sojourn.

Optimism in the city was widespread. Arrivals of the railroad (in 1876) and then the giant Armour and Swift meat packing plants (in 1902) had revitalized the town, and the population had almost tripled since 1900. Even so, the offer Fort Worth made to entice TCU to town — \$200,000, 50 acres of land and a road and streetcar line to the site — was a heavy investment to make for a college with only about 350 students.

Half of the amount was pledged by the Board of Trade (the forerunner of the Chamber of Commerce) and by local churches, including \$20,000 from First Christian Church, which postponed plans for a new building. The other \$100,000 was to come — and it did — from the sale of residential lots carved out of vacant land near the campus site, much of which is now the Park Hill area.

For all the misgivings the Clarks once had about Fort Worth, many in the city highly valued tiny TCU: The huge monetary commitment came

at a time when the average factory wage was 10 cents an hour, Hall notes. A well-made man's shirt sold for 75 cents. Moviegoers could see “the finest moving pictures made, changed daily” for 5 cents. Patrons of the Byers Opera House, however, ponied up at least 50 cents to hear Victor Herbert and his Orchestra when the famed composer-musician brought his tour to town. Vacant lots were priced at \$500 each.

“Fort Worth was distinctly ‘Cowtown,’” Hall later wrote in *History*. “But the university gradually edged its way into the interests of Fort Worthians. Van Zandt Jarvis, himself a ranch man, while president of the TCU Board, made a speech in chapel one day lauding the worth of the university to the city. In his exuberance, he exclaimed, ‘TCU is the most valuable asset Fort Worth has — next to the packing houses.’”

It is surprising how rapidly decisions were made and carried out that year, especially for an institution with a longevity far beyond that of the packing houses.

In October 1910, architectural drawings for the new administration building were published, and in January, renderings of a 10-building campus vision appeared in the *Skiff*. Soon, construction began on two structures — the administration building (remodeled in 1961 into Reed Hall), and Jarvis Hall, a women's dorm that continued to house women until two years ago, when it was renovated for offices. Construction of Goode Hall, for the men, began the following spring and was ready at the opening.

Meanwhile, city and county officials rushed to get roads and utilities stretched to the Johnson-grass covered hill and the traction company managed to get its first streetcar there on the opening day of school on September 19, 1911.



While feverish construction was under way on “the hill,” TCU conducted its 1910-11 academic year in leased quarters at the corner of



STREETCAR WITHOUT A STREET

The promised streetcar line reached TCU's new campus on the first day of class in September 1911, but in May, the line ended more than a mile away, at McCart Ave., (above) forcing people attending the cornerstone laying ceremony to walk across fields or take buggy service to the building site.

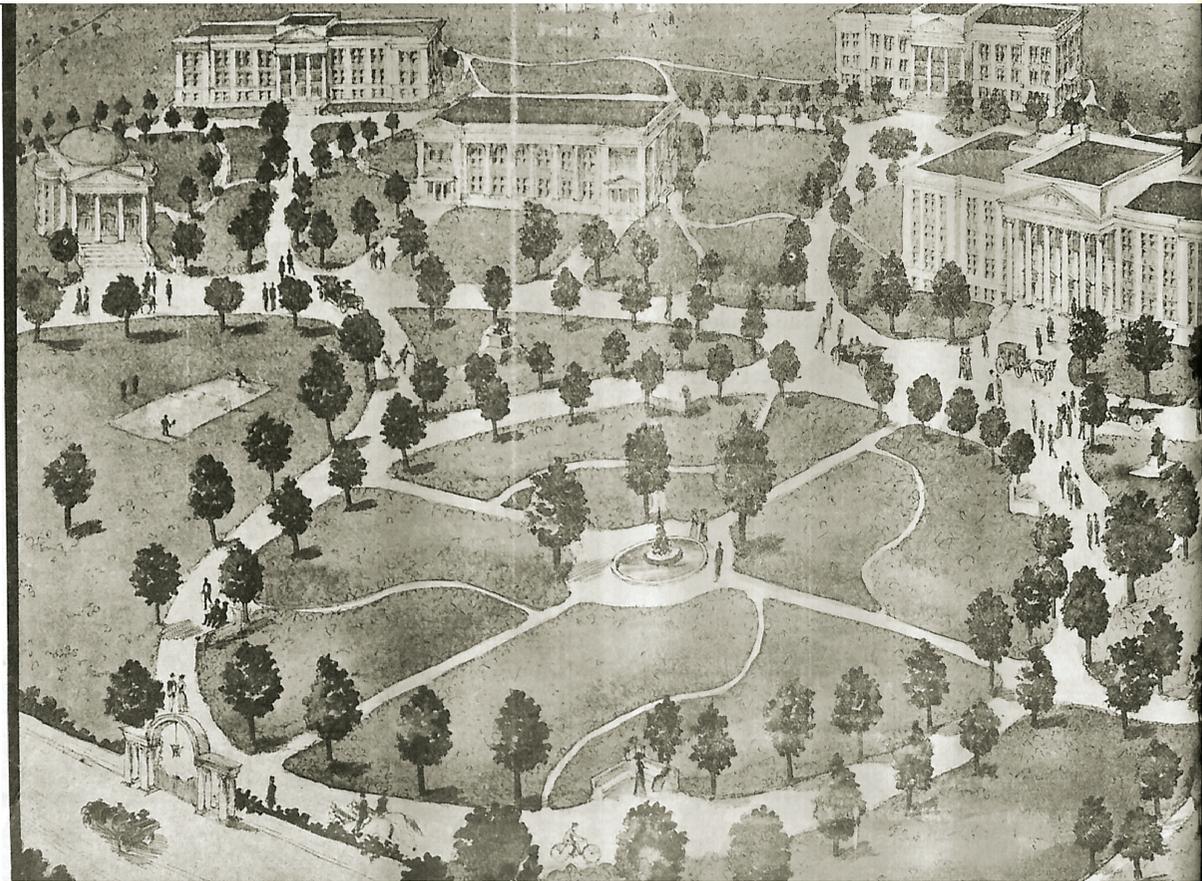
CAMPUS MASTER

PLAN Splashed across the pages of the *Skiff* in January 1911: a 10-building sketch of the university's "accepted layout" of its future campus, created by prominent Fort Worth architects Waller & Field.

An accompanying article written by Chalmers McPherson, university endowment secretary, called the drawing "a dream" and noted the arrangement of buildings and curved, tree-lined walkways as "perfect harmony." The layout would be altered slightly by the time the foundation was laid for the initial two structures — an administration building (which became Reed Hall) and a girls' dormitory (Jarvis Hall).

A third building (on the site of Clark Hall) was ready by the start of the fall 1911 semester.

Image courtesy TCU Special Collections



Weatherford and Commerce streets, catty-corner to the Tarrant County Courthouse. The two just-completed buildings, which had been dubbed Ingram Flats (when flat also referred to an apartment or room for rent), were now Texas Christian University.

They housed offices, classrooms, a chapel, a dining room and a print shop on lower floors and dormitories upstairs. Other TCU students and faculty lived in houses rented nearby.

If the *Skiff* is an accurate measure, the city and university embraced each other from the very beginning. The Sept. 23, 1910, issue, reporting on the 38th annual opening of Texas Christian University, said that "never before was TCU given so hearty a welcome as on that day."

Convocation, held in the auditorium of City Hall, was filled with students, faculty and townspeople. They cheered addresses by Mayor W.D. Davis, the city and county school superintendents and the chairman of the Board of Trade. Addison Clark, then age 69, came up from Thorp Spring to bless the return to the city he originally had chosen as "the place that would be best for all time."

An editorial in the *Skiff* enthused: "We feel that TCU has never had such a successful opening, and we hope the people of this city may always have as hearty a welcome for us as they had on that day."

Soon the courthouse lawn and sidewalks

nearby were filled with energetic students, clearly showing residents that TCU was in town.

The school year was conducted as the previous 37 had. Literary societies, glee clubs, oratory teams, quartets, choirs and dramatics troupes met, read, cheered, debated, performed, sang and inspired as student life skipped merrily along.

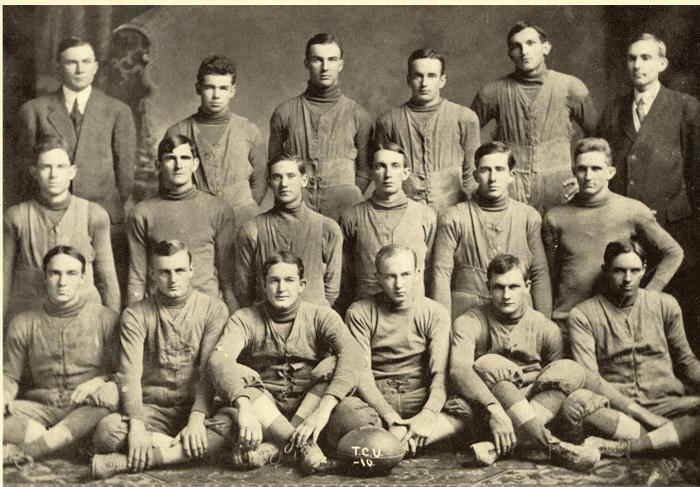
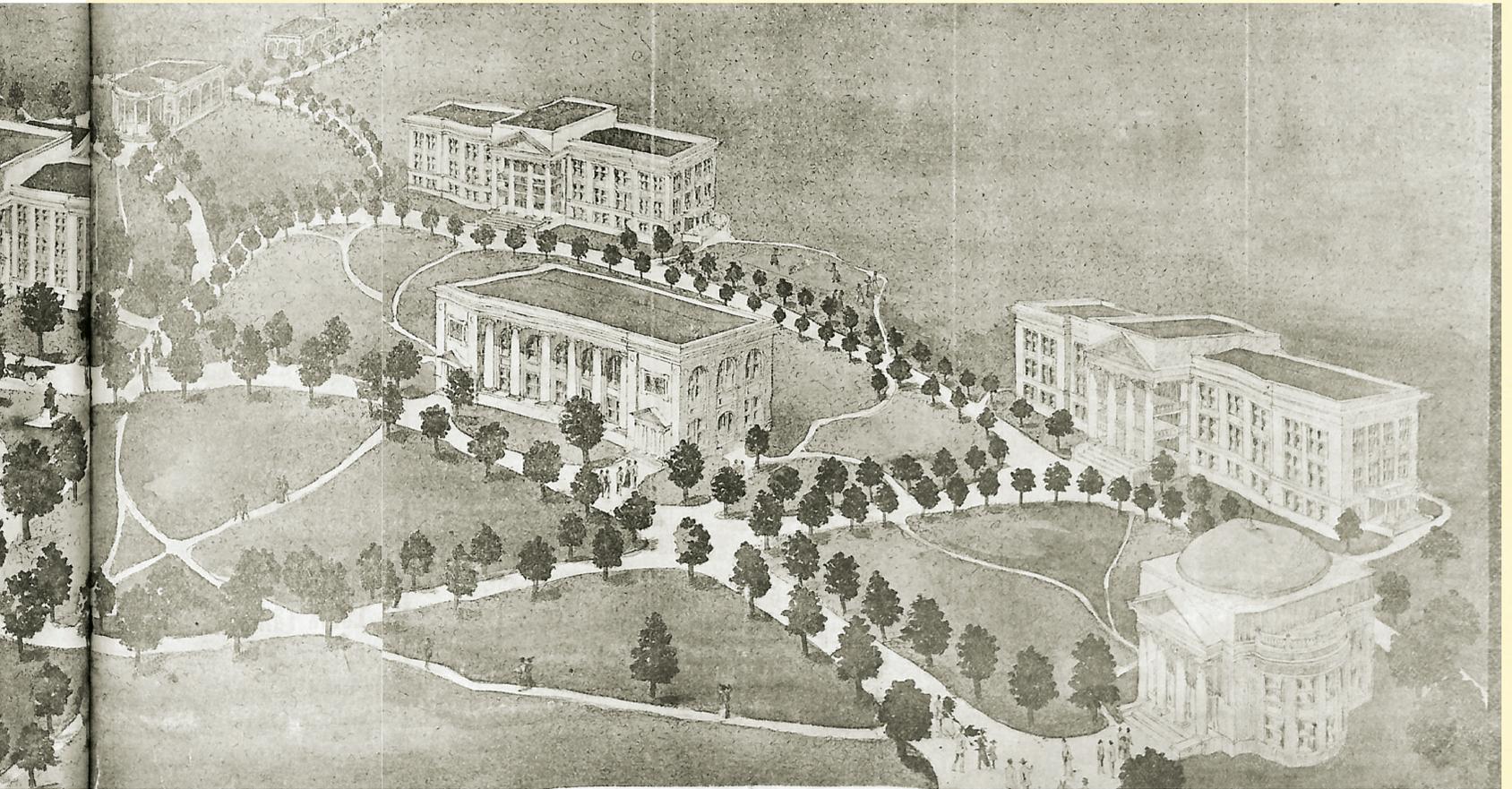
Even intercollegiate football continued during the downtown year. Team captain J.W. Massie '11 spent the summer visiting boys on the squad to ensure they would be joining him in Fort Worth.

Enough did, and the Horned Frogs, coached by a new head man, Kemp Lewis, tied cross-town Polytechnic College (later to become Texas Wesleyan), won two games against Trinity — home and road — and lost six, including two games with arch rival Baylor. The good-natured jostling with the Bears was so important to the school that the administration agreed in October to send the student body to Waco to cheer on the boys in purple and white.

By the end of the season, the squad elected Milton Daniel '12 as captain for next year's team — though he was often erroneously referred to as "Daniels" in the *Skiff*. But, as one of the team's best players, the paper would eventually get it right.

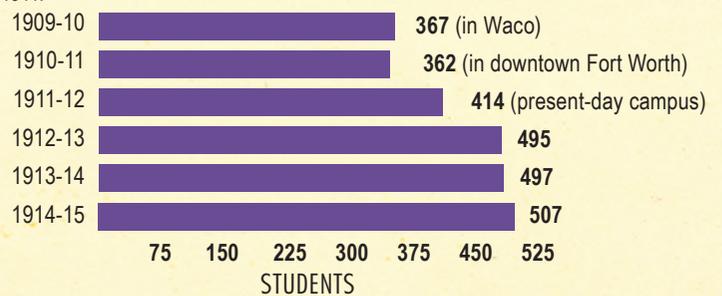
The practice of planning and looking forward to the next school year would be a theme all fall and spring.

Continued on page 48



ENROLLMENT NUMBERS

After the fire at Waco, TCU officials worried about maintaining the school's student head count. After a miniscule dip when the school moved to Fort Worth, TCU began to gain numbers steadily once the new campus opened in fall of 1911.



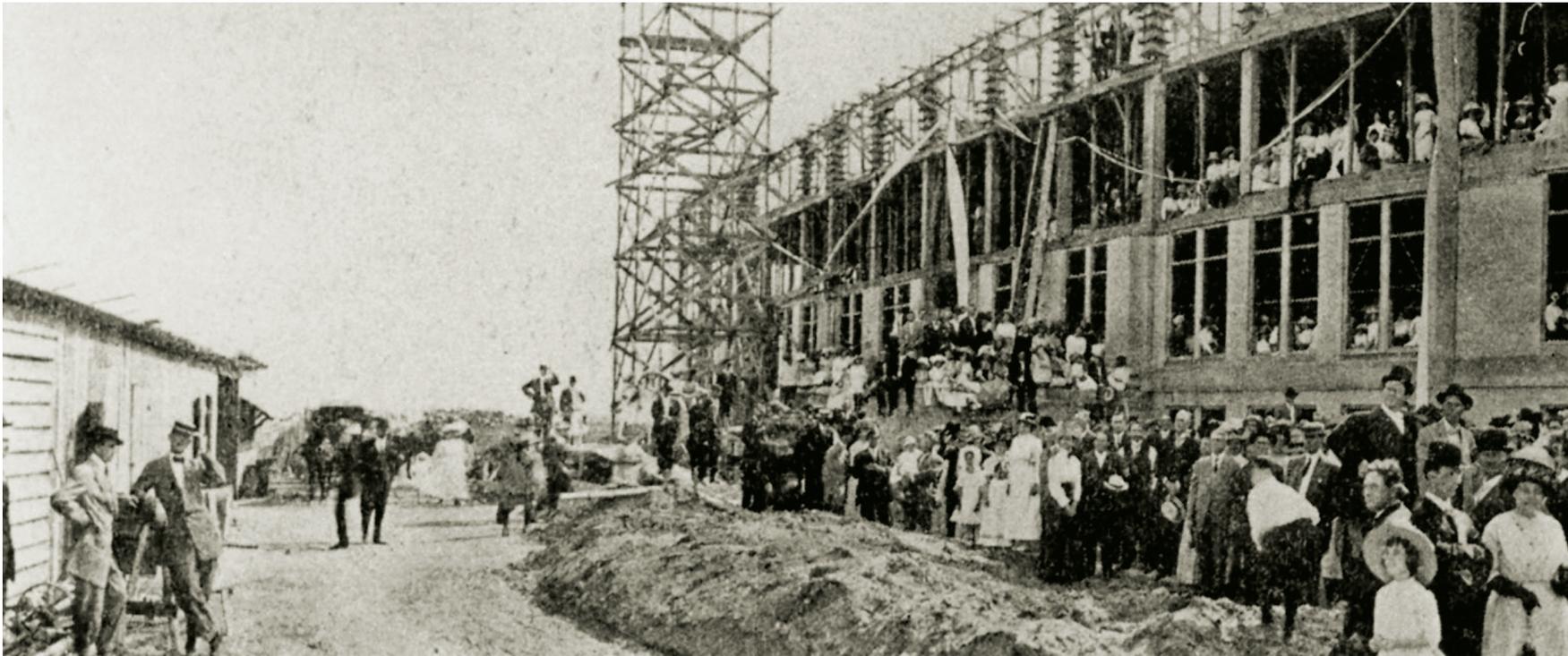
In addition to the drawing of the new main building, published in October, the administration was busy finding creative means to off-set costs. The practice of “naming opportunities,” as it is known today, was implemented.

After Thanksgiving, university endowment secretary Chalmers McPherson announced that a number of the furnishings in the new building would be named for donors: \$750 for library holdings in honor of the Sherry family; \$500 for the reception room in honor of Mr. and Mrs. C.F. Love and Mrs. Lizzie Barron; \$200 for the parlor of the boys’ dormitory in honor of the Christian church in Van Alstyne.

By January, the *Skiff* published the university’s 10-building “accepted layout” of the future campus, cre-

Wrote historian Hall: “A few automobiles were included in the procession. The period can be dated by this incident: Waxahachie banker and trustee Charles W. Gibson, long skilled as a driver of a fast team of horses, was quite unskilled in steering his new open-topped, heavy, seven-passenger automobile. In the press, he almost ran into some of the pedestrians, whereupon he pulled back on the steering wheel as hard as he could and yelled, ‘Whoa, whoa.’”

Addison Clark could not attend the festivities. He was ill and died two days later. But brother and cofounder Randolph Clark came to give his greeting and join in the exuberance of the day. TCU president Clinton Lockhart, who would later that spring resign to teach again,



LAYING THE FOUNDATION. Great excitement and a large crowd attended the cornerstone laying ceremony in the spring of 1911. A TCU student named Bedford A. Kirkpatrick, brother of TCU’s first band director Charles Kirkpatrick, gathered a group of medical students and undergrads to form a group to perform at the ceremony for the new administration building, which is now the site of Reed Hall.

ated by prominent Fort Worth architects Waller & Field. An accompanying article called the drawing “a dream” and noted the arrangement of buildings and curved, tree-lined walkways as “perfect harmony.”

The layout would be altered, but a course was plotted. In the spring, the university let out classes and observed construction day as the building began.

Support from the city continued, and on May 16, the school held a cornerstone-laying ceremony for the nearly completed campus buildings. The historic moment attracted so many people that “it was with difficulty that the crowd gained a point of vantage from which they could see and hear the exercises,” the *Skiff* reported.

Getting to the event — back then campus was a good bit beyond the town’s borders — was not easy. The streetcar line wasn’t finished until fall. That May, it ended at least a mile away, forcing celebrants to either walk across open fields or take a buggy service to the building site.

predicted that the new TCU would start with a student body of 400 to 500 students and that it was destined to occupy a high place in the educational system. He was right about both.

The lead headline in the Sept. 7, 1911, edition of the *Skiff* read: “Opening assured Sept. 19,” and so it was. By that first day of class, the streetcar line opened and sewer and water utilities were functional.

Some hard times and some glorious times have come to both the city and the university since then. But 100 years ago, when “both parties did some adventuring” and gambled on each other’s futures, they seemed to know that they were going to travel together long beyond the promised 10 years. As Hall put it, “Both found themselves abundantly rewarded for their faith.”

Watch for the third installment of this series, which will chronicle the move to the new campus, in the Fall 2011 issue.

Comment at tcumagazine@tcu.edu.

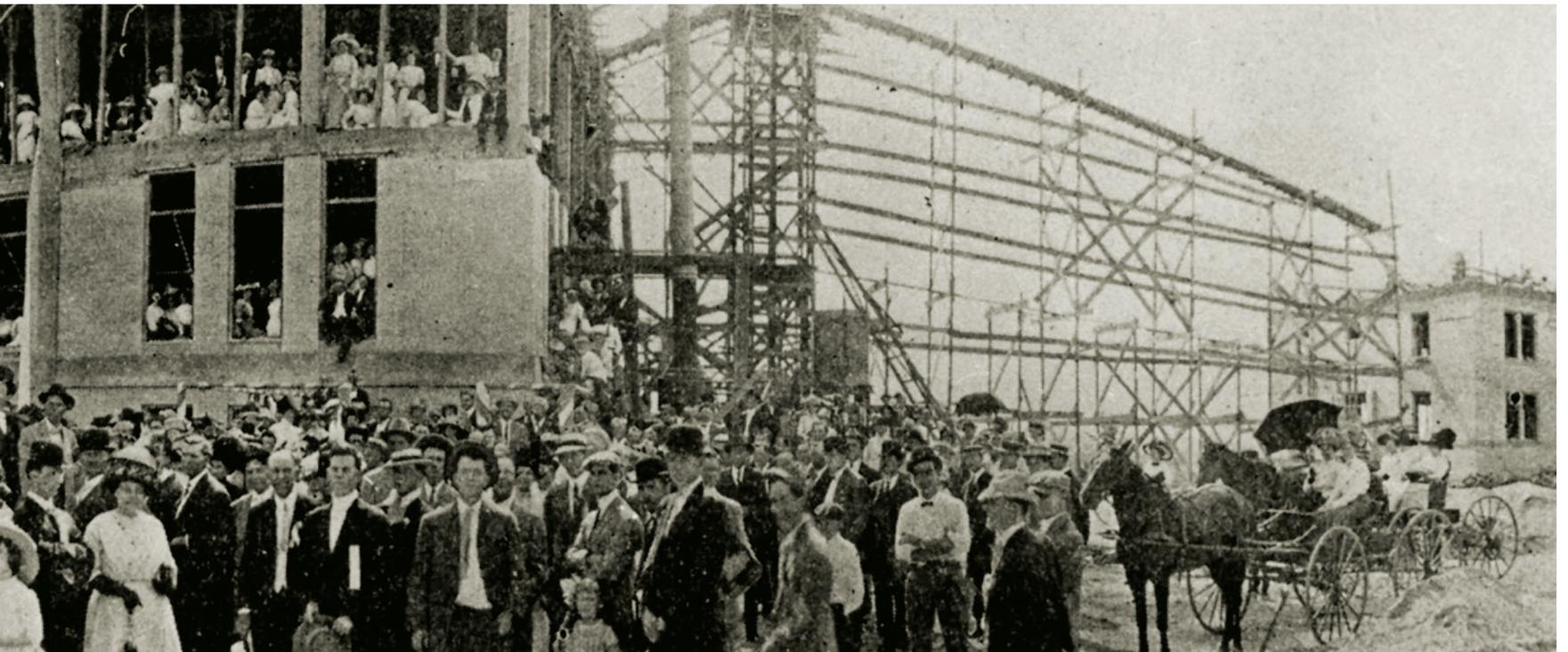
What a bargain!

In 1910, the Fort Worth Board of Trade offered TCU \$200,000, 50 acres and a streetcar line to move to Fort Worth.

Based on an annual impact in 2009 of \$630 million in

output, and forecasting the approximate impact annually from 1910 to present, it is estimated that the \$200,000 that Fort Worth invested in TCU has produced more than \$13.7 billion in economic activity.

From "A report of the economy of fiscal year 2009 operations at Texas Christian University," by Impact Data Source.



Century of partnership

One hundred years ago the destinies of TCU and Fort Worth converged. In 1910, after a fire destroyed part of the school's Waco campus, the Horned Frogs needed a new home. Fort Worth reached out a welcoming hand, and in the century that's followed, both university and city have grown up together. It is a partnership that remains strong today as the two emerge in the 21st century as vibrant, forward-thinking and global-oriented.

This century of partnership is being celebrated this year with campus and community events and will continue through fall 2011.

In August, the city and university unveiled a historical marker on the east lawn of the Tarrant County Courthouse, which faces the site of the two downtown buildings that served as TCU's campus in 1910-11. The marker is part of the city's 23-marker Heritage Trail series. This winter, the marker will be remounted on granite. In September, Chancellor Victor J. Boschini, Jr. opened the school's 138th academic year at Convocation recognizing the university's heritage in Cowtown.

www.worthcelebrating.tcu.edu



GLEN E. ELLMAN