

# Ag Ticket Sales Running Strong

Coach Gene Stallings' first edition of the "Make Something Happen" Aggies evidently has captured the fancy of football fans in the Southwest as witnessed by early applications for tickets.

A&M ticket manager Mary Ruth Wilson said that the early demand for tickets is running ahead of last year's applications.

The Aggies have an attractive four-game home schedule which sees the Houston Cougars, SMU Mustangs, Baylor Bears and

Texas Longhorns invading Kyle Field.

Some of the top players in the Southwest will perform against the Aggies in those games. Warren McVea and Cotton Guerrant of Houston, John Roderick of SMU, Terry Southall and Tommy Nobis of Texas are just a few of the invading stars.

A&M business manager Pat Dial reminded priority groups that the priority ticket orders close July 31.

# Longtime High School Mentor Named New Freshman Coach

Texas A&M head football coach Gene Stallings announced over the weekend that J. W. (Jake) Helms, veteran Texas high school coach, has been hired as freshman football coach at A&M.

"I believe our freshman football program will be in good hands under coach Helms," Stallings said. "I think we were very fortunate to secure a man with such a fine coaching background from the Texas high school ranks. I know he will be an asset to our staff at Texas A&M."

Helms was born in San Augustine, grew up in Childress, and has been a coach in South Texas for 17 years. His son, Jim, is a defensive halfback at the

University of Texas. "I'm real happy at this chance to join coach Stallings' staff at A&M," Helms declared. "I think this is a great opportunity for me. I know that coach Stallings has a splendid coaching staff at A&M and I am thrilled at being added to that group."

Helms this past year was football and track coach at Uvalde High School, having gone there after an eight-year tenure as football and track coach at San Benito High. Prior to that he coached one year at Laredo High, four years at Freer High and three years at Brownsville Junior College.

Helms, who will be 44 next

December, competed in football, basketball and track at Childress High, from where he was graduated in 1938. He attended Centenary College, Shreveport, La., one year, then transferred to Texas A&I in Kingsville. He played one season of varsity football as an end before going into the Navy in the spring of 1942. After being discharged in the summer of 1946, he returned to Texas A&I for his final two seasons of varsity football. His first coaching job was at Brownsville JC in 1948.

Helms' overall coaching record is 95 wins, 46 losses and 8 ties. In 8 seasons at San Benito, he compiled a 62-17-6 record.



NEW FISH GRID COACH ... J. W. (Jake) Helms will handle freshmen this year.

# Mustang Football Outlook May Be On Rise Again

By HAROLD V. RATLIFF Associated Press Sports Writer Southern Methodist University's football has sunk to its lowest estate since the World War II years.

Hayden Fry became coach in 1962 and in his three years here has a record of 7-24-0. Yet during that time he was named coach of the year, had a team in a bowl game and engineered one of the big upsets of football when his Mustangs knocked down mighty Navy in 1963.

Last season the team reached the depths under Fry when it won only one game and got beat 44-0 by Arkansas. This was explained largely by the fact that the squad lost seven starters before the season even began. There also were some crippling injuries.

But Fry doesn't think it probable for the team to fall that low in 1965. He has 29 lettermen back from last year and three lettermen from 1963.

Those 1963 boys could really make a difference. They are John Roderick, who beat Navy that year but was ineligible last season; Mac White, who was a fine quarterback in his sophomore season but was out with injuries in 1964; and Larry Jernigan, who showed Doak Walker potential as a sophomore but couldn't play in 1964 because of arthritis or some such ailment that made his big toe look like a balloon.

Also there is Jim Hagle, who can kick a football out of the county, coming up from the freshmen. And there's another excellent kicker, Corky Terry, a squadman.

There are 12 seniors among the lettermen.

Except for the fact that the team lost nine games last season, one might think this squad had the stuff to go places in 1965. But you usually doubt that an

outfit can improve enough a 1-9 season to do much more. However, the presence of Roderick and White could lift the Mustangs snort and snort. And if Jernigan is his 1963 potential, Southern Methodist could return to glory trail.

These fellows didn't participate in that poor 1964 season and face the future with confidence also the ability to pick up a team. It doesn't take too outstanding players to give a team a bright, new look.

Fry, who also is athletic director, added Chuck Curtis to staff during the winter. Curtis, a Texas Christian quarterback, one of the finest records of high school football in Fry figures he will be a big find.

But the signing of Curtis caused some observers to question this statement, of which Fry is cognizant:

"Fry is in trouble—if he wins, Curtis will be given credit; if it loses, it will be that Fry wouldn't give Curtis chance to help the team."

It has ever been thus coaching changes are made.

But in the case of Fry it doesn't hold water. In the place, Fry hired Curtis in the second place, Fry signed a contract with four years to

Actually Fry should be given credit for making an effort to improve the team by hiring a bright new coach whose talents in developing quarterbacks are of great value to Fry as he strives to bring Southern Methodist out of the doldrums.

The guess here is that if Fry has the misfortune of repeating, he will have a football team on the hilltop.

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