

## Stallings Regroups Sophomore Forces For 1969 Campaign

If one had to limit his description of Texas A&M Athletic Director and Head Football Coach Gene Stallings to one word, it obviously would be "Competitor."

The hard-working perfectionist, who heads into his fifth year as football boss of the Texas Aggies, continually hammers home the fact that "It is the competitors who finally succeed, regardless of the endeavor."

His slogan of "Make Something Happen" revolves around competition. It is the player in the arena who, by his continual, competitive effort, makes something happen rather than waiting around for something to happen.

Stallings, now 34, long ago realized his boyhood goal of wanting to become a football coach.

He grew up in Paris, Tex., wanting to become a coach. And, evidently, he was born under a lucky star because he played under two of the great teachers of football—Raymond Berry, Sr., at Paris High and Paul W. (Bear) Bryant at Texas A&M and the University of Alabama.

At Paris High, Stallings played three years of football, basketball and golf. He captained all three varsity squads. He played freshman football at Texas A&M prior to Bryant's arrival at Aggieland and then he played three seasons of varsity end under Bryant. He made all-SWC his junior year and was tri-captain of the unbeaten 1956 team his senior season.

He was a student coach, handling the freshmen, in 1957 and then joined Bryant's staff when the latter left for Alabama. He served under Bryant for seven seasons, 1958-1964, and was assistant head coach in 1964 when he was hired by Texas A&M as head football coach.

In February, 1968, he took on the dual role of athletic director and head football coach.

Stallings quickly led the Aggies back to national football prominence. In his third year at the helm, Texas A&M won the Southwest Conference title and then beat Alabama in the Cotton Bowl. Wholesale injuries to key players ruined A&M's chances to repeat as league champs in 1968 and now he brings a young, sophomoreish squad into the 1969 campaign with high hopes of returning to the top soon.

Like any good executive, Stallings is a master of organization and planning. He sets a personal example that

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1969 AGGIE FOOTBALL COACHES

These coaches will assist Stallings in guiding the 1969 Aggies. They are (L to R): Trainer Billy Pickard, Lide Huggins, J. W. Helms, Dee Powell, Watson, and Loyd Taylor. Not pictured is new linebacker coach Bobby Marks. Bud Moore, Stallings, Elmer Smith, Ralph Smith, Jack Hurlbut, Don

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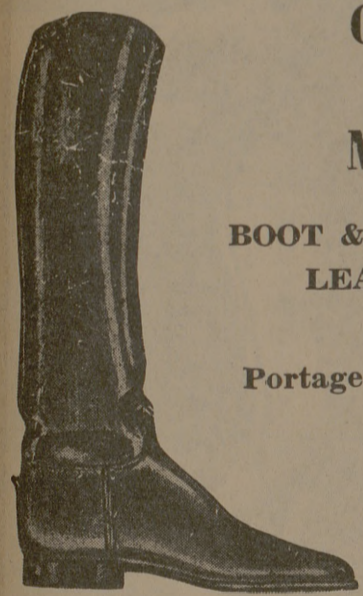
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