



PRESERVATION NEWS

Wichita County Historical Commission

Robert Palmer, Chairman

Wichita County Archives

Bryce Blair, Archivist

720 Indiana Avenue

Wichita Falls, Texas 76301

Telephone 940-763-0020

Hours of Operation: Tuesday, Wednesday and Thursday 10:00am - 12:00pm & 1:00pm - 4:00pm

E-mail Address - archives@co.wichita.tx.us

www.wichitacountyhistoricalcommission.org/

Wichita County Texas Archives is on Facebook

AGENDA FOR MEETING

Lunch at 11:30AM

Meeting 12:00 Noon - 1:00pm

1. Call to Order 2. Introduction of Guests 3. Business 4. Program 5. Adjourn

Location: Luby's

Reservations no longer needed

Volume CCV

May 2, 2019

From the desk of Robert Palmer

PROGRAM

Earl Denney

Coca Cola and Wichita Falls History

Springtime, especially the second week of April, means one thing for those devoted to the game of golf...the Masters Golf Tournament. The Masters is much more than just a golf tournament. It is a happening. Many who couldn't care less about golf, watch to see the beauty of what is, without doubt, the most beautiful golf course in the world. It also is the source of many great stories. One of those stories involved Wichita Falls great, Don Cherry.

Cherry was one of those rare people endowed with multiple talents. He was, as stated, a very good golfer; in fact, a world class golfer. He also had a beautiful singing voice. He began his vocal career singing for dances at the Wichita Falls Country Club. Soon, he was recording and then, after several chart making records, appearing all over the country. Gifts can sometimes be a curse. In 1953 he played golf well enough to receive a very rare invitation to play in the Masters. In fact, he would eventually play in nine Masters, making the cut in seven. This is the ultimate dream for all golfers. The Masters is the peak of the game of golf and the people who run it, know it. It is built on class, unlike most of the sports world we see today.

When Bobby Jones retired from competitive golf, he sought to build the greatest course ever and create the greatest tournament ever. Jones was the winningest player of his day. He was a lifelong amateur. He disdained the world of professional golf. From the beginning, the Masters had special rules. The caddies dressed in all white overalls with green caps. There was and is no exceptions. Displays of temper or unsportsmanlike conduct would mean you never got another invitation. When you apply to be considered for a ticket, if you are fortunately enough to be chosen, you are mailed a set of conduct rules for spectators. There is a dress code. You had better leave your phone in your car. Moving above a walk will get you escorted from the course. You never see the restrooms and concession stands on television because they are painted green and hidden in the trees. The pimento sandwiches sold in the concession stands are to dream for. There is no patch of bare ground anywhere on the course. Each hole is named for a flower and, during Masters Week, they line the hole named for them.

Bobby Jones selected a man named Clifford Roberts to oversee all of this. As a player you did not want to get a call saying Mr. Roberts wanted to see you in his office. Incidentally, everyone is called Mister. When you get your ticket in the mail, it is addressed to, "Mr. (insert your name)." Players are announced

on the first tee as, "Mr. Arnold Palmer, etc." Class, Class, Class!

Don Cherry got the call. Mr. Roberts wanted to see him in his office. The result was not good. When it was announced that Cherry would be playing in the Masters, a local owner of a strip club, the Club Rio, spotted a gold mine. All attendees would be looking for nightly entertainment. He made an offer to Cherry's agent. He would clean up his club and make it a presentable place for Cherry to sing. Mr. Roberts was very cordial, at first. Then the chitchat stopped and the message came through.

Mr. Roberts stated bluntly, "We never had anyone play in the Masters and sing at a local nightclub."

Cherry replied, as Texas naive as he could, without being disrespectful, "I've looked at the people playing in the tournament and I haven't seen anyone else who can sing."

He found out where he stood, several nights later, when Bobby Jones, the legend, asked to speak to him at the annual dinner. Cherry went over to Mr. Jones, who now was confined to a wheelchair. "Yes, Mr. Jones."

"I heard about your conversation with Mr. Roberts. I don't think you should ever use that answer again!" The message was clear, but done with the class that defines the Masters. Don Cherry is a class act. From then on, he represented the Masters with class!"

Ben Hogan won the 1953 Masters and received a check for \$1,500.00, a good sum of money at that time. Don Cherry, who could not receive any money from the Masters because he was an amateur, received \$2,000.00 for singing at the club for four nights!

Question of the Month

The 1954 Wichita Falls High School coaching staff may have been one of the best ever, anywhere. They didn't win that many games that year, but that staff went on to win a huge number of championships. Can you name the four coaches who became legends?

Wichita County Archive News

May 2019

Monthly Report - April 2019 Archive Activity

- Sharon Criswell of Oklahoma called inquiring about some oil stock certificates she owns. They were purchased by her grandfather, W.R. Kragh from McCray Development on Mar. 7, 1921 in Wichita Falls. Turns out both men were from the same area in Oklahoma. She was told the certificates have no monetary value. She was also told that the Wichita County Archives could provide a safe permanent home for her certificates if she wanted to donate them.
- Sam Cruse came in asking for a TRN article about his father, F.L. Cruse (owner of Cruse Western Wear & Cruse Tires). We were able to provide the article he was looking for. In appreciation of our efforts on his part, Mr. Cruse very graciously donated \$20 to the archives.
- Special** – James Estes of Fain Presbyterian Church in W.F. came in and offered their church archives to the Wichita County Archives. The church has disbanded and the building has been sold. Fain Church dates back to 1885 and contains historical records of some of our earliest citizens.
- Bill Combs came in and donated his family’s collection of baseball memorabilia dating back to 1928 in Wichita Falls. Included in the collection is a poster, advertising the only baseball team in the USA made up of all brothers (Combs Brothers Baseball Team). That poster is also on display at the Baseball Hall of Fame in Cooperstown, NY.
- Shari March of Hillsboro, OR came in to research her biological parents. She was born in W.F. and put up for adoption. Her biological last name was Sutton. She was provided with several facts about her family in Wichita Falls.
- Timothy Winter of New York City came in to do some research on the Walter Jenkins family of Wichita Falls. He is writing a book about Jenkins and discovered a treasure trove of information in our archive.
- Ted Buss came in to do research on the Wichita Falls Clinic Hospital. The clinic hospital was organized in 1919 and is celebrating their 100 year anniversary (now Clinics of North Texas). Mr. Buss is doing this research for both the Clinic and a TRN article.
- Don Burkman brought in several items from the W.B. Hamilton Estate donated by W.B.’s granddaughter, Heather *Hamilton* Tedford. Among the items were 5 very old photos of SMU when it was being constructed. SMU was contacted; they were very interested in getting copies of those photos.
- Nathan Endo, an MSU student, came in to research the Newcastle Coal Mines and the labor disputes that were taking place in its heyday. He was surprised at the abundance of information we had on hand.

Museum of North Texas History News

It was so much fun to host Dr. Steve Rabitsch, a Fulbright Austria scholar, at **MONTH** on April 16th. We learned a lot and can't wait to see where else his research takes him! Dr. Rabitsch is Assistant Professor in American Studies at Karl-Franzens-Universität Graz in Austria and is Fulbright Visiting Scholar in American Studies at Center for the Study of the American West in Canyon, Texas. Dr. Rabitsch’s area of study is the Cowboy hat and where else to study but Nat’s Hats at the Museum. He also did research in the **Wichita County Archives**. While in Wichita Falls, Dr. Rabitsch also went by Husky Hat Company.



During May, we will have back-to-back **Texas Historic Marker** dedications. On Monday, May 6th, the marker honoring the **Hotter 'N Hell Hundred** bicycle race will be dedicated during National Bicycle Month. (This marker is the 100th marker for Wichita County.) The marker is located at the HHH office at 104 Scott Avenue. The ceremony will take place at 5:00pm. On Tuesday, May 7th at 2:00pm, the marker honoring **Lake Wichita** will be dedicated. The marker is located on the trail to the west of the lake spillway.

