

THIRD ANNUAL REPUBLIC OF TEXAS

# Chilympiad!

STATE CHILI COOK-OFF  
SOUVENIER PROGRAM

SEPTEMBER  
29th - 30th - OCT. 1st.  
AQUARENA SPRINGS

1972  
SAN MARCOS,  
TEXAS

CONFEDERATE AIR FORCE



OCT. 1 AIR SHOW  
SAN MARCOS MUNICIPAL AIRPORT

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CHILI  
COOK-OFF  
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# THINK

Third Annual Republic of Texas  
Chilympiad - San Marcos, Texas  
Sept. 29, 30, Oct. 1

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# WELCOME TO 3RD Annual CHILYMPIAD and CAF Air Show



Luciano H. Flores  
Mayor

## WELCOME!

As Mayor of San Marcos, I extend "la bienvenida" to visitors and townspeople who have come to celebrate our unique festival, the Third Annual Chilympiad of Texas.

A variety of fun and food have been provided for your pleasure—we hope you ENJOY YOURSELVES!

Luciano H. Flores, Mayor  
City of San Marcos



Kenneth Weatherford  
General Chairman

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(continued on inside back cover)

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# CHILYMPIAD

## A SAN MARCOS COMMUNITY EFFORT

This state-wide project reflects the progressive thinking of the citizens of San Marcos. It is a program that brings the spotlight of publicity to San Marcos as a wonderful place to work, to live and to relax. It is a symbol of friendly people, working together in an atmosphere of good fellowship and fun with sincere dedication to build a greater and more responsive city.

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Vernelle Tauch — Chili Queen

Leo Poore' — Coordinator

Sara Carpenter — Secretary

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Kay Burdick  
Anne Elmendorf  
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Jack E. Storey

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# AQUARENA SPRINGS -- Site of the CHILYMPIAD



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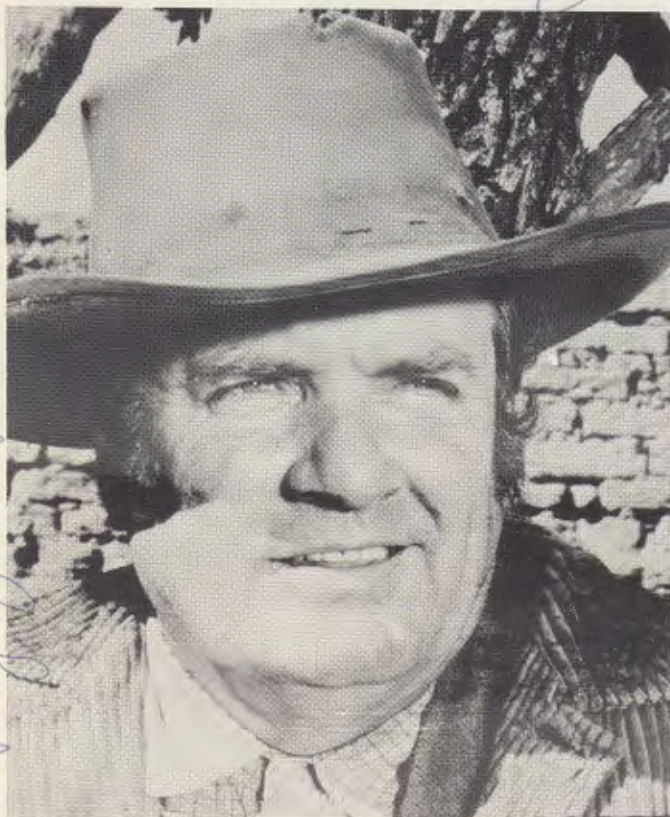
# STARS

# THIRD ANNUAL R Chilympia

SAN MARCOS — September



PEDRO GONZALEZ-GONZALEZ



"BIG JOHN" HAMILTON

## FRIDAY, September 29

- Noon Participants start erecting their unique chili campsites on Aquarena grounds — food and beer stands open.
- 8:30 pm Street Dance — Big Tent, Aquarena Springs  
Jimmy Heap & The Melody Masters.

## SATURDAY, September 30

- 10:00 am Opening Parade in downtown San Marcos  
Starving Artists Show opens at Aquarena Springs — food and beer stands open
- 11:00 am Opening Chili Cook-Off, Aquarena Springs
- 1:00 pm Start Old Fiddler's Contest  
Square Dancing Demonstration
- 3:30 pm Chili judging begins
- 5:00 pm Announcement Chili Winners — Fiddler's Contest awards
- 5:15 pm Auction of Grand Champion Pot of Chili
- 7:30 pm Patron Reception — Texana Village
- 8:30 pm Street Dance — Big Tent, Aquarena Springs  
"Johnny Lyons & Band"

*Big John Hamilton*



# and Program

ber 29, 30, October 1, 1972



## SUNDAY, October 1

### CONFEDERATE AIR FORCE AIR SHOW

- 10:00 am Gates Open  
Static Display C.A.F. Air Craft
- 11:30 am Special Glider Formation Show
- 12:30 pm Parachute Jumping Demonstration
- 1:45 pm SPECIAL MARINE AND ALL SERVICE FLAG CEREMONY (THIS IS BEAUTIFUL)
- 2:00 pm TORA TORA TORA Jap Zero attack on Pearl Harbor 4 ZEROS—BETTY—VAL—Scramble P-40 to attack Jap Zeros  
B-17 Catches on Fire over field defended by P-40  
B17 Bails out Crew and Signals Wounded aboard.  
B-17 Lands with one gear up  
Jap Zeros surrenders and land with white flags flying

Scramble of Special T-6 Texan Flying team  
 Scramble of Navy Fighters and Dive Bombers  
 Battle of Midway Dive Bombing Demonstration  
 SBD SB2C TBF  
 Parade of WWII Aircraft Fighters and Bombers  
 Dog Fight ME 109 and P-51 then P-38  
 Navy Fighter Tactics Hellcat and Cosair  
 Torpedo Sq. 8 Torpedo Bombing TBF  
 Battle of Britton Spitfire and ME 109 P-38  
 Special Aerobatics P-51 P-38

Sunday 5:00 pm Autograph Session—  
 ALL PILOTS WILL BE AT THEIR PLANES TO MEET  
 YOUNGSTERS AND AUTOGRAPH PROGRAMS

## 1971 CHAMPION



A happy Chief Fulton Battise, leader of the Alabama-Coushatta Indian tribes at Livingston was the grand Champion Chili Chief of the 1971 Chilympics. The judges selected his "Bowl of Red" as the best of the competition. The Chief smilingly accepted his chili bowl with the approval of 1971 Chili Queen, Barbara Castleberry, Happy Shahan, President of Alamo Village and Discover Texas Association and head Medicine Man, Lester Battise. The Chief will be back again this year to defend his title.

## 1972 CHILI QUEEN



(Right) 1972 Chili Queen, Vernelle Tauch, San Marcos, Texas. Vernelle designed the costume she wore and won title on its originality of costume design and also her chili concoction.

(Left) Marilyn Roberts, also of San Marcos, runner-up. Marilyn has planned and participated in the first two Chili Queen contests.

# HOLLYWOOD COMES TO THE CHILYMPIAD

## PEDRO GONZALEZ-GONZALEZ

The story of comedian Pedro Gonzalez-Gonzalez' sensational jump to national fame began with his appearance in a United Cerebral Palsy Benefit show in his home town, San Antonio, Texas, that was produced by Chilympiad consultant Jim Battersby.

Pedro played a marimba number of frying pans and his act was the hit of the show. This was nothing new for the slender, mustachioed youth of Mexican descent. His comedy routines had been popular in San Antonio's Mexican theaters for a long time, and also in other theaters in the Mexican border circuit.

But he was seen performing at the benefit by Walter O'Keefe, a big-time television producer. O'Keefe told Groucho Marx' writer about him and pretty soon Pedro was given a ticket to Hollywood and the opportunity to appear on the Groucho Marx TV show "You Bet Your Life."

Groucho advised Pedro to be natural, to play it straight, and that's what he did. For half an hour he topped every line expert funnyman Groucho said to him, and he won \$350, the only money he got outside of his expenses.

Pedro had returned to San Antonio by the time the filmed TV show appeared. Everybody began looking for him and no one could locate the sensational new comedy star. Pedro himself had no idea of the flurry he had caused. He didn't own a TV set, and hadn't seen the show.

After newspaper columnists took up the hunt, he was located through his father, Jose S. Gonzalez, who lives in Venice, California near Hollywood. Young Pedro was rushed back to Hollywood by the William Morris talent agency and soon after was signed to a contract by Batjac Productions (Wayne-Fellows) and made his screen debut in "Wings of the Hawk," playing a comedy insurrectionist.

Then he did roles in "Ring of Fear" and "Ricochet Romance" and was given his first solid part in "The High and the Mighty." Pedro's portrayal of the merchant ship radio operator on the sliding chair stamped him as a player with real talent, an experienced performer who



had the ability to follow through on his one on eight TV sensation.

Pedro has won his best screen role to date in Howard Hawks' "Rio Bravo," a Warner Bros. release starring John Wayne, Dean Martin, Ricky Nelson, Walter Brennan and Ward Bond. He portrays the proprietor of a small Texas border-town hotel who helps his friend, John Wayne, in a time of need.

Pedro now lives in Culver City with his wife and three children Rosario, 20; Yolanda, 19; Pedro, Jr., 17. He owns his home and likes cooking enchiladads and hamburgers with hot chili sauce.

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## SUNSET BOWLING LANES

LET'S GO BOWLING WHILE IN  
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## 1972 CHILYMPIAD QUEEN

MRS. VERNELLE TAUCH

Vernelle is married to Dr. David Tauch and they have 2 children; Carl 6, and Eric 2. They have lived in San Marcos for four years. Vernelle belongs to Beta Sigma Phi of which she is vice president, San Marcos Art League, and Auxiliary to Texas Optometric Association. Her hobbies are painting, playing bridge, sewing and any outdoor activities.



## NEW EXHIBIT - THUNDERBIRDS

Thunderbird was a mythical bird supposed to cause thunder, lightning and rain, and symbolizing "power, swiftness and prosperity". Thus Ford Motor Co. named its "personal car" of the 50's.

Ford Motor Co. introduced its first personal sized Thunderbird in 1955 and its last in 1957. During this period of the 50's only 51,113 of the T-Birds were produced for the American market and approx. 1843 were exported to the world market. Approximately 30,000 remain road-worthy.

This automobile came equipped with a V-8 engine and a choice of 3-speed, 3-speed with overdrive, or automatic transmission and bucket-type seats. Other standard features were a removeable hard top and tachometer. Options were a soft top that could be stored behind the seat, electric windows and seats, a radio that would increase volume automatically with

speed, a power seat that would return to position automatically, power steering, power brakes, clock.

In 1958 Ford Motor Co. decided to produce a large 4-passenger Thunderbird, thus ending the era of the "personal luxury car". People wanting to preserve the "2-seat" T-Bird formed an international organization called the Classic Thunderbird Club International and now have approximately 4,000 members and over 40 chapters throughout the world. Through their devotion and perseverance they have successfully persuaded FoMoCo to reproduce needed parts to preserve this classic.

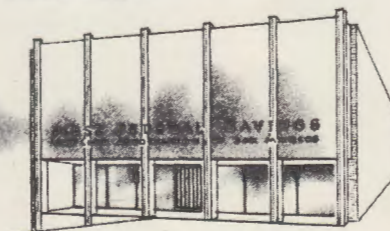
New, this automobile sold for \$3,300.00 plus, and now 15 years later a "Bird" in very good shape can bring what it did new.

Hence, we will show our T-Birds at this parade so that you might enjoy them as much as the proud owners do.

---

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 Wernli, Buddy, Thorndale  
 Bachmeyer, Marvin, Taylor  
 Janson, Jimmy "Curveball", Taylor  
 Krueger, Kenneth, Taylor  
 Carter, Walter, New Braunfels

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 Garen, Pearl, Buchanan Dam  
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(continued from page one)

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 Griener, Alan, San Marcos  
 Taack, George B., Jr., San Marcos  
 Dannelley, Ronnie, San Marcos  
 Manske, Ruth, San Marcos  
 Martin, Charles, San Marcos

(list to September 27)

## CHILYMPIAD FOOD BOOTHS 1972

Barn at York Creek, Bar-B-Q Sandwiches  
 Beta Sigma Phi, Corn-on-Cob  
 Carson's, Cotton Candy & Candied Apples  
 Frank Arredondo & Albert Sierra, Tacos  
 Gil's Broiler, Chili-Burgers  
 Jackson Chapel United Methodists, Homemade Ice Cream and Sandwiches  
 League of Women Voters, Egg Products  
 Lorenzo Rodriguez, Chalupas & Round Crisp Tacos  
 Marco's Pizza, Sausage-on-a-Stick  
 Music Department, SWTSU, Biegnets & French Coffee  
 Noon Day Lions Club, Chili Dogs & Sno-Cones  
 SM Academy Swimming Team, Tamales  
 SM High Science Club, All non-carbonated Drinks  
 SM Junior League Football, Ice Box Pies  
 SM Optimist Club, Soft Drinks (2 booths)  
 Spring Lake Garden Club, Homemade Baked Goods  
 St. Mark's Women of the Church, Shish Kabob

## BOOTHS OUTSIDE TENT AREA

Campus Christian Community, Entertainment  
 Chilympiad, Chili  
 Classic Car Show, 1955, 1956 & 1957 Thunderbirds  
 Confederate Air Show, PX and Souvenirs  
 Hays Memorial Hospital, Education Booth  
 Southside Community Center, Dunking Booth  
 SM Bi-Centennial Committee, Variety of Pralines and Heritage Items

## FIDDLERS CONTEST CONTESTANTS 1972

Bill Cox, Austin  
 James Garner, San Antonio  
 Jake Glidewall, Victoria  
 Jack Henry, San Marcos  
 Ingersoll Manning, San Antonio  
 Joe Mitchell, Austin  
 Sonny Presswood, Kingsland  
 E. H. Scales, Kerrville  
 Norman Solomon, Boyd  
 O. T. Sutton, Kenedy  
 Clarence Jewell Watts, Everman  
 A. R. Westmoreland, Houston





WELCOME TO THE  
THIRD ANNUAL  
**CHILYMPIAD**



San Marcos, Texas



# ????BUT WHY A CHILYMPIAD????

1. To educate the "uninformed" of the medicinal therapeutic ( sometimes hypnotic) value of a " bowl of red " and to encourage the people of the world to not only " Think Chili" but to eat more as well.
2. To honor and hold in high esteem the winner of the coveted " bowl of red" in the State of Texas.
3. To preserve for posterity the legends and history of those who have gone above and beyond human limits to give the world " Chili at its Best".
4. To simply bring together chili lovers and would be chili lovers in a " get-away-from-it-all atmosphere " for FUN, FUN, FUN!

## OLD FIDDLERS CONTEST Saturday and Sunday

THREE DIVISIONS      AGES 0 to 30  
                                 AGES 31 to 60  
                                 AGES 61 & UP

CASH PRIZES EACH DIVISION

1st.....\$100    2nd.....\$65    3rd.....\$35

Grand Champion Judged from Winners of all Three Divisions



## CONFEDERATE AIR FORCE STATIC DISPLAY

Daily Fly-bys with World War II Aircraft

## NOSTALGIC AUTOMOBILE DISPLAY

DISPLAY WILL INCLUDE ANTIQUE CARS, CLASSIC THUNDERBIRD FORDS,  
AND VINTAGES FROM THE '30s AND '40s

## WEEKEND INFORMATION

Tickets for each evening's dance are \$3 Darrell McCall, \$5 Willie Nelson, \$3 The Velvets per person on Sept. 19, 20, 21 & 22. Ground admission each day \$1 per car. You can save \$5 by purchasing the \$15 Season Tickets good for ground admission and dance admittance all four days.

Outstanding midway, Arts & Crafts Show, Continuous Entertainment, World's Greatest Chili Cookers in Action & Chili Champion Riddle Players are just part of the many events taking place daily.

Beer and 50 different variations of food available throughout the grounds as soon as gates open each day.

Advance tickets may be purchased in Austin, San Antonio & San Marcos.

## TICKETS AVAILABLE

### AUSTIN

University Co-op  
Caliente Chili Co.

### SAN ANTONIO

L&M Western Stores  
Rendezvous Record Stores

### SAN MARCOS

Aquarena Springs Ticket Center  
San Marcos Chamber of Commerce

## WHERE TO STAY

### AQUARENA SPRING MOTOR HOTEL

LOOP 82 392-2441

### HOLIDAY INN

IS 35 & LOOP 82 392-3311

### JEWEL MOTEL

IS 35 392-4212

### MANOR HOUSE INN

IS 35 & GUADALUPE 392-5633

### MUSTANG HOTEL

IS 35 392-2471

### SAN MARCOS COURTS

IS 35 N 392-2282

### SHAFFER MOTEL

IS 35 392-3231

### SOUTHWEST MOTOR LODGES

IS 35 S 392-3990

### W - S MOTEL

IS 35 392-4154

### WHITE ROCK MOTOR INN

IS 35 392-4286

### WOODCREEK LODGE

WIMBERLEY 847-2221

### RAMADA INN

IS 35 N 392-0192



# 5<sup>th</sup> Republic of Texas Chilympiad

State Chili Cookoff



Featuring

## WILLIE NELSON

The 3rd Week In Sept. 19, 20, 21, 22

Convention Center Complex  
San Marcos, Texas



# CHILYMPIAD

## 1974

### SEPTEMBER 19-20-21-22



**A WEEKEND OF  
CHILI AND WILLIE**

**FOUR DAYS OF FUN, FOOD & FESTIVITIES  
SURROUNDING THE WORLD'S ZANIEST CONTEST  
TO SELECT TEXAS' CHAMPION CHILI COOKER**

**CHILIOPHILES LOVE IT...  
KIDS LOVE IT...  
GROWN-UP KIDS TOO!!!**

#### Thursday, Sept. 19

4:00 pm  
Midway Opens  
Civic Center Complex  
Food & beer concessions open  
5:30 pm  
**Chilympiad Queen Contest**  
6:30 pm  
El Jefe-Patron & Chili Contestant  
Get Together Cape's Camp  
9:00pm  
**Big Dance No. 1**  
**Darrell McCall**  
Exhibition - Arena

#### Saturday, Sept. 21

9:30 am  
Chili Parade Downtown San Marcos  
10:00 am  
Midway Opens  
**The Big Event Begins**  
**"The Republic of Texas Chili Cookoff"**  
Arts & Crafts Show  
1:00 pm  
Old Fiddlers Contest  
0-30 Division 60 & up Division  
Square Dancing - Outside Stage  
2:00 pm  
Emilio Garza & Mariachi Veterans  
Outside Stage  
5:00 pm  
**Awards - Showmanship Award**  
**Wick Fowler Award**  
**State Chili Champ**  
5:30 pm  
Chili Pot Auction  
6:00 pm  
Grupo Folorico de San Marcos  
Outside Stage  
9:00 pm  
**Big Dance No. 3**  
**Willie Nelson and his friends**

#### Friday, Sept. 20

11:00 am  
Midway Opens  
Food & beer concessions open  
**Chili Tasting...All Day**  
1:00-3:00 pm  
**Junior Chili Cookoff**  
2:00-4:00 pm  
Centex High School Bands in Concert  
Outside Stage  
4:30 pm  
Awards Presentation Jr. Chili Cookers  
8:00 pm  
**Big Dance No. 2**  
**Willie Nelson and his friends**

#### Sunday, Sept. 22

12:00 Noon  
Midway Opens  
1:00 pm  
**Collegiate Chili Cookoff**  
2:00 pm  
31-60 Division  
Texas Fiddle Champion Competition  
( from winners of all 3 divisions )  
Parachute Jumping Demonstration  
3:00 pm  
Beard Growing Contest Judging  
4:30 pm  
Judging Collegiate Chili Cookoff  
5:00 pm  
Awards Ceremony  
6:00 pm  
Amateur Talent Contest  
8:00 pm  
**Big Dance No. 4**  
**The Velvets**

### FOUR BIG NIGHTS OF FUN

**Thursday- 9:00 Darrell McCall \$3.00 door, \$2.50 advance**

**Friday- 8:00 Willie Nelson & Friends \$5.00 door, \$4.00 advance**

**Saturday- 9:00 Willie Nelson & Friends \$5.00 door, \$4.00 advance**

**Sunday 8:00 The Velvets \$3.00 door, \$2.50 advance**

Mail orders accepted — payable to Chilympiad, Box 2310, San Marcos, Tx. 78666  
Cash, check or money orders — Specify date



# THINK CHILI



SECOND ANNUAL REPUBLIC of TEXAS  
P.O. BOX 2310 78666

CHILYMPIAD - SAN MARCOS, TEXAS  
SEPT. 17-18-19th

DE LA KOFI '77