

# ★ GRAND OPENING ★

# ★ YELLER DOG'S ★



## ★ CHILI PARLOR ★

★ Saturday, January 7, ★  
★ Continuous "Whoopee Hour" ★  
★ Dark 'til 1:00a.m.! ★

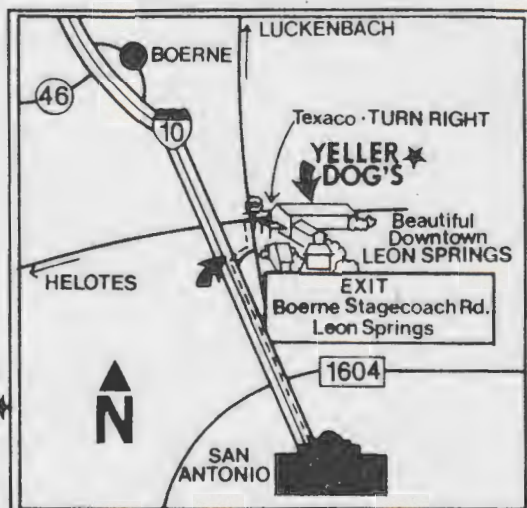
# ★ FREE CHILI, ★ ★ DRAFT BEER & SNACKS ★

★ CHILI ★  
★ OLD TIME PICKIN' AND SINGIN' ★  
★ BEER ★

★ BILLIARDS ★  
★ SEPARATE INDOOR PLUMBING ★

★ DIRTY FLOORS ★

★ FREE PARKING ★



## ★ NAME BANDS ★ ★ flown in from Boerne, ★ ★ Pipecreek, Helotes... ★

★ THE TRAIN PASSES THROUGH ONCE A WEEK. ★  
★ SIT AND WATCH FOR IT! ★

★ (Yeller Dog Express from ★  
★ San Antonio being planned.) ★

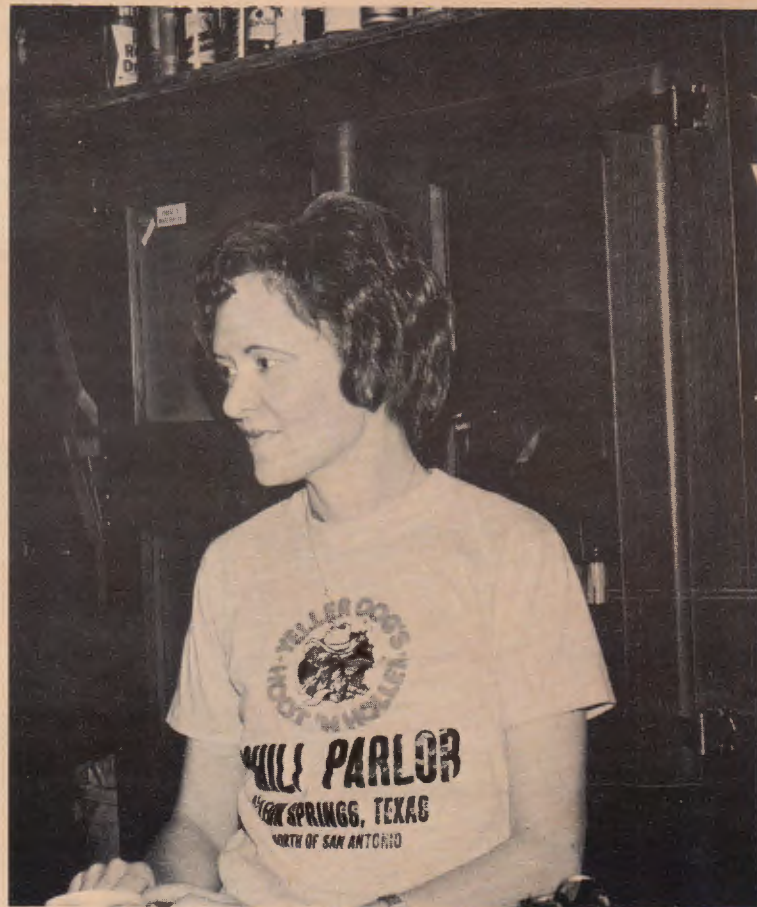
# lets eat out

## Yeller Dog's Chili Parlor

Officially Yeller Dog's Chili Parlor opened its' doors on January the 7th, but owner Yeller Dog (Bob Marsh) has been serving chili to his friends and neighbors from this new and exceptionally interesting Parlor since November 1. If you haven't been to the Parlor yet, you're missing the time of your life. The decor of the restaurant (which historically has been a garage, grocery store, bar and storage warehouse) is done in early chili, contemporary chili and futuristic chili. Wall hangings include the Chili Prayer, scenes from chili cook-offs, a scrap-board which is covered with pictures of well known chili personalities and articles about chili happenings. The three room Parlor includes a pot-bellied stove, dirty floors and separate indoor restroom facilities. Reservations are not required and the parking is free. What's more important is that you're always welcome and one can never tell exactly what's going to happen next. Every day from 6-7 "Whoopie Hour" is in full swing with beer and wine selling for 30 cents and the first Saturday in every month is set aside for a Grand Opening Party (their first Grand Opening was so successful they want to repeat it every month!). However, it's the impromptu merry-making activities that are so much fun. For example, on any given night, someone might just go to the mike and entertain patrons with songs for 30 minutes. Who knows, this might just be the chance you've been waiting for to get "discovered."

Yeller Dog's serves chili, of course, but one of their most popular dishes is Hoot n Holler Pie which is made from chili, corn chips, beans, chopped onions and jalapenos. Gourmet delights such as Foot Long Yeller Dogs, Sloppy Yellers, Yeller Burgers, and Tex-Mex Burgers (bean burger with jalapenos), are always available, but you'll have to wait until the weekends to get a bowl of Menudo. If you are a sandwich lover they offer a wide variety of excellent ones which include hamwiches, sliced turkey and corned beef on rye. Moon pies are served for dessert. Beer and wine are available, but our choice for a beverage is the Mugarita, a wine that tastes like a Margarita.

Yeller Dog's Chili Parlor is located at Boerne Stage Road and IH 10 in downtown Leon Springs. Hours are from 10:30-12 on weekdays, 10:30-1 a.m. on Saturday and 12:00-12:00 on Sunday. Lunch is served from 11:30-2 and dinner is served from 5:30-9, but the hours are flexible if you arrive early or late and are hungry. No one leaves Yeller Dog's hungry! **m**



*Nan Marsh, wife of owner, "Yeller Dog" is the Parlor's best booster.*

## Sugar Daddy's Revisited

Sugar Daddy's, the well-known restaurant and disco located at 8523 Tee Cee, has changed its' menu since the last time we mentioned their restaurant in this column. Their new menu features "homemade fixin's" to tempt even the most conscientious dieter. At lunch they offer a daily special which includes such scrumptious entrees as chicken and dumplings, veal cutlet, lamb chops, roast beef and ocean fried perch. With the special comes two fresh vegetables like sunshine spinach, glazed carrots and whipped potatoes. You are offered a choice of soup or salad, and even desserts like mom makes — peach cobbler, hot apple pie or banana pudding — come with the special . . . all for \$2.75!

Basically the same menu is used for lunch and dinner and, in a word, it's complete! There are 5 different salads offered, chili of all kinds, hot pepper steak, chopped sirloin, shish-k-bob, filet, and barbecue, as well as a wide variety of sandwiches and much, much more. Visit Sugar Daddy's to see for yourself. The kitchen is open from 11:30-9 daily, and the hostesses make any day brighter.

**Told you it was hot!**

7/24/77



Some chili is simply hot. And then, some of it is HOT. Terri Kansteiner of San Antonio must have found some of the latter Saturday at the First Annual Old Fashioned Great Country Picnic and Chili Cookoff at Leon Springs. Story and another picture of FAOFGCPC going on are on Page 3A. — Staff Photo by Steve Campbell

9/14/77

# life style



**CHILI KING BOB 'YELLER DOG' MARSH GIVES COOKS A FEW POINTERS**  
... Leslie, Shannon, Jamie and Jeff plan a team entry

**kids'  
stuff**

# Some like it hot!

Have you tried out for the football team year after year and never even made the B team?

Or have you vowed each semester to get on the honor roll but ended up sweating out a passing grade? Perhaps your strongpoint is chili cookoffs!

Find out by entering St. Mark's Catholic Church's first Annual Championship Chili Cookoff. Scheduled to begin Sunday at high noon on the grounds of Antonian High School, the event is being held to raise money for St. Mark's church building fund.

"We once were part of Holy Spirit parish but as the community grew it became so large it had to divide. The only thing is that it left us without a church to meet in," explains Alton Moczygemba, cookoff coordinator.

"We've been renting the Activities Building out at Northeast Stadium on Sundays but we can't do that forever."

Entry fee for the cookoff is \$5 with contestants allowed to enter indivi-

dually or as teams (not more than four to a team). And there will be two divisions: Junior Class — under 18, Open Class over 18.

The winners of both divisions will then compete against each other in cooking up the hottest, spiciest, tastiest chili this side of Terlingua.

"Contestants should refrain from throwing foreign objects, such as boots, beer cans, cigar butts, etc. into opponents' chili verbal abuse, however, is acceptable and highly encouraged," says Moczygemba.

Judges for the cookoff include Tom East, KITE Radio; Bill McReynolds, WOAI Radio; Kathy Morgan, owner of Luckenbach; Lt. Dave Keene, San Antonio Homicide Department, and Jane Ulbrich, Express-News food editor.

"Rev. Mnsgr. William C. Martin will also be there representing Archbishop Porey to pray for all the judges in case someone doesn't make it," Moczygemba chuckled.

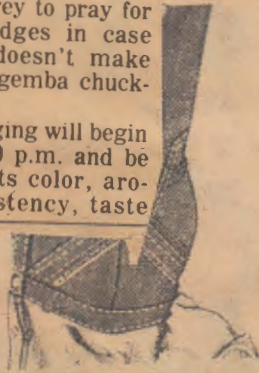
Chili judging will begin around 4:30 p.m. and be based on its color, aroma, consistency, taste

and aftertaste. "A cook may be disqualified for falling into his/her chili pot, falling into opponent's chili pot or impersonating a judge," Moczygemba pointed out.

Trophies will be awarded to the first, second and third place chilies. A special showmanship award will be presented to the chili cook or team with the most crowd pleasing cooking presentation.

"Cooks should be prepared to supply samples of chili to hungry spectators," the coordinator warned.

Prizes include an all expense weekend trip to Luckenbach (including free parking for one vehicle), a case of Yeller Dog's famous Chili Mix, a case of spices from San Antonio Spice Company, a chili pot, a Royal office calculator and a certificate for dinner at the Grey Moss Inn.



LEVIS AND OTHER  
FAMOUS NAME JEANS

ES  
FASHION VALUE SALE



**Chili cookoff trail hotter'n Texas**

## By Kristina Paledes

**TO BEAN** or not to bean? That is the question.

Well, that's not really the question.

What *is* the question is: What puts four adults, three of whom are high-powered business executives, hot on the chili cookoff trail?

Don't ask. There's no real answer. I suspect it's some as-yet-undiscovered fever — chili fever? — and if scientists do decide to look into it, they will discover that while it may be indigenous to Texas, it has spread to the borders of the United States and beyond.

It's not surprising that New Yorkers have picked up on the chili cookoff craze — after all, Texas chic is still strong — but even the Japanese have jumped on the chili band wagon.

But what is it about chili that drives ordinarily sane men and women to see red?

Waymon Crowder, chief cook and sometime bottle-washer for the Shack-Up on the Hill Chili team, admitted, "Why? I don't know."

Crowder, an executive with Vanity Fair Mills Inc. when he's not cooking chili, said, "I ask myself that — why do I do it. It's a very intangible thing."

What's not intangible is the fact of the chili cookoffs themselves. Take a trip through the countryside on almost any spring or summer weekend and the smell of chili permeates the air. Chili cookoffs are a fixture in Central and South Texas communities, as much a way of life as Fourth of July picnics, VFW parades and country stores.

**BUT CHILI COOKOFFS** are not solely the property of country folk. They're practically big business. Charitable groups have latched on to cookoffs as a fund-raising source. There's an organization, Chili Appreciation Society International, that sanctions many cookoffs, including the World Championship Chili Cook-off in Terlingua every November. There's a sort-of-monthly newspaper called the Goat Gap Gazette published in Houston "mainly for chili heads and their ilk." There are offshoots of CASI, called pods — as in pepper pod — whose members gather at monthly meetings to ponder the weighty concerns of life, such as beer-drinking. And then there are the competitors.

Crowder and his three companions in chili, Bob and Janet McClanahan and Dale McKinney, are probably as much like your typical chili cookoff contestants as anyone else.

What they all most certainly have in common is a passion for chili. (I attended the Texas State Chili Cook-off in San Marcos 10 years ago, and after sampling chili all day, I didn't want to smell the stuff again for six months. How these guys can go to cookoff after cookoff is beyond me.) They also enjoy the competition.

**THE SHACK-UP** on the Hill Chili gang loads up its van this weekend for a trip out to Villareal's Ice House north of Helotes for the KKYX Fourth Almost Annual Chili Cook-Off. They will join about 100 other teams in competing for points to qualify for the World Chili Championship in Terlingua later this year.

The Shack-Up on the Hill Chili has three of the six points needed for the big one. The team won a cookoff in Houston in April. A first place this weekend will give them the remaining three points. Second place is worth two points; third is worth one. The point system is standard for any CASI-sanctioned cookoff.

Not surprisingly, the Shack-Up on the Hill Chili team won its points for the chili itself. But there's more to cooking chili than just cooking chili.

Showmanship is a big part of all chili cookoffs. The Terlingua cookoff offers prizes in two divisions — for the chili itself and for the showmanship of its makers.

Crowder said that his team now has to work on its showmanship. To that end, the members have outfitted a van that blossoms into an awning-covered shack — sort of like Cinderella's pumpkin — in which they set up their kitchen.

McKinney is the engineer, although the others insist he uses the term loosely. Bob McClanahan is the onion chopper and Janet McClanahan is assistant to the chief onion chopper.

The Shack-Up on the Hill Chili team will arrive at Villareal's Friday evening to set up the shack and cooking equipment. There will be a cooks' party that night, which is probably the real reason for early arrival. Everything goes into the pot the next morning. Regulations stipulate that all chili must be made from scratch — no packaged mixes. The only advance preparation the Shack-

Up crew will do before Saturday will be to cube the meat the day before.

**THE GATES OPEN** at noon Saturday to the general public and by then the chili fires will be burning. Cooks must turn in their sample at 3:45 p.m. for judging. The chili will be judged on the five basic categories: color, consistency, aroma, taste and after-taste. According to the rules and regulations put out by KKYX, "judging will be done by a combination of seasoned chili experts and chilebrities. Judges will use the Frank X. Tolbert secret judging system, as per CASI mandate."

Showmanship judges will be in the cooking area throughout the afternoon. Competitors who put on special skits arrange a set time for their performances.

The winners will be announced and trophies awarded at 5 p.m. Some of the winning chili will be auctioned.

**SO WHAT'S** in this for the spectator, other than a stomachful of chili?

Well, you can't have an event in Texas without music, and there'll be plenty of music at the KKYX Fourth Almost Annual Chili Cook-Off. Beginning at noon, the main stage will be filled with the likes of George Chambers and the Country Gentlemen, Billy Mata, Bubba Littrell, Loftin Kline, Metheny Brothers and Johnny Duncan. The Fireball Express Cloggers will dance to the music twice during the afternoon.

There'll also be carnival rides and an art exhibiton and sale by the Mission Art Group. The athletically inclined can arrive a few hours earlier for a 10,000 meter race. Registration will be from 6:30 to 7:30 a.m. The race will begin at 8 a.m.

Entry to the chili cookoff is \$3 at the gate, and proceeds from the event will benefit the Muscular Dystrophy Association.

So if you're looking for a chili day or have your eye on a hot time in the old town, plan to spend Saturday at Villareal's Ice House, about five miles northwest of Loop 1604 on Bandera Road (Hwy. 16). From noon to midnight, there'll be lots more cooking than just chili.

By the way, beans are against the rules.

**Kristina Paledes is editor of Weekender.**

# 1,000 attend c

By DIANA GONZALES

There's no telling whether the two men who started the first chili cookoff in Terlingua, Texas about 11 years ago had any idea they'd be starting a tradition.

But they did as more than 1,000 persons who attended the South Central Chili Cooking Championship in Leon Springs Saturday will attest.

The cookoff was part of several events at the Greater Leon Springs Fall Fun-Olympics to benefit local churches, charities and the community's volunteer fire department.

## Judge

World champion chili cook Richard Simon was one of eight judges who tasted chili prepared by 38 cooks. The judges tasted the chili and chose 10 finalists. After they tasted those 10 different chilis, they couldn't decide between two.

But the final results showed Bubie Davila of Poteet, first place winner; Gringo Jack Oliver of San Antonio, second place winner and Nancy Montgomery of San Antonio, third place winner. They received points for the Terlingua World Championship chili cookoff which will be held next year.

Though the chili cookoff took the limelight, unusual contests such as the World's Championship Hot Pepper Eating Contest and the National Championship Chicken Imitating contest amused the crowds.

About 10 persons participated initially in the hot pepper eating contest, which called for contestants to eat 20 hot peppers.

But after the eighth hot pepper was served, only five — three men and two women — remained in the contest. After the ninth pepper was served, only

three contestants remained. Then the judges asked the contestants to eat as many jalapeno peppers as they could in 30 seconds.

## Tied

Kathy Peddicord of Leon Springs and Paul Newell of San Antonio tied after that contest. But Newell was declared the winner after he ate more hot peppers in 15 seconds than Ms. Peddicord.

Asked how many hot peppers he ate, Newell said, "I don't know. It was a bunch, that I do know."

The chicken imitating contest was divided into two categories — hen and rooster. Kay Fortune, also known as Dolly Parttime, won in the hen division.

She brought along her own nest, imitated a chicken, sat down on the nest, stood up, then picked up some eggs from the nest and dropped them on the stage.

Pat Powers won in the rooster category. His hair was gathered in a ponytail on the front and on the back. His beard also was gathered in the center into a ponytail.

## Crowed

He scratched the ground with his feet when he imitated a rooster and crowed into the microphone when he was announced the winner.

Gatherings such as Leon Springs' don't necessarily emphasize who wins what, according to Herb Meadows, whose group, the Swethogs last year won the showmanship award in Texas.

"It's the camaraderie — being with friends, watching people smile. That's what events such as these are all about," he said.



MAY, 1977



# CHILILY SPEAKING

by YELLER DOG

## May is Big Month for Chiliheads

The March winds and April showers give way to May flowers and thousands of chili freaks descend upon the innocent and unsuspecting inhabitants of our Texas towns and cities. May is the favorite month for chili cookers. The weather is warm, but not too hot, and the water temperature in Texas lakes and streams is just right for skinny dipping. And there's a chili cookoff every weekend. While normal people are pursuing such favorite outdoor activities as tennis, hiking, swimming, canoeing, fishing, and golfing, the chili heads are pursuing theirs — streaking, strolling, skinny dipping, and mooning.

**STREAKING** reached its peak about 2 years ago when almost everyday one would read that some guy or gal had run bare assed thru a restaurant or similar public place. This practice has declined considerably, however, and is almost non-existent today except at chili cookoffs.

**STROLLING**, on the other hand, is gaining popularity steadily. Strolling is the same as streaking except the stroller walks instead of runs. Needless to say, it takes more guts to stroll than it does to streak.

Strolling is becoming a favorite outdoor activity among chili nuts, especially at night.

**SKINNY DIPPING**, (swimming sans suit) of course is an old favorite and continues to be extremely popular, especially after spending a long day standing over a hot chili pot. Chili heads tend to favor cookoffs where there are good skinny dipping facilities available.

**MOONING**, (aiming one's undraped fanny in the general direction of a person or object) is the newest and most exciting outdoor sport enjoyed by the freaky folks of chilidom. The raspberry and the finger have given way to mooning as the most expressive means of releasing strong pent up inner emotions. The most spectacular occurrence in the history of this popular practice, took place in 1975 when 113 mixed chiliheads executed a militarily precise mass moon at the bridge across Backbone Creek in Marble Falls, Texas. Unfortunately, the passengers in the two vehicles on the bridge at the time, failed to see the humor of it and complained to the local constabulary.

The most accomplished mooner alive today is Professor David K. Winston of Houston who travels to chili cookoffs as the famous Arabian Mystic — Sheik Hassan Ben Sober. Common mooning is passe to the Prof. His favorite mooners are airplanes and helicopters. Now mooning these fast and high flying targets is not easy, especially when they're directly overhead. David's career almost ended though, when after mooning a helicopter in Houston, it landed and displayed the big gold star of the HPD. How he talked himself out of that one I don't know, but he's alive and well today and will probably *show up* at the next chili bash.



Bob "Yellow Dog" Marsh stirs the buffalo chili he prepared for over 600 World Pentathlon principals and well-wishers attending the farewell western party given by the Pearl Brewery.

PHOTOS BY RON JONES

# dark nail polish skillful manicure

...s. Oval is best. Try to  
...h tips to the shape of  
...f the nails; if it's  
...ch it, if it's  
... a wide

firmly. Thick polish can  
be restored with enamel  
solvent; don't use polie  
remover. Bubb  
come from  
or from d

## B&PW to observe week

San Antonio Business and Professional Women's Club has a week of activities planned during National Business Women's Week Oct. 16-22 to celebrate its 55th anniversary.

The 5th Army Band will play a free concert at 6 p.m. Oct. 16 in the gazebo west of the Quadrangle at Ft. Sam Houston.

A dinner meeting will be held at 6:15 p.m. Oct. 18 in the Arden Grove.

Ivy F. Hooks will speak on "The Space Program: Women's Contribution, Past, Present and Possibilities for the Future."

The speaker is special assistant to the director of the Lyndon B. Johnson Space Center, National Aeronautics and Space Administration in Houston.

A gala awards dinner will be held at 6:30 p.m. Oct. 20 in San Antonio Country Club with all se-

ven B&PW Clubs in San Antonio cooperating. A woman nominated by each club will be honored for her extraordinary volunteer community service. Interested citizens may obtain tickets.

Evelyn Biery will conduct a Leadership Seminar from 9 a.m. to 4 p.m. Oct. 22 in the Commerce Room National Bank of Commerce. Barbara Dunn, deputy administrator, Small Business Administration, will be the key-note speaker.

**Carpets**  
INC.

Phone 349-4421

**LUXURY DOESN'T HAVE  
TO BE EXPENSIVE!**

SPECIAL

GLASS



Y E L L E R G R A M  
The Official Newsletter  
of the  
YELLER DOG GANG

The long dark night has come to an end. A thin blanket of fog covers the silent creek, which only a few hours before had been disturbed by amateur channel swimmers and water walkers. As the sun begins to rise in the west, you can see the gorillas stirring in the trees as they are awakened by the cry of the Chili Heads ----SHAZAM! SHAZAM!-----SHAZAM!

Thus, another day has begun in Luckenbach. A day not unlike all other days except -----we are there.

Yep, the scene was the 1st annual pre chili convention seminar which was held on the 26th of January.

About 50 genuine chili heads showed up in Luckenbach to discuss plans for the March 9th International Chili Convention to be held in San Antonio at Pearl Brewery. Everyone who receives this Yellergram will probably have a registration letter by now, but if you haven't, give a holler.

In addition to the actual seminar, which lasted about 45 minutes, there was beer drinkin, guitar pickin, singin, dancin, chili cookin, tree climbin, tobbaeco spittin and fallin in the creek.

This convention is shaping up to be quite an affair. A lot of hard work is going into its preparation. The Houston Pod guys & gals are doing a terrific job in the planning department. The Brazos Barristers have taken on the monstrous job of catering the bash and are planning chili, tamales, and beans for 200 - 300 people. C. B. Martin says we can expect some outstanding chili. I'm wondering who they're gonna get to cook it. (I'm jokin Hahne)

Hondo Crouch is going thru his extensive repertoire of jokes to select a few that will be inappropriate for the occasion.

Tex Schofield is selecting a few numbers from his album of Chinese Folk songs.

Shorty Fry has got herself a new hat and a leash for her dog 'Chigger'. What am I doing? I'm tryin to get dried out from the seminar and river festival so that I can consume large quantities of that good, cold, and free Pearl beer we're gonna have.

We certainly hope that all you chili heads will make a big effort to attend the convention. It promises to be an occasion that you won't be forgettin for years to come.