

WISHBONE WISDOM

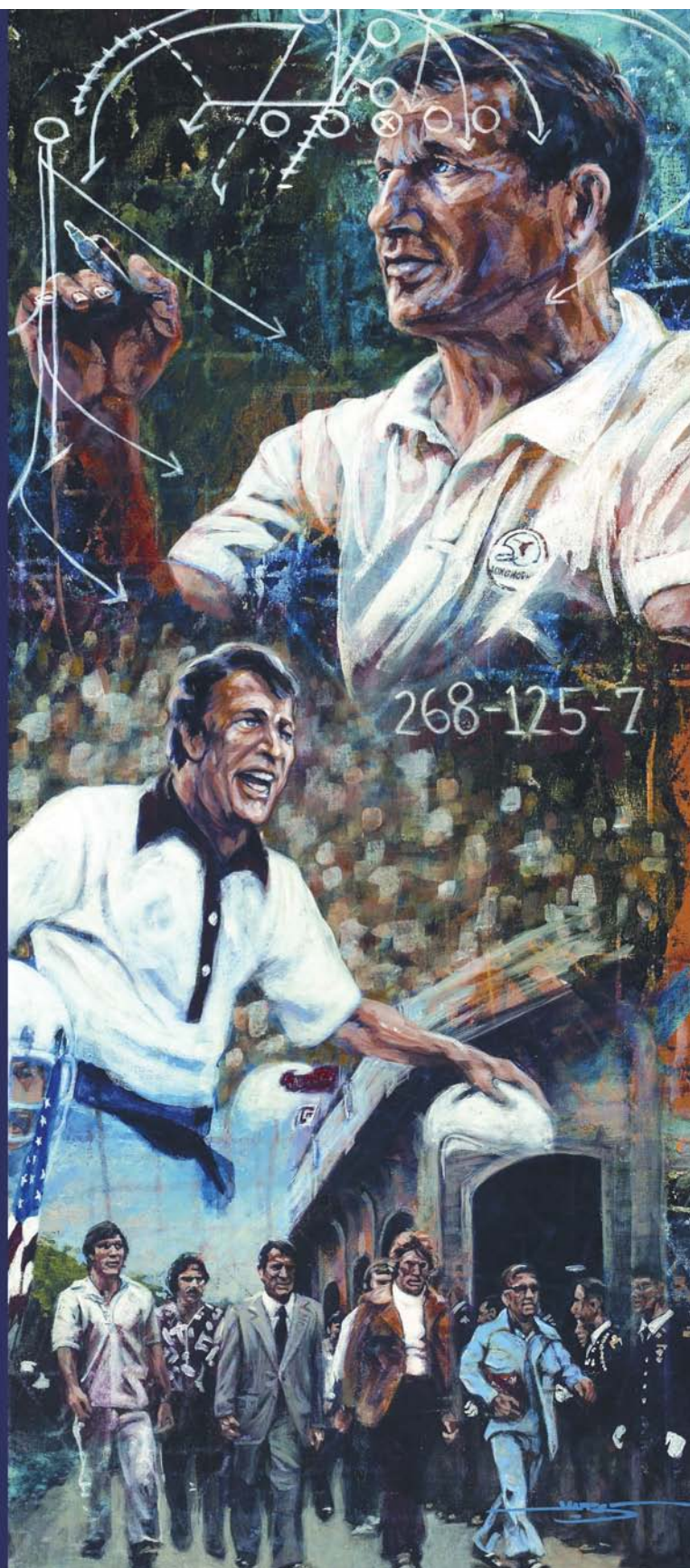
EMORY BELLARD:
TEXAS FOOTBALL
VISIONARY

.....

Coach
Emory Bellard
Father of the
Wishbone
Offense

.....

As Told to
Al Pickett



During my career, I met many outstanding coaches. In 1972, I met one who literally changed the game of football. Emory Bellard, with his concepts of the wishbone, changed how the game was played across the country. Elements of Emory's offense were implemented by coaches at every level. In addition to his creative mind, Emory was one of the great teachers of the game and developers of young men. Working for Emory was one of the great influences of my career.

—R. C. Slocum, Former Texas A&M University football coach

As a longtime reporter, editor, researcher and author of Texas A&M-related magazines and books, I've often said that Emory Bellard is probably the most underrated and underappreciated name in the history of Aggie football. He helped put A&M on the national map by recruiting the African-American student-athletes who would have never previously considered coming to College Station. And Emory wasn't just a recruiter; he was a winner and an offensive innovator. I'm a big fan of Emory Bellard's work at Texas A&M and his ensuing coaching stops. I've also admired Al Pickett's journalistic work for many years. Naturally, the combination of Bellard and Pickett joining forces makes this book a must for my library.

—Rusty Burson, Vice President 12th Man Foundation; Associate Editor 12th Man Magazine. Author of Texas A&M-related books such as: *Reveille: First Lady of Aggieland*; *Dat: Tackling Life and the NFL*; *Standing Together: The Spirit of Kyle Field*; and *Texas A&M University Football Vault*.

In this excellent book, *Wishbone Wisdom*, by Emory Bellard as told to Al Pickett, readers are given the opportunity to learn all about the philosophy and the schooling that went into the development of the wishbone, of how it not only led the Longhorns to a pair of national championships (1969 and 1970) but also to a school-record and Southwest Conference-record 30-game winning streak, and then accompanied Bellard to a memorable rebuilding job as head coach at Texas A&M and to his Mississippi State's 6-3 victory over coach Bear Bryant's No. 1-ranked and defending national champion Alabama team in 1980.

—Dave Campbell, Founder of *Texas Football* magazine



Emory Bellard,
named by *Texas Football* magazine
as one of the
most memorable
coaches in the last
50 years



Al Pickett, veteran
Texas sports writer
and broadcaster

\$19.95