



The pool area of Bal Harbor Hotel, on Miami Beach, where many Oklahomans stayed, was a real attraction. Dressing rooms rent for \$1,500 per year.

# Time of Their Lives

The game's the thing, but University alumni have a grand time, too, in Miami, simply getting together.

IT WAS A GREAT WEEK—OR TWO—for Oklahomans in Miami, Florida. The crowd of them which journeyed there to see the Orange Bowl pageant and the New Year's Day tilt between O. U. and Duke University brought home much to remember.

Alumni headquarters for the University of Oklahoma were set up in the McAllister Hotel lobby in the downtown business area of Miami. Alums registered there, picked up Sooner buttons for their lapels (5,000 of them) and discovered there a service center where they could receive or give information from early morning until past seven in the evening.

In front of the McAllister ran the route of

the gigantic Orange Bowl Festival parade, which provided a \$3,000,000 eyeful to 500,000 spectators. Across the water, in Miami Beach hotels, rested Oklahoma's football team and many other Sooner visitors.

No one knows, of course, just how many Oklahomans were in Miami, but the 12,000 tickets allotted them were quickly sold.

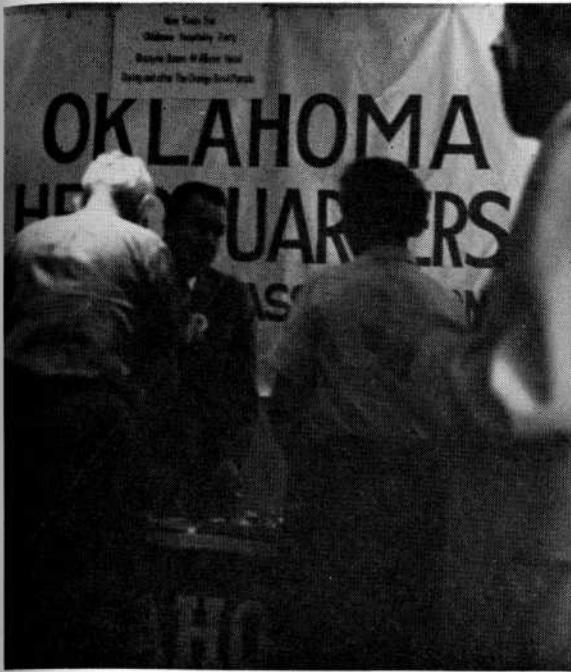
The University's Band had, as always, a fine time of it. After playing a park concert in Hollywood, Florida (where its quarters were located), it marched in the New Year's Eve parade, then performed at the game itself.

A pre-game breakfast held at nine a. m. New Year's Day saw the usual crush of

Sooners; 629 of them were fed and listened to a half-hour program including talks by the University's President George Cross; Harold Keith, sports publicity director; Oklahoma's Senator Mike Monroney; Milt Phillips, president of the O. U. Alumni Association; Frank "Pop" Ivy, then coach of the Edmonton Eskimos, now of the Chicago Cardinals, and the Orange Bowl queen herself, Marcia Valibus.

In addition, Oklahoma's cheer leaders were there to demonstrate a few yells.

The trip to Miami and the excitement of just being there is particularly tiring. Yet it is a tiresomeness Oklahomans love and hope to continue experiencing in the future.



In the lobby of the McAllister Hotel, Guy Brown, head of O. U. Alumni Development Fund, helps to register Sooners.



From the fifth floor of a hotel, the Orange Bowl pageant's New Year's eve parade is viewed as it passes through downtown Miami. About 500,000 people lined route.

Beautiful Marcia Valibus, Orange Bowl Queen, pauses outside Sooners' headquarters in Miami.

