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lent service and cooperation. There is no complaint on this score; however, the attitude of many of the fans is typified by the statement I heard so often in December, "I'm saving my football trip this year for Chicago in September to see the Northwestern game."

I do have a suggestion that will solve the seating problem for the Orange Bowl Committee. Assuming they do not care to move up into the stadium where they can really see the game, I suggest they trade seats with the bands from the competing schools. The bands are located in folding chairs in the corner of the football field end zone. The committee will not be able to see the game from here either, but they will be seen better by the crowd and on television, and besides, this arrangement will allow the bands to support their teams from the center of the field.

I hope the University of Oklahoma continues to go bowling occasionally. A bowl game is a fine honor for the team that has made an outstanding record during regular season play. It is usually a wonderful vacation for those fortunate enough to make the trip. Most of the other advantages are highly debatable . . .

The publicity seldom adds anything to what has already been said during the regular season. It provides a paid vacation for representatives from each of the conference schools. It nets from \$9,000 to \$20,000 for each of the conference schools, depending on the difference between gross income and total expenses.

All things considered, the best solution would probably be a game between conference champions the week following the regular season, sponsored by the NCAA and played in a neutral field. This would avoid lengthening the season through January 1. It would also take the colleges out of the commercial extravaganzas called Bowl Festivals.

