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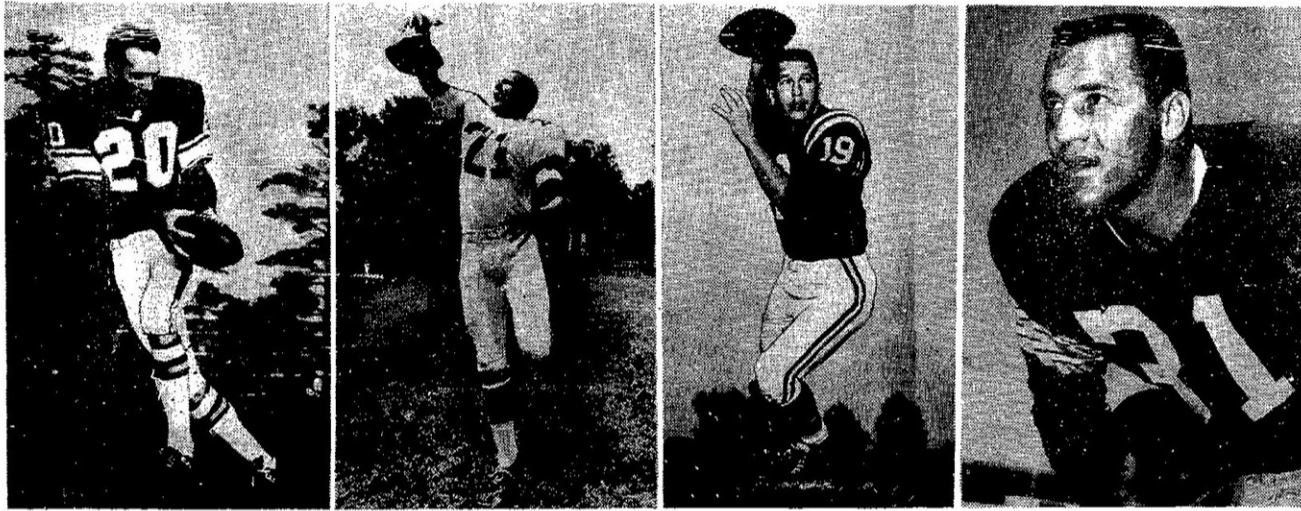
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RED FLASH

N. O. GOES PRO!



VIKINGS' TOMMY MASON . . . CARDINALS' JERRY STOVALL . . . COLTS' JOHNNY UNITAS . . . PACKERS' JIM TAYLOR
They'll be playing here . . . with other NFL stars in 1967.

Long-Sought Franchise Is Acquired

By PETER FINNEY
(States-Item Associate Sports Editor)

New Orleans became a big league city today with the acquisition of a franchise in the National Football League.

The long-awaited official announcement from NFL commissioner Pete Rozelle came at a news conference this morning at the Pontchartrain Hotel.

He said all 24 National and American League team owners agreed New Orleans was the best spot for the 25th major league football team.

ROZELLE SAID THAT THE NFL's Western Division will choose whether to take in New Orleans or the existing Atlanta Falcons for the 1967 season.

But Jim Kensil, Rozelle's top assistant, told the States-Item that New Orleans will play in the Western Division, along with the best teams in the business—the Green Bay Packers, the Chicago Bears, the Baltimore Colts and the rest.

"Halloween usually brings a lot of surprises," said Rozelle, "but today I'd like to announce that a professional franchise has been awarded to the state of Louisiana and the city of New Orleans."

"I'm leveling with you," said Rozelle. "This announcement is coming the week before the election because there's no question about the importance of next week's vote: A permanent facility is vital."

The commissioner was referring to constitutional amendment No. 10, which will permit the building of a domed stadium as the future home of the new team if the proposal is ratified by the electorate meet Tuesday.

HE STRESSED THAT THE action of Tulane University in making Sugar Bowl stadium available on an interim basis was a key factor in the league's choice of New Orleans over such cities as Cincinnati and Seattle.

The next step, to be taken within a few weeks, will be the selection of an owner among several applicants. League officials indicated that the franchise will cost the new owners some \$8.5 million over the next five years.

After the owner is selected, a coach will be named and players selected from this year's college ranks and from a pool provided by the existing teams.

The team will take the field next fall with seven home games, seven road games and several exhibitions.

Rozelle listed these other reasons for the selection of New Orleans:

—The city finished high in the Stanford University research survey conducted for the league last year.

—Population.

—Football interest.

—Weather and geographic location.

—"Pro football has prospered in Texas and Georgia and

(Turn to Page 14, Column 5)

Orleans Economy Scores Touchdown

By ROSEMARY JAMES

New Orleans scored an economic touchdown today with the announcement that the city has been awarded a National Football League franchise.

The long-awaited announcement will receive an enthusiastic response from football fans throughout Louisiana and the Gulf Coast area. More important, the news that we will have our own pro football team erases all doubts that New Orleans is a big-time town.

The franchise is good news not only to sports enthusiasts, but to the business community as well.

Professional football, as a matter of fact, means prosperity for many.

The only method of measuring the potential dollars-and-cents boost that the pro team will mean to the New Orleans economy is to take a look at what's happened in other cities which have gone major league.

A States-Item quiz of city and chamber of commerce officials in Atlanta, Dallas, Houston, Miami and Minneapolis indicates that New Orleans can expect:

—New money, running into the millions, injected into the economy of the city.

—Thousands of additional visitors to the city annually.

—Increased return on existing hotel and motel rooms and possibly a need for additional rooms.

—A need for additional parking facilities.

—Booming business for the restaurants of New Orleans on days which have been slow.

—More business for the taxicabs which have gone major league.

(Turn to Page 14, Column 1)

\$5 Per Game Ticket Cost Is Expected

By NAT BELLONI

With all its blood and thunder and controlled violence, the National Football League has finally arrived in New Orleans.

For the local sports fans, who have faithfully supported pro exhibition games here since the Green Bay Packers met the Pittsburgh Steelers in City Park Stadium in 1960, it means a home team to cheer for and live league action.

The New Orleans - based team (Saints or whatever) are scheduled to begin play next season with eight home games in regular season play and possibly an exhibition contest or two before league action begins.

IF THE TICKET prices here are on par with the rest of the league, fans can expect to pay about \$5 per game, with season books costing \$40.

In Minnesota, for example, tickets are priced at \$5 and \$3, while Baltimore sells ducks for \$4, \$5 and \$6 with a special student ticket (under age 19) for \$2, and Detroit has tickets priced at \$3, \$4 and \$5. Atlanta, the 15th team to join the NFL, presently playing its first season, has all seats priced at \$6.

Of course, ticket prices are determined by the stadium being played in. For example, box seats at Tulane Stadium might be \$6, sideline seats \$5 and end zone seats \$4, all of which will be decided by the team's owner.

FOR THOSE fans who do not wish to attend NFL games in person, or those who can't get tickets for one reason or another, television games will still be available.

The NFL is presently involved with a two-year, \$18.3 million per year television

See TICKETS—Page 14

States-Item Holds Contest to Find Name for Team

Saints? Tarpons? Jazz Kings?

New Orleans is assured of a professional football franchise but an important detail remains.

We've got to name our team.

TO GET THE BALL ROLLING, the States-Item is sponsoring a contest to select an appropriate tag for our new pros.

The prize will be two season tickets for the premiere season.

A final choice of a name for the team, of course, will be up to the owners. They probably won't be named for several weeks.

In the meantime, the States-Item thinks the public should be heard. It's just possible the owners may go along with the name that wins the contest. It will also indicate what name is preferred by a majority of fans.

ENTERING IS EASY. Deadline will be midnight, Nov. 15, 1966.

To compete, complete this sentence, using not more than 25 words of your own (our words don't count):

"I suggest the following name . . ."

I think this is the best name because . . ."

(Turn to Page 4, Column 7)

Women Praise Pro Football For Orleans

By LYNNE WOGAN

Women questioned in a sidewalk poll are enthusiastic about having a professional football team in New Orleans. Even those who said they don't like the sport were generous in favor of the team for their husbands and children.

Most said they think it will be good for the city.

Here is what the women had to say:

MRS. GENE ASHTON, airline ticket agent. "I'm completely in favor of having the pro team here, and will certainly attend as many games as possible. My 12-year-old daughter loved going to professional games when we lived in Cleveland, Ohio, and

MRS. ASHTON seemed to identify with the pro team there better than with the college teams of the area. I definitely feel that New Orleans is large enough to support the team."

MISS JUDY BOSTICK, saleslady. "I understand and enjoy football. New Orleans is already a main tourist attraction and I think people from outlying areas will sup-

(Turn to Page 12, Column 1)

New Orleans Joins Major Sports Centers

New Orleans today stepped into big company—America's major league sports centers.

By population, New Orleans is a big-league town. A recent count by the U.S. Census Bureau gave the metropolitan New Orleans area a population count of 1,053,500.

The point spread between the Crescent City and its now-colleagues is fairly close, as indicated by this chart of 1960 population figures for metropolitan hometowns of present National and American Football League teams:

Atlanta	Falcons	1,017,188
Baltimore	Colts	1,727,023
Boston	Patriots	2,595,461
Buffalo	Bills	1,306,957
Chicago	Bears	6,794,461
Cleveland	Browns	1,909,483
Dallas	Cowboys	1,063,601
Denver	Broncos	929,383
Detroit	Lions	3,762,360
Green Bay	Packers	125,082
Houston	Oilers	1,243,158
Kansas City	Chiefs	1,092,545
Los Angeles	Rams	6,038,771
Miami	Dolphins	935,847
Minneapolis-St. Paul	Vikings	1,462,030
New York	Giants, Jets	14,759,429
Philadelphia	Eagles	4,342,897
Pittsburgh	Steelers	2,405,435
St. Louis	Cardinals	2,104,669
San Diego	Chargers	1,033,011
San Francisco-Oakland	49ers, Raiders	2,648,762
Oakland	Raiders	2,648,762
Washington	Redskins	2,001,897



TULANE'S SUGAR BOWL TO SHARE GREENIES' HONORS WITH PROS



MISS BOSTICK MRS. ASHTON