# SWC Challenge Bowl Lost, But Idea Became Stronger

stronger as a result.

It doesn't sound like progress when something loses a bundle.

But in the case of the Challenge

THE GAME lost money. Some the deficit.

Said it was \$35,000. Ken Jackson, the Austin restauranteer who once wanted to meet the players' depromoters because it obviously was pro football and who headed a a report to go cut that the playan excellent idea and something on small group promoting the game, ers couldn't get their money. So that it might die.

immediately that they had a fine feature that could be built into a great advertising medium while immediately that they had a fine they might underwrite any deficit.

Jackson didn't want it that way because it would be taking control to the second and third times. Refurnishing entertainment for the citizenship.

member the Cotton Bowl, which of the project away from his today is one of the most solid group. But he went ahead and

It isn't often that you find a promotions of sport. group of people willing to step in and insure the success of a project ton Bowl and bucked the field And the following week when the game. There were over 7,000 in the stands but at least 5,000 now rich Colonial National Invita
JACKSON REALIZED that he more were needed to reach the de- tion tournament at Fort Worth had run into a rarity for promotsired break-even point.

the rest of the nation. These ath- had to take \$120. letes were turning pro in this game since the winners were to of strike at the conclusion of the be able to carry on his plan but

The Southwest Challenge Bowl way into the stadium enough mon- was in. Jackson realized there lost money in its first venture ey would be realized to pay the had been a loss but he had suffibut, uniquely, the project became players and all the expenses inci- cient money to pay off the players dent to the game.

way, there was a deficit.

The idea of the game was to match college players from the distribution and the college players from the distribution and the senior Bowl at its inception have allowed his group to suffer Southwest against players from and was supposed to get \$400. He the entire loss and thus probably

A television deal that would pay ed their money. Jackson's group to insure its succe

By HAROLD V. RATLIFF
Associated Press Sports Writer in more than \$20,000 was obtained had planned to mail the checks and if more than 12,000 paid their the next week when all the money and his group planned to put up

THE BATTALION

Bowl a city came to the aid of the played football at Texas and in mands immediately and not permit which no chance should be taken said it was about \$16,000. Anytion on 51 per cent of the stock so CORPUS CHRISTI people saw However, this was not consid-

got the money together to pay off

that has run into rough financial alone for four years. Only one the two groups got together and ground. But it was a matter of year did he realize a profit but worked out a plan whereby he and civic pride. The Corpus Christi that was wiped out by the losses Phil Branch, another former Texas people didn't want to allow a black mark on their city, especially since the promoters had failed to make the promoters had failed t the project pay for itself because not enough people turned out for ments took financial beatings at stock to be sold to Corpus Christi

tell you about their early troubles. ers—the cooperation of a city to have to fold its tent.

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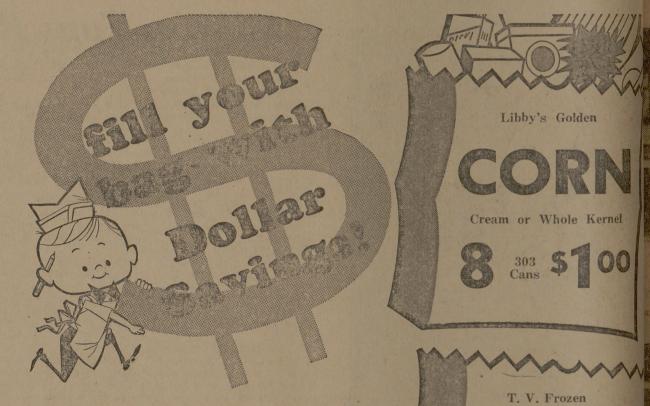
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