

FOR 3RD YEAR

AFL Came Out In Red, But Progress Was Made

By HAROLD V. RATLIFF Associated Press Sports Writer The American Football League lost money for the third straight year but considered that it made progress because the loss was less than the preceding year, which had been less than the first.

Only Houston would give the figures, probably because Houston was the only club that appeared to have made money. Owner Bud Adams said it was \$100,000, brought about mainly by the fact that Houston led the league in attendance with 200,285, drew well on the road because it was twice champion and dragged down \$76,000 more from television.

THE FIRST YEAR of the professional league, founded by one of the heaviest losers, Lamar Hunt of Dallas, saw the eight clubs dropping about \$2,500,000. The second year found them losing around \$1,500,000. In 1962 they managed to cut it to possibly less than \$1,000,000.

Which indicates that they may come close to breaking even in 1963. They will be better prepared to handle paying crowds, have the weak New York franchise strengthened by sale and they also will profit from a big break given by that wonderful football game—the championship playoff between Dallas and Houston.

THE DAY this game was played there was no competition anywhere. It was the only sports attraction on television. And the

AFL proceeded to take advantage of the situation by playing a tense game that went into two overtimes. It thus became the longest game in football history.

Commissioner Joe Foss said the value came from the fact that it furnished the league just the advertising necessary.

"You have to put on a good show, flash your wares before the eyes of the millions, get the people to talking about you," said Foss. "This great championship game did just what I had been wanting all the time. Now I find everybody discussing the league, even talking about the signing of drafted players. This all will be reflected in the gate next season.

THE AFL, incidentally, is making quite a showing in signing more top draft choices than ever before and competing very well with the older National Football League, which has more clubs and therefore is in a position to sign more players.

While prospects for next season are bright, no one is kidding himself that the AFL is fully established and is certain to eventually equal the NFL in strength and resources. The AFL is not up to the NFL in quality.

Bulldog Turner, coach of the New York Titans and long associated with pro football, pretty well expressed it when he said: "The AFL can't expect equality in quality until it gets the top quarter-

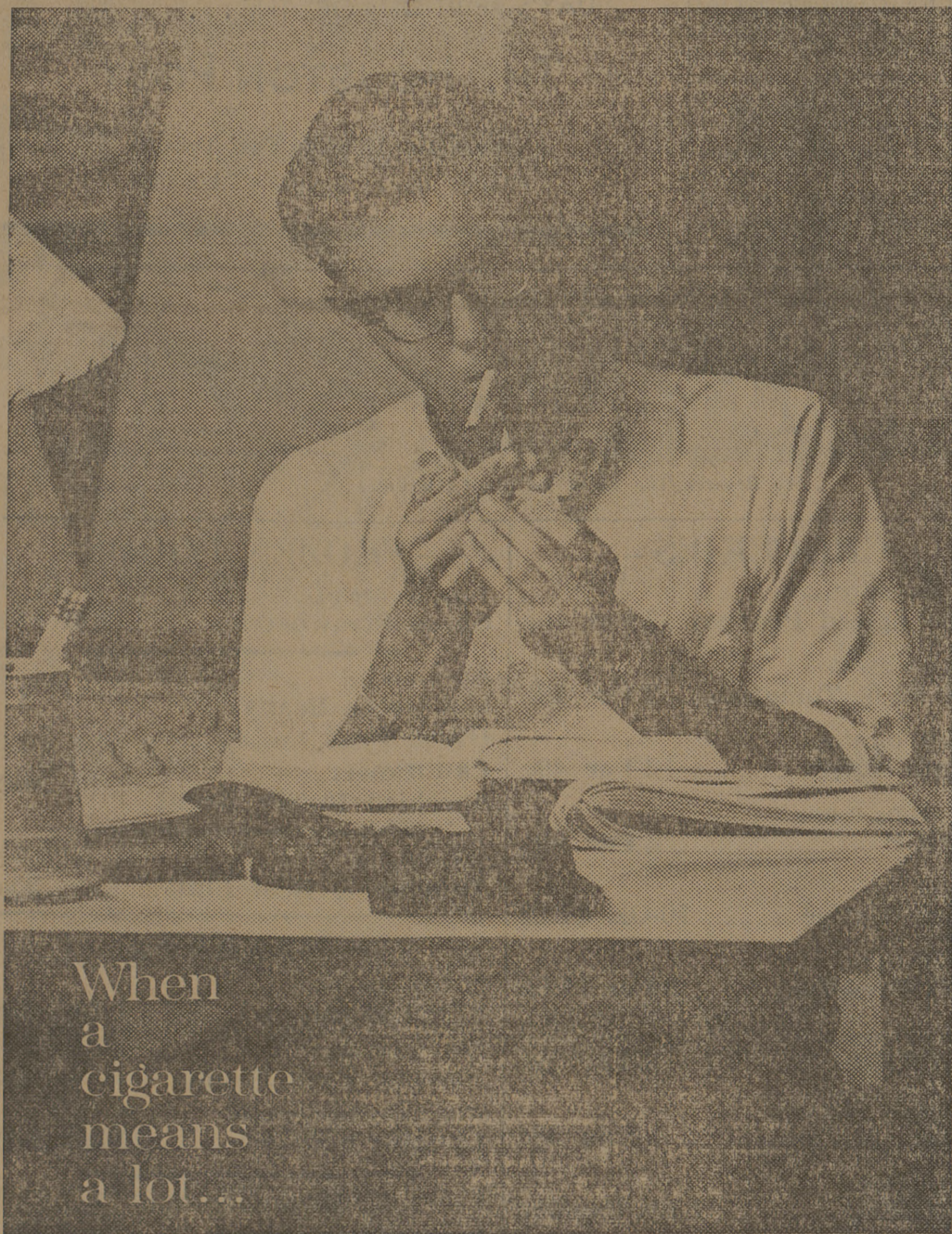
backs. That is the spot where the AFL still is behind the NFL."

TURNER ALSO expressed the opinion that next season would be the make or break period. The clubs are going to have to quit dropping so much money. Even their wealthy owners are going to get tired of it. In three years only one club has managed to finish in the black. Dallas, the 1962 champion, lost perhaps a couple of hundred thousand. This was because Dallas had to compete with an NFL club in the same city. Dallas will know next season whether it is to win the local attendance fight.

Lamar Hunt says the Texans are going to do it, what with their championship, the signing of top draft choices, etc. But the Dallas Cowboys have the resources to meet the challenge.

Another thing that confronts the AFL is rising costs. They have to draw more fans now than they did the first years of the league. Where 20,000 would get the job done for some of the clubs the first year, now they must pull in 25,000. Dallas could do it with 28,000 in 1960, now it is 32,000. Only three of the clubs averaged 25,000 or better last season.

BOSTON WAS faced with the situation of not having enough seats in the stadium to handle sufficient patronage to break even. Next season Boston will have Fenway Park, home of the Boston Red Sox, which will seat 48,000-



When a cigarette means a lot...

get Lots More from L&M

more body in the blend more flavor in the smoke more taste through the filter



It's the rich-flavor leaf that does it! Among L&M's choice tobaccos there's more longer-aged, extra-cured leaf than even in some unfiltered cigarettes. And L&M's filter is the modern filter—all white, inside and outside—so only pure white touches your lips. L&M's the filter cigarette for people who really like to smoke.

PLAN AHEAD!

BE SURE TO TAKE HOME PLENTY AND SAVE!



- BOLOGNA All Meat Lb. 49c
CHICKEN HENS Swift Premium Lb. 49c
ROUND STEAK Orr's Gold Seal Veal Lb. 79c
PORK ROAST 9 Inch Loin Cut Lb. 39c
SPARE RIBS Small Meaty Lb. 49c

CAMPBELL SOUPS

- Beef Noodle Minestrone
Vegetable Beef Mushroom

6 No. 1 Cans \$1.00

Pork Loin advertisement featuring a large image of a pork loin and text: 'Center Cut Rib PORK CHOPS 69c lb', '7 RIB CUT ROAST Lb. Only 33c', 'BACON Swift Premium Lb. 59c'.

MIRACLE WHIP Kraft Quart 49c

T.V. ORANGE JUICE 5 6-Oz. Cans \$1.00 Frozen

COKE'S Refreshing Beverage 12 Bottle Ctn. 55c

FLOUR 5 Gladiola Pound Bag 39c

WOLF CHILI Plain No. 2 Can

White-Yellow-Devil Food Betty Crocker CAKE MIX 2 Boxes

KLEENEX Assorted Colors Box of 400

APPLE SAUCE First Pick 2 303 Cans

Del Monte PINEAPPLE-GRAPEFRUIT DRINK 46-Oz. Can

MEXICAN DINNERS Patio Frozen Each

GLEEM TOOTH PASTE Economy Size (Reg. 69c)

MICRIN ANTISEPTIC 14-Oz. Bottle (Reg. 98c)

COTTAGE CHEESE T. V. 16-Oz. Brand Ctn. 23c



Rosedale PEARS 5 303 Cans \$1.00

Valuable Coupon: FREE 100 S&H Green Stamps. WITH THIS COUPON AND THE PURCHASE OF \$10.00 OR MORE (LIMIT 1 PER CUSTOMER). COUPON EXPIRES FEBRUARY 3. SPECIALS GOOD THUR. - FRI. - SAT.

Best in Bryan ORR'S Super Markets. 2 CONVENIENT LOCATIONS: 200 E. 24 Street Downtown, 3516 Texas Ave Ridgcrest.