

Dallas Will Have Memories Of Pro Football Undercurrents

BY HAROLD V. RATLIFF
Associated Press Sports Writer

The Dallas Texans now are the Kansas City Chiefs, the American Football League has moved to New York and only the Dallas Cowboys are around to give this North Texas metropolis memories of professional football as it is played behind the scenes.

The AFL had its headquarters in Dallas for three years. Some of its members wanted it moved to New York all along. But only when it became apparent that there would be no AFL team in Dallas did the moguls decide to shift locations.

THERE WERE some who talked about going to New York so there would be more and better publicity. However, this was not the real reason for the move. The league couldn't be expected to operate in a non-member city.

But all this brought the dissipation of a dream — Lamar Hunt's dream of a pro football league based in Dallas that could become an operation equal to the old and established National Football League.

Hunt organized the AFL when he found he could not get a franchise in the NFL. He took the only course open to him — he formed his own league so he could have a Dallas club.

But the NFL then moved in and the attendance war was on. Hunt thought he could win it, since he figured on the backing of a lot of people who thought the NFL took advantage of him. But he also

knew he had to have a winning team to do it even then.

HAVING A winning team didn't seem so difficult in view of the fact that he was starting even with the others and didn't have to buck old and established clubs.

But for two years Dallas struggled and failed on the field. The attendance reflected the club's record. Then the Texans stepped out and won the AFL championship. But to Hunt's dismay and the dismay of many others, the club lost about \$200,000.

It was time for Hunt to realize that he had been wrong about a winning team being the cure-all.

Former Ag Gridder Has Insurance Post

Thirty-one-year-old Ray Graves, a former All-Southwest Conference quarterback for A&M, has been named training administrator of a nationally-known insurance company in Galveston.

Graves had planned to play professional football but he suffered a knee injury while signed with the Baltimore Colts and joined the insurance company in 1956.

He was graduated from A&M in 1953 with a business degree and entered the Air Force for a brief tour of duty. Graves served as assistant football coach at Tarleton State College.

When he saw that his attendance next season wouldn't be substantially larger — season ticket sales weren't doing any better — he realized that Dallas just wasn't big enough for two pro football clubs, especially with the territory absolutely saturated with television.

THE PEOPLE could stay home and see pro football on the TV screen; they didn't have to spend money and could be much more comfortable than if they went out to the Cotton Bowl to either fight the heat or freeze in the stands where there weren't enough people to set the place warmed up.

The Cowboys were in better position to win the attendance war because they were in a league that was drawing big in practically every city and they got enough over the guarantee in most of them to operate with a minimum loss. The Texans couldn't do that—the other league cities weren't doing any better at the gate than they were.

Hunt ran into something of the situation that wrecked minor league baseball. Television was brought in by the majors and it killed attendance for the minors. But in his case he was forced to bring in television to hurt himself. And he also had television of the other league to combat.

HUNT FINALLY awoke to the realization that pro football was a business and not something that could be run on sentiment. When Kansas City made it possible for him to profit by giving him free rental on its stadium and selling \$600,000 worth of season tickets, he took the offer.

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