

Statistics Prove Television Won't Hurt Sport Attendance

By Ken Barton

In a 100 page booklet of figures and diagrams the Radio-Television Manufacturers Association arrived at some long range conclusions concerning sports attendance.

The Association felt that overall long range effect of television would not harm attendance. The theory is based on the idea of the length of time a person owns a set. After one or two years of ownership the TV owner's attendance rate is higher than the non owners according to RTMA. Also sport fans were the first to buy television sets.

The Association also stated that different sports are affected differently. Football for instance with its short season is hurt more than baseball. Other examples are high school and small colleges which are not hurt as much as the big colleges. Minor league baseball is hurt whenever it is near a major league club area.

Finally in summarizing their conclusion the Association stated, "Among factors affecting attendance at sports events—Economic Conditions, Management, Performance, and Publicity are all much more powerful than Television.

Although these figures are a year old having been released last May they are quite interesting at this time with the developments in Philadelphia and New York. Last night, without television or radio Lee Savold and Joe Louis fought in the Polo Grounds.

At the same time the Univer-

sity of Pennsylvania continued worrying the NCAA concerning their fall football schedule. The NCAA voted earlier not to televise football this fall and Penn has decided to appeal such a decision and continue to televise in the Philadelphia area. Already California, Cornell, Dartmouth, Columbia and Princeton have gone on record to cancel their games with Penn if such action occurs.

Both these examples are typical of the situation today. If this survey done by Jerry N. Jordan, University of Penn. graduate student is true the long range view will result in greater attendance as television will create interest among the population thus far disinterested.

However, the problem itself as an immediate one must be solved. Television on one hand can't afford to lose its sources or the sports world, on the other hand, lose its attendance. Some sort of a compromise will be necessary

Parker, Gravitt, Ridenhour Register For Summer School

The first signs of new life in regards to the coming fall gridiron season that opens September 22, were unveiled at registration on Monday when Larry Parker, Connie Gravett, and Sonny Ridenhour placed their names on the University rolls.

Parker, the outstanding back in Carolina Scholastic circles, became the first to matriculate. Parker hails from Central High in Charlotte where he was a triple threat back.

Also registered are Connie Gravett of Roxboro and Sonny Ridenhour of Winston-Salem. Both Gravett and Ridenhour were outstanding players in the State and lead their respective high schools last fall as triple threat backs.

Well known high school line-men who have enrolled include:

to tide both television and sport promoters through this period when television as a novelty threatens the well established sports arena.

Shooting, Bait Casting

The Department of Physical Education has arranged a shooting and bait casting class, opening Monday in Woollen Gymnasium for all students. Ted Hazelwood and Walter Rabb will be in charge. Hazelwood will instruct shooting while Rabb will teach bait casting.

UNC Coed In Golf Play At Ohio State

Carolina coed Dorothy Lowenstein, 19-year-old sophomore, shot an 83 to qualify for the seventh annual National Collegiate Golf Tournament at Ohio University, earlier this week.

Miss Lowenstein was paired against defending champion Betty Rowland of Rollins College in the first round. Miss Rowland sat on the sidelines, qualifying automatically, while Grace DeMoss of Oregon State paced the qualifiers with a neat 38-38—76, even par. Miss DeMoss was paired against Jane Thomas of Catawba College, who qualified with an 84.

Miss DeMoss was followed in the qualifying round by Marilyn Herpel of Washington University, and Kathy McKinnon of Florida Southern, each with 75.

Miss DeMoss is expected to meet Miss Rowland in the 18-hole, 6,465-yard finals Saturday, making it a deep South vs far West affair.

Ohio State won the doubles championship Tuesday, with a 171 total, only one stroke ahead of North Carolina. Stetson and Illinois tied for third with 73. Denison followed with a high 208. Then came Texas, 229; Bowling Green, 254; and Purdue with 277.

Fetzer in Seattle

Coach Bob Fetzer, Carolina's athletic director, left for Seattle, Wednesday to attend a meeting of the NCAA track and field committee.

Fetzer also plans to attend the NCAA track meet in addition to the conference. Carolina has no entries in the meet.

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