

As Seen in The Mirror's SPORTS REFLECTIONS

of Athletes
and Events

Thanks to its spacious gymnasium and beautifully lighted stadium, New Bern High school now has ample seating for football and basketball fans.

Needed to go with those seats, if consistently large crowds are expected, is some good promotion, and, most of all, an earnest effort to erase ill will engendered last football season when some of the cash customers figured they got a raw deal at the boxoffice.

Maybe it was an innocent mix-up. At any rate, prices advertised for tickets didn't hold true when at least a portion of the fans got to the ticket window and plunked down their money.

You might expect that sort of thing of a gyp circus or a fly-by-night carnival, but never at a

high school ball game. Some of the fans paid the hiked price and went in anyhow, grumbling all the while.

Others turned away in disgust. Many of these fans never returned for ensuing games, and the high school's fine athletic program suffered a financial loss of considerable proportions.

Those empty seats in the stadium and later in the gymnasium, were empty in far too many instances because of the unfavorable reaction brought about by this ticket squabble.

There are those who will say that this is a matter that shouldn't be publicized. We hasten to inform such folks that it has long since been very much publicized by word of mouth. Printing it here merely puts it down in black and white.

What we need to do now—those of us who recognize the great worth of our athletic program, is admit that somebody goofed badly and cost the Bears hundreds and probably thousands of dollars in revenue for the sports currently flourish-



STILL SMILING—Coach Sam Arbes has no gloomy expression on that friendly face of his, as football practice gets under way at New Bern High. Sharing his optimism, left to right, are his assistants, Jeff Hockaday, Jim McGee and Will Pittman. Some of our biggest Bears ambled away last June with diplomas clutched in their paws. There's a lot of poundage remaining however, and an eager crop of newcomers will help to take up the slack.

ishing at the high school.

Having admitted that, we should persuade those fans who felt that they were "took" to let bygones be bygones, and come back into the fold. It may not be pleasant, it may not be easy, but it's the only way to repair the damage done.

As for promotion that will bring bigger crowds, there's an answer for that too. At each and every football game this fall, played at home, invite some group to attend for free and be guests of honor.

It could be the Rotary Club, Lions Club, Civitans, Woman's Club, or better still, the Boy Scouts, Girl Scouts, Cubs or Brownies. Recognize them with a two or three-minute spiel before the game, or at half-time.

There could be a series of "old-grad" nights; a night for grandparents and an orchid for the oldest grandma present; a gift each night for the most members of a family present; a night for twins, blondes, redheads, and others.

At each and every football, bas-

ketball and baseball game, some local star of the past could be recognized at half-time in the center of the field or gymnasium. Certificates don't cost much to print, but the recipients of such awards would value them highly.

Not only will these things help attendance, but unbelievable though it may seem it will bring many New Bernians into our fine stadium and gymnasium for the

very first time. Having come once, they may come back again and again.

New Bern High school needs financial support for an exceptional and enlarged athletic program. Fans need the entertainment that the program can give. It's up to all to see that scholastic sports in New Bern set a new record this year, and that bigger records are set in the years to come.



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