As Seen in The Mirror's

## REFLECTIONS **SPORTS** of Athletes and Events

Thanks to its spacious gymnasi- high school ball game. Some of the um and beautifully lighted stadium, fans paid the hiked price and went 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 mixup. 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-bynight carnival, but never at a

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 squab-

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 flour-

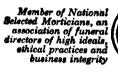


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When You Can Buy Good **Shoes Cheap?** 

THE BOOTERY



STILL SMILING-Coach Sam Arbes has no Gloomy Gus 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.

not be easy, but it's the only way value them nighly. to repair the damage done.

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

There could be a series of "oldgrad" 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-



**NEVER TOO BUSY—His duties** as an outstanding insurance executive are an exhausting responsibility for Charles E. Jones. Yet, he is active nationally as a religious leader, speaking at Bible conferences and churches of all denominations. Averaging more than 100 meetings a year, he will be here for the Christian Business Men's Crusade at the New Bern School auditorium on August 16-24.

persuade those fans who felt that ognized at half-time in the center again. they were "took" to let bygones be of the field or gymnasium. Certifibygones, and come back into the cates don't cost much to print, but fold. It may not be pleasant, it may the recipients of such awards would

As for promotion that will bring attendance, but unbelievable to see that scholastic sports in bigger crowds, there's an answer though it may seem it will bring New Bern set a new record this for that too. At each and every many New Bernians into our fine year, and that bigger records are football game this fall, played at stadium and gymnasium for the set in the years to come.

ketball and baseball game, some very first time. Having come once, Having admitted that, we should local star of the past could be rec- they may come back again and

New Bern High school needs financial support for an exceptional and enlarged athletic program. Fans need the entertainment that Not only will these things help the program can give. It's up to all

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