

# N. C. A. A. Advises 243 Members to Avoid Bowl Football Commitments After 1950

By The United Press

SAN FRANCISCO, Jan. 8 — Alarmed at the growing number of bowl games, the National Collegiate Athletic Association today told its 243 member schools to make no commitments for post-season football engagements after January of 1950.

At the concluding sessions of its annual convention the N. C. A. A. heard a stinging committee report which charged that many of the bowls in operation were spending as high as 20 to 30 per cent of their receipts on promotion, publicity and public relations, and that some bowls paid as low as 40 per cent of the gross receipts to the competing schools.

The report, turned in by the "bowl problem" committee chairman, Commissioner Victor O. Schmidt of the Pacific Coast Conference, said that it had sent queries to 50 bowl operators, but had

received replies from only 17. Of the others, 25 failed to answer, despite follow-up letters, and eight queries were returned by the post-office department for lack of sufficient address.

The bowls replying were the Rose, Orange, Sugar, Cotton, East-West, Sun, Junior Rose, Gator, Glass, Pear, Salad, Raisin, Tangerine, Great Lakes, Gold Dust, Alamo and Burley. The Aloahoa Bowl also reported it had answered, but Schmidt said he had not received the reply.

Schmidt's committee, which includes Commissioner Bernie Moore of the Southeastern Conference and Horace Renegar of Tulane University, asked the bowl operators for a complete break-down on the disbursement of their money.

"Some organizations circum-

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# FOOTBALL BOWLS TARGET OF N. C. A. A.

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vented a direct answer with a lump sum report," said Schmidt, "but we broke down most bowl money handling including total receipts' (minus taxes) from ticket, radio, parking and program sales." Here is how the various bowls split up their money with the competing teams:

Of the major bowls, the Cotton was tops, with 75 per cent going to the competing universities. The Rose Bowl gave 70 per cent, the Sugar 55 and the Orange 38.

Among the others, the Salad gave 86 per cent, Glass 85, Pear 82, Tangerine 76, Gator 70, Sun 67, Gold Dust 56, Raisin 47, Burley 40 and Junior Rose 33.

Such post-season games as the Shrine East-West in San Francisco and the Great Lakes Bowl are 100 per cent charity.

The report revealed that only three bowls, the Rose, Cotton and Glass, were operated by competing institutions or conferences. Schmidt said that some schools admitted in their reports that they had played in "certain bowls of which they didn't approve only because of political (and other) pressure."

The committee report, adopted by the membership unanimously, asked for some action by the N.C.A.A. to control its member institutions in the acceptance of bowl game bids. It also asked for an enlarged committee next year to continue study of the situation.

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