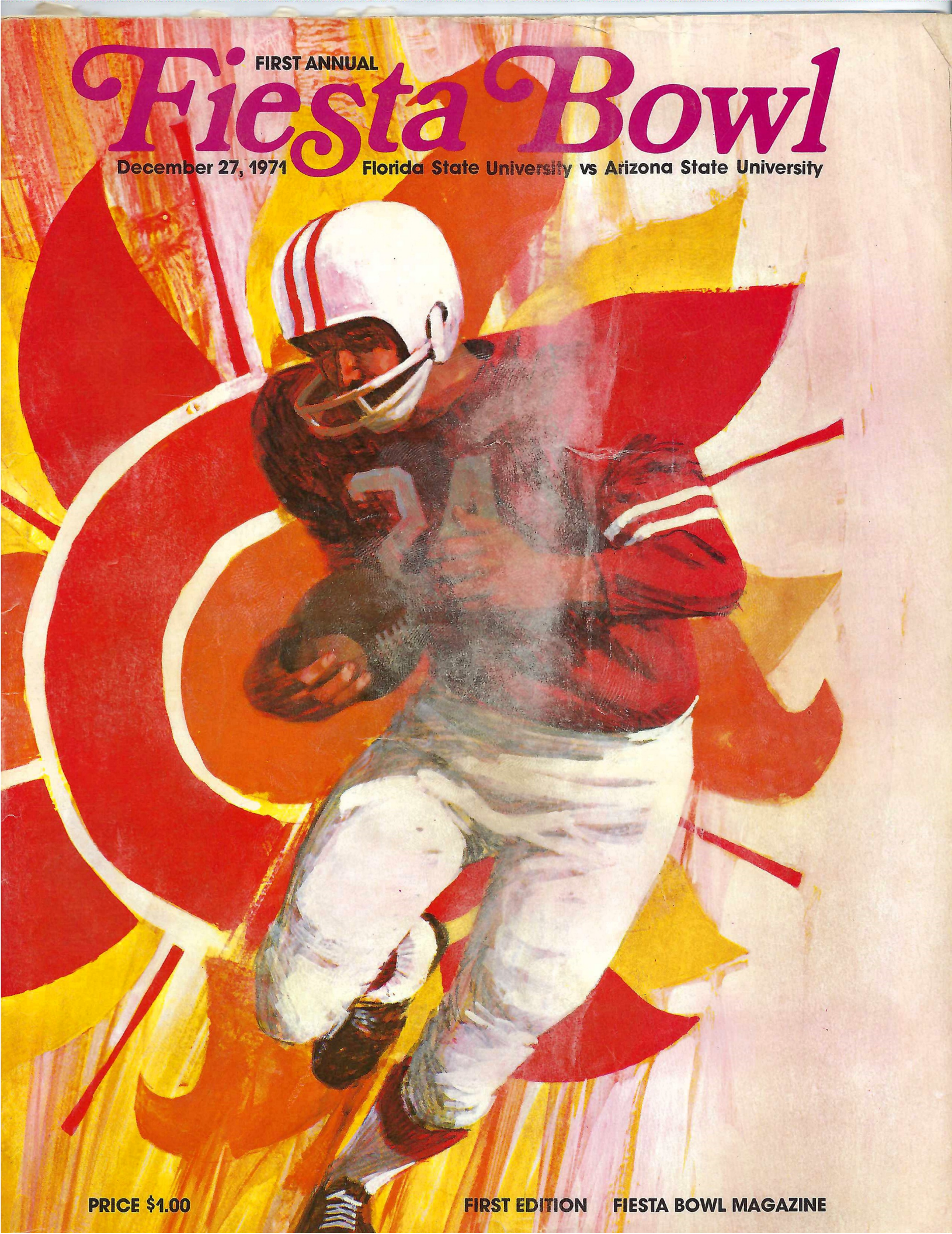


FIRST ANNUAL  
*Fiesta Bowl*  
December 27, 1971 Florida State University vs Arizona State University



PRICE \$1.00

FIRST EDITION FIESTA BOWL MAGAZINE



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**6** **The backing of an \$800,000,000 corporation is yours.** Continental Country Club & Estates is a wholly-owned subsidiary of Continental Homes, Inc., developers of over 10,000 housing units in Arizona. Continental Homes, Inc., is a division of American Financial Corporation with total assets of over 800 million dollars.



**"Buy land, they ain't making it anymore"**  
Will Rogers



# WHERE IS EVERYONE GETTING ALL THEIR FIESTA BOWL GEAR?



Diamond's, where else? At the exclusive Fiesta Bowl shop in each store you'll find: Sweatshirts, adult **5.00**; children's **4.00**. T-shirts, adults **2.50**; children's **2.00**. Bumper stickers **.50**, decals **.35**. Footballs **1.00**, pennants **1.50**. Key cases **1.25**. Notes **1.25**. Booster buttons **1.00** each\*

\*A portion of the proceeds from the sale of the booster buttons will go to support THE NATIONAL DRUG EDUCATION PROGRAM.

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New Year...*

Index finger —  
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FIESTA  
BOWL  
1971



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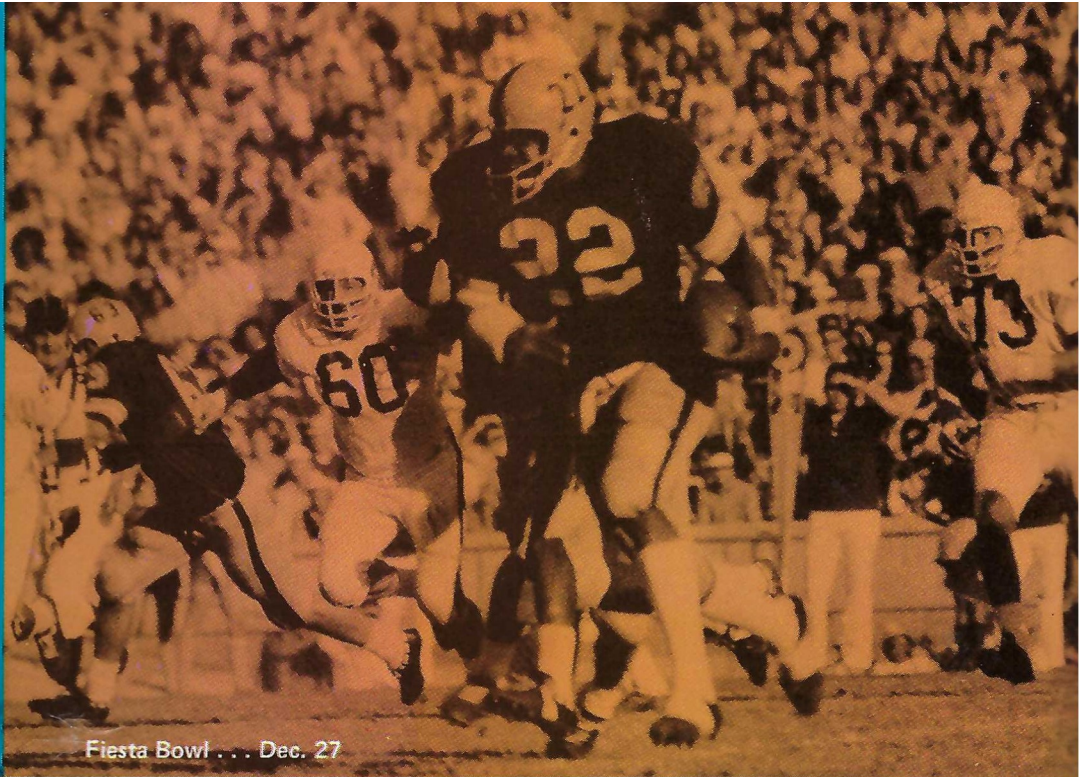


***FIRST FEDERAL SAVINGS***





Turf Paradise Opener . . . Dec. 19



Fiesta Bowl . . . Dec. 27

# 19

Post time at 1 p.m. for **Turf Paradise Horse Racing**. Horses run daily thru Fiesta Days, except December 23, 27, 28 & 30.

# 25

Merry Christmas! **Holiday Brunch** at the Arizona Biltmore for Sun Devils and adversaries, with holiday gifts presented all 'round.

**Phoenix Suns vs Seattle SuperSonics**, 12 noon, Coliseum.

# 30

**Phoenix Suns** clash with the **Buffalo Braves**, Coliseum, 8 p.m.



Fiesta Days' crowning social event. . . **Fashion show and dinner** at Mountain Shadows. Attorney General and Mrs. John Mitchell will attend, with the inimitable Martha commentating the show.

# 31

Happy New Year! Valleyites and Fiesta visitors will ring out the old, with parties at Valley hotels and resorts. Meanwhile, at the Coliseum, hockey fans will watch the **Road-runners vs the Portland Buckaroos**.

**Dog Racing** at Greyhound Park. Season Opener at 8 p.m.

# 21

Basketball, with **Phoenix Suns vs Philadelphia 76ers**, Coliseum, 8 p.m.

# 27

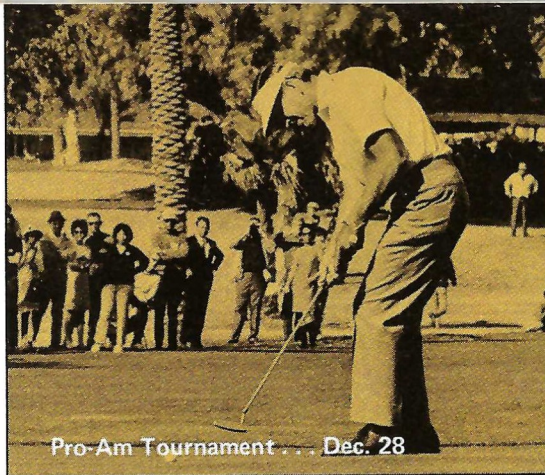
The Big Event. . . **Fiesta Bowl Game**, Sun Devil Stadium, 1:00 p.m. **Pre-game activities** include: M.C. Rex Allen, Mariachi groups, Indian dancers, singer Lee Meza, a Jazz Choir, Desert City Six, marching bands, and other festivities.

**Half-time activities:** star Trini Lopez, 200 native dancers of Sonora, celebrated mariachi group Los Changuitos Feos de Tucson, and other attractions. South-of-the-border festivities include a gigantic pinata which, when broken, will release 1000 pigeons. Post-game show will feature ASU Marching Band. Pop Warner Championship Game directly following post-game show.

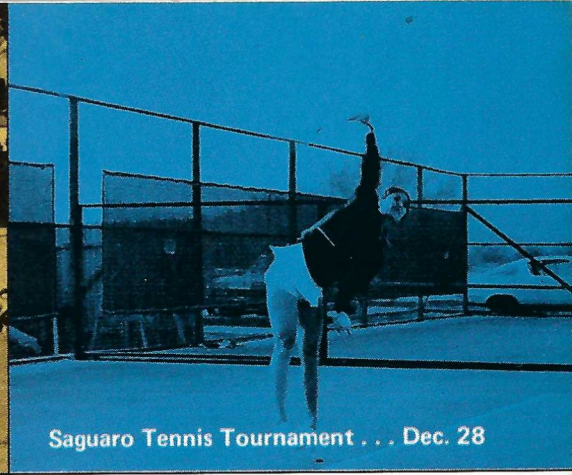
**Mexican Fiesta** in Tempe Center.



# FIESTA DAYS



Pro-Am Tournament . . . Dec. 28



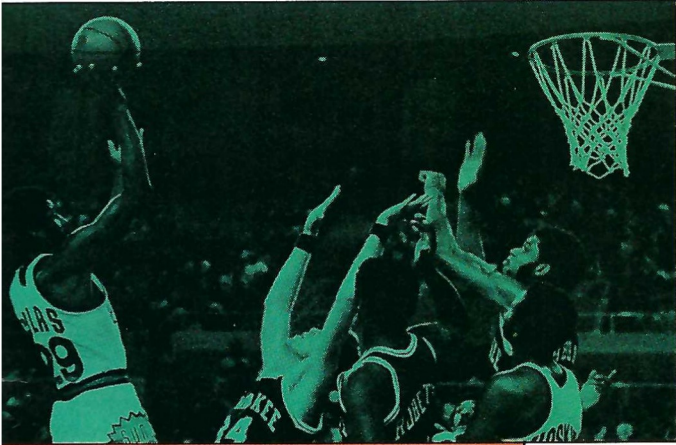
Saguaro Tennis Tournament . . . Dec. 28

**17** Fiesta Days kickoff, with **Phoenix Suns vs Detroit Pistons**, 8 p.m. at the Coliseum.

12th annual **Kiwanis International Freestyle Open Wrestling Tournament** at Phoenix College Gym.

**18** Opener for **Pro-Am Golf Tournament** at San Marcos Resort and Country Club, Chandler. Continues Saturday.

**Arizona Athletic Club's Sports Show**, Beeline Dragway. Continues December 19.



**23**

**Phoenix Suns** again, this time vs **Chicago Bulls**, 8 p.m. at the Coliseum.

**24**

**Celebrity Luncheon** at Marriott's Camelback Inn, with Sun Devils and competing team as guests of honor. Attorney General John Mitchell will speak.

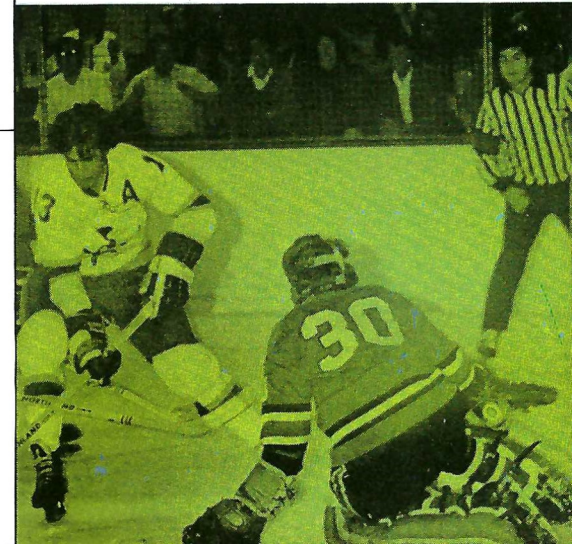
**28**

Two-day **Amateur Golf Tournament** opens at San Marcos Resort and Country Club, Chandler.

Four-day **Annual Saguaro Tennis Tournament** gets under way at Foothills Tennis and Swim Club in Paradise Valley.

**29**

**Phoenix Roadrunners** take on **Portland Buckaroos** of the Western Hockey League, Coliseum, 8 p.m.



Classic 26 mile-385 yard Marathon, sponsored by Downtown YMCA, aided by Arizona Road Races, with winning runners making appearance in stadium at half-time.



## JANUARY

**1** **Phoenix Suns vs Boston Celtics**, Coliseum, 8 p.m.

**2** **The Suns** again, this time vs **Atlantic Hawks**, 8 p.m.

Reprinted from the December issue of PHOENIX Magazine



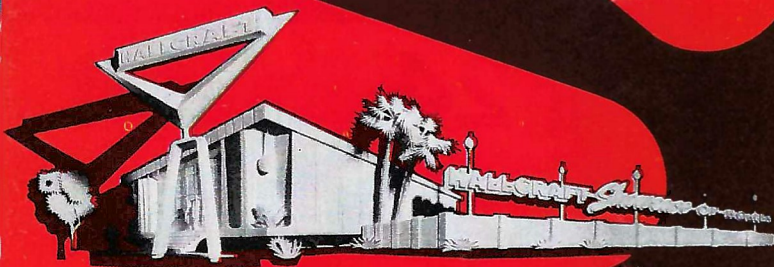
# THE GOOD LIFE (any way you choose)\*



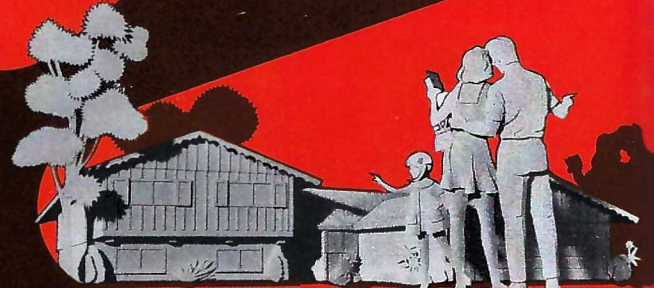
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GARDEN HOMES



IN-TOWN  
GENTLEMEN FARMS



SINGLE FAMILY HOMES



SOPHISTICATED VIEW HOMES



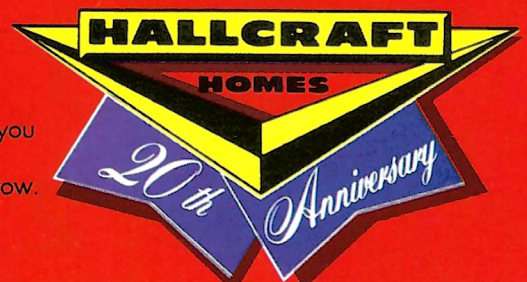
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# Reynolds Aluminum is proud to be part of Phoenix and the Fiesta Bowl

*... and we salute the fans and football foes at the First Annual Fiesta Bowl Football Game.*

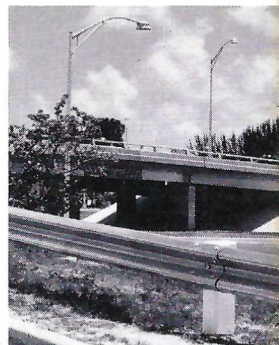
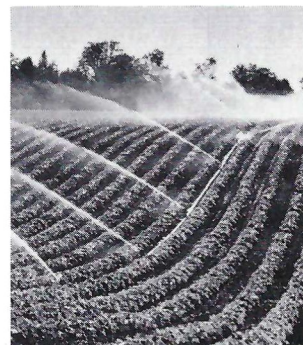
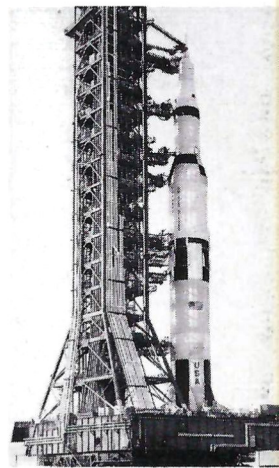
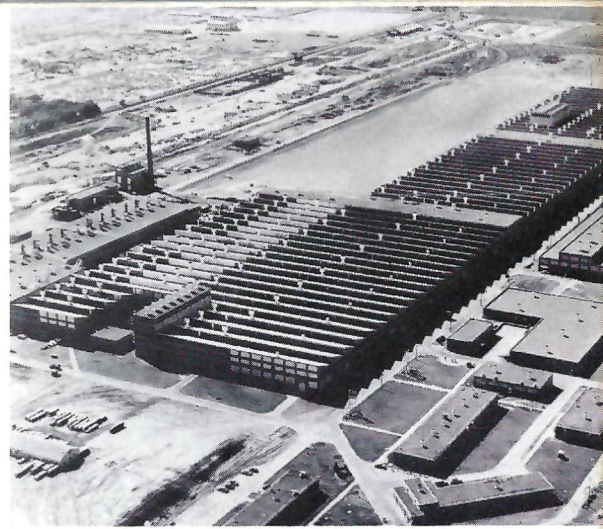
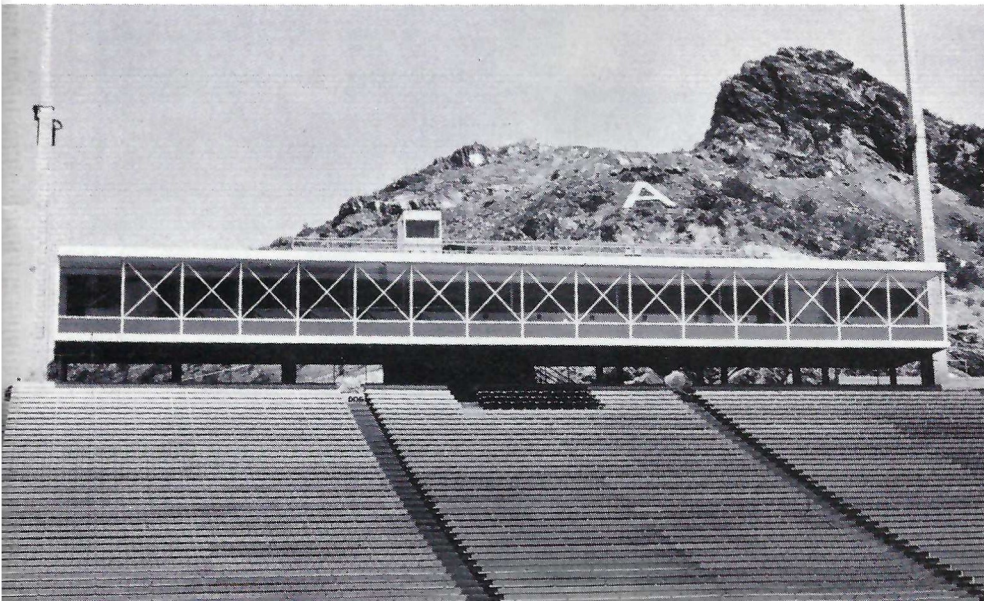
The Reynolds Metals Company long has been a corporate citizen of Arizona, establishing one of the oldest continuing major industries here in Phoenix. The Reynolds Aluminum Extrusion Plant here is one of the largest plants in the nation. Covering 292 acres, it produces thousands of tons of aluminum extrusions, plus miles and miles of tubing for a variety of diversified products used throughout the world. Strong, lightweight, corrosion-resistant aluminum for pipe that carries water across the Grand Canyon, irrigates the nation's farmlands, drills for oil in Saudi Arabia. Aluminum for guard rails and light poles, aircraft and trailer trucks, missile gantries and rocket tubes, architectural building components and computers. Many of these extruded products are further fabricated and assembled here in another Reynolds plant. Products such as stadium seats.

Here at the Fiesta Bowl in Sun Devil Stadium—and in many other bowl sites throughout the country—thousands of football fans are enjoying the games more on distinctive, comfortable, safer aluminum seating. From Reynolds and Phoenix. We hope you do, too.



**REYNOLDS**  
*Where new ideas take shape in*  
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Reynolds Aluminum Stadium Seating at Arizona State University, site of the Fiesta Bowl.





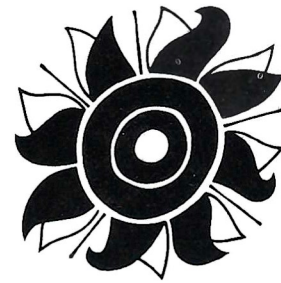
**You don't have  
to be a winner  
to look like one  
in a flattering suit  
or sportcoat by  
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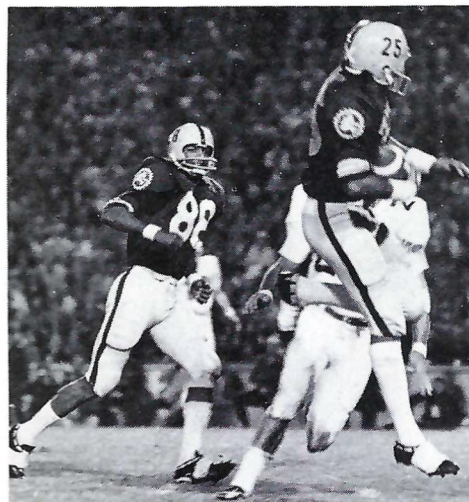
FIRST ANNUAL

# Fiesta Bowl

Sun Devil Stadium  
December 27, 1971

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Outdoor Arizona  
Arizona Sports News Weekly

1230 East Camelback Road  
Phoenix, Arizona 85014

Cover art: Bruneau Studio



# 2 Arizona specials on Channel 12 tonight

7 PM  
Fiesta Bowl  
delayed telecast

6:30-7 PM

## ARIZONA GROOVIN' WITH DOLAN ELLIS

Arizona's Official Balladeer

Warm up to the TV excitement of the Fiesta Bowl Game with a half-hour musical special featuring the newest songs by Dolan Ellis.

*Highlights:*

"Arizona Groovin'", the title song.  
"Who's Gonna Run the Truck Stop in Tuba City  
When I'm Gone?", Dolan's latest comedy song hit.

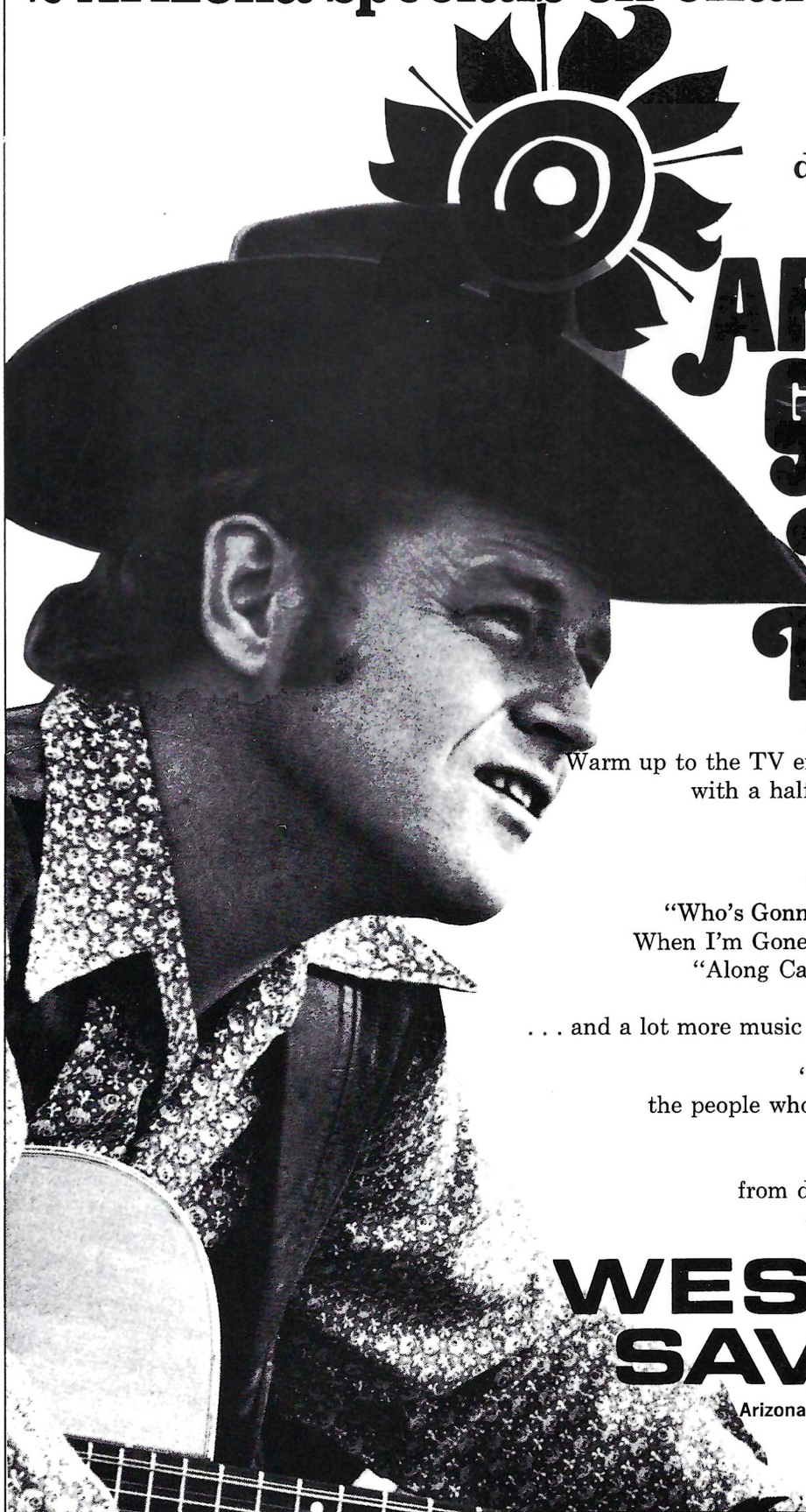
"Along Came Man," a sensitive ballad with a moving message of ecology.  
... and a lot more music inspired by the wonder of Arizona.

"Arizona Groovin'" is presented by the people who always give you a good deal *more* like

Daily earnings compounded daily,  
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— at the highest rates in the state.

# WESTERN SAVINGS

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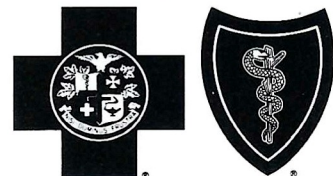
**YOUR BEST DEFENSE  
IS A GOOD OFFENSE**

**...and your best offense  
is good health insurance.**

**The Protectors**

ARIZONA

**BLUE CROSS & BLUE SHIELD**







OFFICE OF THE GOVERNOR  
STATE HOUSE  
PHOENIX, ARIZONA 85007  
1971

JACK WILLIAMS  
GOVERNOR

This is a significant time in the history of Arizona sports, for it marks the beginning of a new tradition.

All who are making possible the First Annual Fiesta Bowl, and those who witness and enjoy this splendid event, have a part in establishing this tradition.

Each of you should know that what you have started will grow and flourish in the years to come to bring honor and recognition to the Great State of Arizona, and will glorify the great sport of football.

To all who attend the Fiesta Bowl Game, particularly visitors to our State, I extend a sincere welcome.

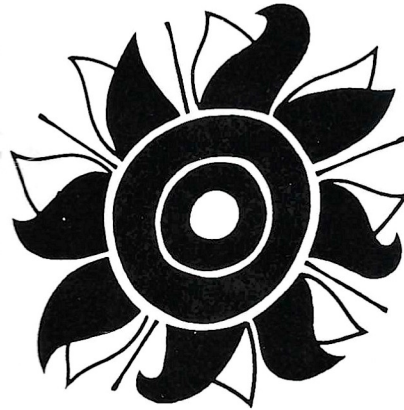
*Jack Williams*  
Jack Williams



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## *Fiesta Bowl '71*

A. S. U. Sun Devils  
(ranked 9th in the nation)

vs.

Florida State Seminoles  
(ranked 19th in the nation)

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- ☆ Flagship Station for the world-wide Fiesta Bowl Radio Network.
- ☆ Exclusive Live Radio Coverage of the Fiesta Bowl Game with KOOL personalities Bob Davies and Bill Denney.
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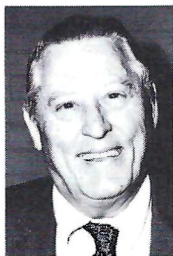
KOOL RADIO-TELEVISION  
"WHERE GOOD SPORTS MEET"



# THE BIRTH OF A BOWL

By ED PRELL

*Ed Prell, public relations director of the Fiesta Bowl, has a half century newspaper-magazine background. During 31 years with The Chicago Tribune, he covered professional and college football, the Cubs and White Sox, and many other sports. He's a native of Pittsburg, Kansas, and now lives in Scottsdale. Ed has done an excellent job in compiling and writing almost all of the editorial content of this first Fiesta Bowl program.*



in the Adams hotel. Twenty-four responded. It is not on the record who picked up the check.

William (Bill) Shover, public relations director of the Phoenix newspapers, was chairman. The Greater Phoenix Sports Foundation was organized on the spot. Stewart was named chairman, Shover co-chairman. Shover later resigned because of business pressures and Stewart has retained the chairmanship since that time, with Donald D. (Don) Meyers as co-chairman.

Stewart had at least two things going for him. He had lately sold his fabulous Camelback Inn and thus had some leisure time. Perhaps, more important, he was an idea man. At this time the fledgling Bowl needed all available ideas. And great effort.

In Stewart's huddle was a dynamic crew of doers: lawyer Meyers, advertising man Hawkins, newspaperman Shover; George Isbell, banker; Jim Meyer, stockbroker; Karl Eller, radio-television-outdoor advertising executive; George Taylor, businessman and civic leader, and Don Dupont, auditor. Plus many others.

They knew the odds were prohibitive. It had been years since the National Collegiate Athletic Association had welcomed a new Bowl.

A reason, more than just another game, was needed. Idea Man Stewart hit upon it. The new Bowl would be tied into a program to fight the mounting problem of drugs. He found an enthusiastic ally in John N. Mitchell, the United States Attorney-General.

*(Since this proposal, baseball, football, and other sports have joined in the fight against the drug menace.)*

Bolstered by Attorney-General Mitchell, the Arizona enthusiasts made their big pitch to the Extra Events Committee of the N.C.A.A. on January 19, 1970. The lofty purpose—profits to combat drugs—was emphasized. But the bid, three months later, was rejected by vote of the N.C.A.A. This was the third successive year for thumbs down on all applicants.

Early in 1971, on January 9, the Greater Phoenix Sports Foundation became the Arizona Sports Foundation, to reflect greater statewide interest and support. At this time, at the N.C.A.A. convention in Houston, another Bowl bid was made. One of the most enthusiastic proponents was Dick Clausen, University of Arizona's athletic director. He said: "This could become another Sugar Bowl and will be a great vehicle for our conference."

This one scored a bull's-eye. On March 26, 1971, the N.C.A.A. voted its approval.

The date for the inaugural game:

December 27, 1971.

The agreement: a three-year contract in which the new Bowl would stage a game between the champions of the Western Athletic Conference and a major opponent of its selection. Excepted in the pact was the University of Texas at El Paso, which would have the option of playing in the venerable Sun Bowl if it won the W.A.C. crown.

This, then, was the culmination of a dream of a sports event of such magnitude Arizona never had seen.

In 1969, leading up to the first Bowl bid, there had been great excitement—plus spadework by the budding Bowl's officials. They had persuaded the W.A.C. that it would gain prestige by affiliation with a Bowl. Even before the N.C.A.A. flashed the green light, the Conference was told its champion would receive at least a \$100,000 guarantee by participating.

One of the Bowl's major helpers was Wiles Hallock, then commissioner of the W.A.C. When the Fiesta people were maneuvering, Hallock was an enthusiastic ally. He now is commissioner of the Pac-8. Stan Bates, new commissioner of the W.A.C., has been a Bowl booster from the start.

In this whirlwind courtship for a Bowl, the Fiesta forces emphasized that the new enterprise would not interfere with the long-established Sun Bowl in El Paso, which has prospered for almost four decades without a conference tie-up.

Rather, the thought was that this area of the country has the population, the intense interest, the gentle weather, and the natural colorful attractions to become a vital part of the Bowl scene.

Jack Stewart, the Fiesta's executive director, perhaps said it best:

"The West has been overlooked in the distribution of the Bowl games. Until we made it, the Rose and Sun were the only ones in our vast area. We are no threat to either one. We can, and want to, coexist."

Possibly never before has there been a Bowl in which such a concerted effort has been made to involve the entire community. Merchants in the Valley and throughout the state have contributed to the gay Fiesta mood. The celebration around this shiny event has been going on since mid-December and will continue into the New Year with many sports and social events. It's estimated that the Bowl will attract 15 million fresh tourist dollars.

So here we are with No. 1 in the Fiesta Bowl parade. A new field has been opened up for the nation's top college gridiron powers to compete against the background of Arizona's scenic wonders.

Ole!





**Jack Stewart**  
Executive Director

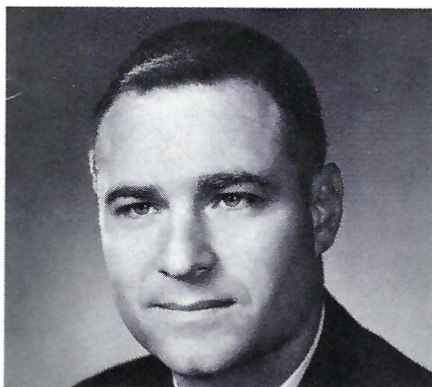
## Executive Committee:

# THE FIESTA BOWL'S PRIME MOVERS AND DOERS

HUNDREDS OF public-spirited people throughout Arizona and its adjoining states have contributed to this afternoon's great gridiron spectacle. No one man could possibly be responsible. It takes teamwork. The tremendous effort involved has come from so many directions. Many have worked anonymously. But there are a distinct few who have made vital contributions. These are the 10 members of the Fiesta Bowl's executive committee, each giving of his particular talent in the package that is today's culmination of a dream come true.



**Donald D. Meyers**  
Co-Chairman—Legal



**Karl Eller**  
Television



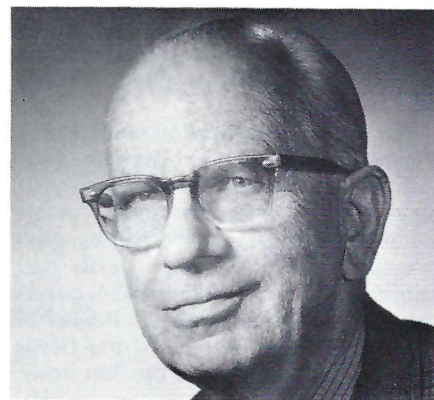
**Prof. Louis A. Myers, Jr.**  
Consultant



**George Isbell**  
Tickets—Membership



**George Taylor**  
Fiesta Events



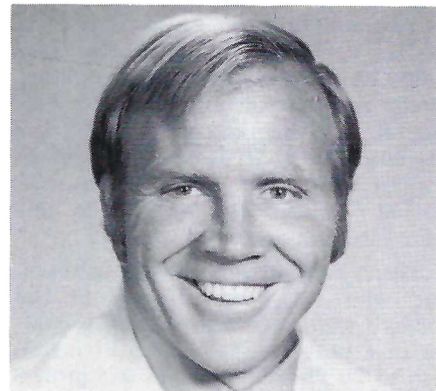
**Glenn Hawkins**  
Speakers' Bureau—Program



**Donald P. Dupont**  
Auditing

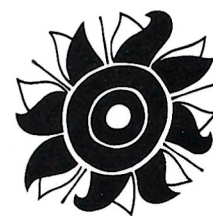


**Jim Meyer**  
Financial



**Dr. Fred Miller**  
Consultant

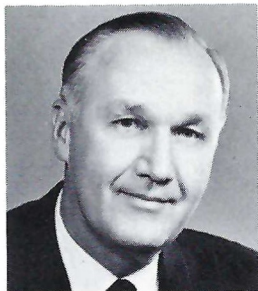




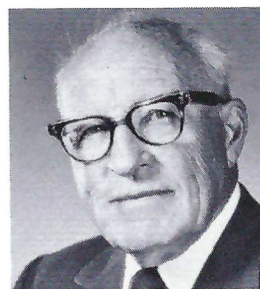
# FIESTA BOWL ADVISORY BOARD



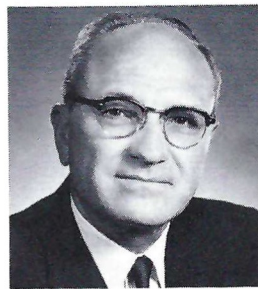
Ed Allen



Ralph Bilby



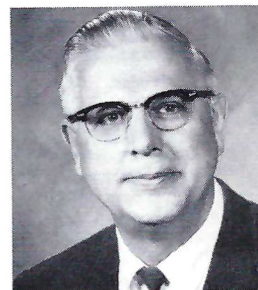
Walter Bimson



Forrest Braden



Edward Carson

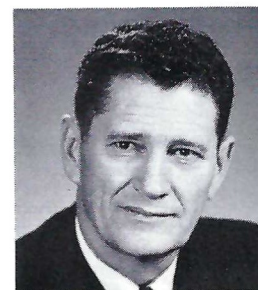


R. C. Cole

THIRTY MEN whose devotion is to the full life are members of the Fiesta Bowl's advisory committee and have played an important part in putting this football show "on the road." Included in the group are Stan Bates, commissioner of the Western Athletic Conference, and the eight W.A.C. athletic directors. Those nine are pictured elsewhere in this program. The other 21:



Roy Drachman



Joe Foss



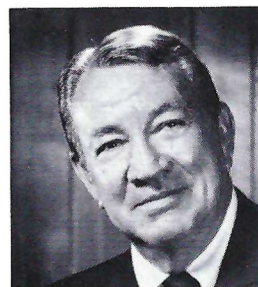
George Getz



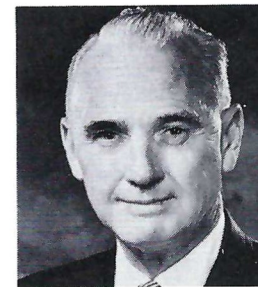
Robert Goldwater



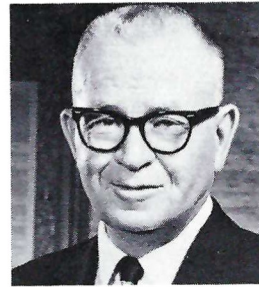
Bennie Gonzales



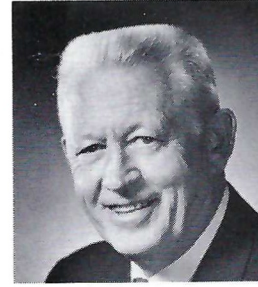
Lou Jolly



Rod McMullin



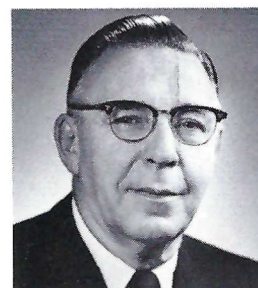
Gene Pulliam



Bill Reilly



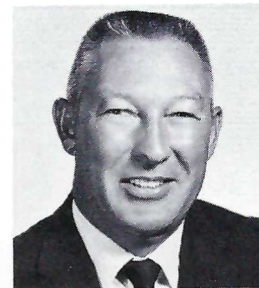
Allen L. Rosenberg



Frank Snell



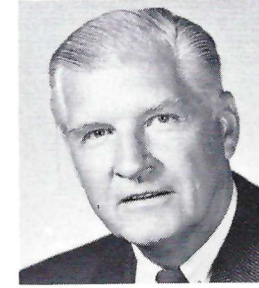
Maurice Tanner



D. B. Udall



Dr. Morrison Warren



G. R. (Bob) Herberger



# CORPORATE SPONSORS

THIS LIST WAS compiled into late December of 1971. Of this list, 150 were original corporate members who joined the Bowl group before the game was sanctioned by the National Collegiate Athletic Association. Because these companies and organizations gambled on the Bowl becoming a reality, they received the first allocation of seats.

Every effort was made to give later corporate members as excellent

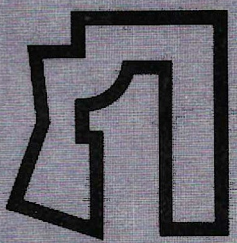
available seating as possible. The Fiesta Committee and Board would like to express their appreciation to all of those companies and individuals whose strong and enthusiastic support has made this important milestone in Arizona sports history a resounding success.

Due to limited space, it was impossible to list our 2500 annual family memberships.

- Ability Metal Products Co.  
Adaptable Environment Unlimited  
All American Distributing Co.  
All American School Supply Co.  
Allison Steel  
American Appliance Dist. Co.  
American Cement Corp.  
Arizona Bellanca Co.  
Arizona Box Co.  
American Credit Bureau, Inc.  
Arizona Downs  
Arizona Trust Co.  
American Title Insurance Co.  
Arthur Anderson & Co.  
Arena Co. of Arizona  
The Arizona Bank  
Armour Food Service  
Herb Askins Management Co.  
Associated Patrolmen of Ariz.  
M. C. Augustine  
Arizona Biltmore Hotel  
Arizona Cedar Rapids Co.  
Arizona Club  
Arizona Milk, Inc.  
Arizona Portland Cement Co.  
Arizona Public Service  
Arizona Refining Co.  
Arizona Sand and Rock Co.  
Arizona Sash & Door  
Arizona Title Ins. Co.  
Arizona Welding Equipment Co.  
Arizona Country Club  
Arizona Machinery Co., Inc.  
Arizona Mining Assoc.  
B & B Lumber and Hardware Co.  
The Basket House  
A. J. Bayless Markets  
Dr. & Mrs. W. A. Bennett  
Berge Ford  
Big Surf  
Black & Ryan Distributors  
Blaine's Pharmacy  
Blankenship Builders, Inc.  
Boice & Co.  
Bostrom Enterprises  
Bradley Produce Co.  
Broadway Plaza Merchants Assn.  
H. J. Brush & Associates  
BSP Insurance Co.  
J. Daniel Bullington, M. D.  
Business Properties, Inc.  
Butler Bros. Ins. Agency, Inc.  
C & A Investment Co.  
Camelback Hospital  
Camelback Inn  
Caravan Inn  
Carefree Inn & Development Corp.  
Carnation Co.  
Casa Blanca Inn  
Century Papers  
Chandler Heights Trading Post  
Chicago Title Insurance Co.  
ChrisTown Shopping Center  
City of Tempe  
Clyde Sandoz Masonry Contractors  
Coldwell Banker Co.  
Columbia RediMix Co.  
Computer Research, Inc.  
Cook Produce, Inc.  
Coronado Golf Course  
Coulter Cadillac, Inc.  
Creative Advertising  
Alex R. Crutchfield  
Crystal Ice and Cold Storage  
Cudahy Co.  
Cummings Realty & Trust Co., Inc.  
Cummins Arizona Diesel  
Cyco Sales  
Dale Anderson's Restaurant  
Dana Brothers Motor Co.  
Debus & Busby  
Del E. Webb Corp.  
Desert Sun Hotel  
Doubletree Inn  
Roy P. Drachman  
Eaton, Hefferan & Co.  
Ed Thinkhill Realty  
Elba Systems  
Empire Machinery Co.  
El Taco of Arizona, Inc.  
Ernst & Ernst  
Evans, Kitchel & Jenckes  
Everybody's Drug Co.  
Farm & Home Foods  
J. B. Fernandez  
First Federal Savings & Loan  
First National Bank of Arizona  
Foxworth & Galbraith  
Mr. & Mrs. Roy Frey  
John Gannis  
Harry Gelt  
Gene Hancock Construction Co.  
General GMC, Inc.  
Giant Service Stations  
Glendale Dist. Chamber of Commerce  
Globe Corp.  
Goettl Bros.  
Golden Hills Country Club  
Gompert, Inc.  
Bob Goldwater  
Good Samaritan Hospital  
Great Western Bank & Trust  
The Greyhound Corp.  
E. L. Gruber Underwear  
Guaranty Appliance  
Guggy's Coffee Shops, Inc.  
The HBA Life Insurance Co.  
Hallcraft Homes, Inc.  
Hal Rich Realty, Inc.  
Dan Hanian  
Hanny's  
Hanson's, Inc.  
Harris, Upham & Co., Inc.  
Heldt Lumber Co., Inc.  
The Herberger Foundation  
Hertz Rent-A-Car  
John B. Hickox  
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Homes & Son Construction Co., Inc.  
Holiday Inn of Tempe  
House of Trophies  
William B. Hubbard  
Huddleston Equipment Co.  
Hugh Knoell Builders, Inc.  
Hughes-Calihan  
E. F. Hutton & Co., Inc.  
The Ivanhoe  
Investment Trust & Assurance Co.  
J. & B. Sales Co.  
Jarrett's Travel  
Jennings & Thompson  
Advertising, Inc.  
Jennings Strauss & Salmon  
Jones Supply  
KPHO-TV  
Kaiser Aetna  
Frederick E. Kaloff  
Kiva Container  
Lew King & Associates  
Kitchell Contractors, Inc.  
Knoell Homes  
Mr. & Mrs. Melvin Knight  
Land-O-Sun Printers  
LaSalle Investment Co.  
Litho Press, Inc.  
Lawyers Title  
Layke, Inc.  
Leisure Lawn Stone of Ariz., Inc.  
Mardian Construction Co.  
Malcolm Strauss  
Mark Imports  
Mayo's Home Furnishings  
Ben Mechling  
Mehagian's  
Geo. F. Meier & G. W. Riggs  
Meredith Construction  
Mesa Chamber of Commerce  
Mesa Merchant Police  
Mesa Oil Co.  
Metropolitan Life Insurance Co.  
Mickle's Valley View Ranch, Inc.  
Mike's Western Store, Inc.  
Mills-Touche, Inc.  
Milne Truck Lines, Inc.  
Minnesota Title  
Model Finance Co.  
A. Lee Moore, Jr.  
McDonalds Hamburgers  
Motorola, Inc.  
Motorola, Inc., Corp. Publ. Rel.  
Mountain Bell  
Mountain States Bolt, Nut & Screw  
Cotton Murray  
McCoy Motors, Inc.  
E. D. Nash  
National Applicators, Inc.  
National Brewing Co.  
National Investors Life Ins. Co.  
Navarre's  
Neb's Markets  
Neils Detroit Diesel, Inc.  
E. H. Nelson  
Nelson Engineering Co.  
Clyde Nelson Construction  
Robert L. Nelson  
Newberry Energy Corp.  
Newton's Inn  
Newton's Sands Motor Hotel  
Noble Distributors, Inc.  
The Norton Corp. Turf Equipment  
The O'Malley Companies  
Oliver, Pilcher & Assoc.  
Ophthalmologists P.C.  
John Owen  
James L. Palmer  
Paddock Pool Construction Co.  
Pasco Petroleum  
W. H. Passey  
Pearson's Enterprises, Inc.  
Peat, Marwich, Mitchell & Co.  
Penn-More Mfg. Corp.  
Pepsi Cola Metropolitan Bottling  
Phoenix Professional Hockey  
Club, Inc.  
Phelps Dodge  
Phoenix Capital Corp.  
Phoenix Newspapers, Inc.  
Phoenix-McLeod Optical  
Phoenix Suns  
Samuel N. Pickard  
Dr. & Mrs. Bryant I. Pickering  
H. S. Pickrell Co.  
C. A. Piercey  
Pinal Ditching Co.  
Pinetop Lakes, Inc.  
Ed Post Realty  
Precision Dental Studios  
Precision Die & Stamping, Inc.  
Quick Seed & Feed Co.  
R. J. Investment Co.  
Rainbo Baking Co.  
Ramada Inns  
Ray Lumber Co.  
Read Mullan Motor Co.  
Redburn Tire Co.  
J. E. Redmond Supply Co.  
Reid Southern & John Mangum  
Rhodes Dept. Stores  
Ride N Rock Ranch  
Road Machinery Co.  
Robbs, Hester & Alexander, Inc.  
Rons Club  
Royal Packing Co.  
Royal Palms Inn  
Rudolph Chevrolet  
Russ Lyon Realty Co.  
Safari Hotel  
Safeway Stores  
Sahuaro Petroleum & Asphalt Co.  
Salt River Project  
Salt River Project Employees  
Recreation Assn.  
Schaeffer & Smith Agency  
W. R. Schulz & Associates  
Scottsdale Chamber of Commerce  
Scottsdale Charros  
Scottsdale Country Club  
Scottsdale Quarterback Club  
Sears Roebuck & Co.  
Security Mortgage Co.  
Serta Mattress Co.  
Servi-Soft  
Shadow Screen Co., Inc.  
Shalimar Country Club  
Shamrock Dist. Co.  
Shamrock Foods  
Paul Shank Associates, Inc.  
Shelter Sales Co.  
Shuman Construction Co.  
Walter Sipe  
Skyline Realty and Development, Inc.  
Skyway Mfg. Corp.  
Snell & Wilmer  
R. E. Soranson  
South Phoenix Yacht Club  
Southern Arizona Bank  
Southwest Kenworth  
Southwest Forest Industries  
Southwest Recreation Associates, Inc.  
Southwest Savings  
Spur Industries  
Stacy Construction, Inc.  
Staggs Enterprises  
The O. S. Stapley Co.  
State Farm Insurance Co.  
States, Meyer & Vucichevich  
Jack B. Stewart, Jr.  
Stewart Title  
St. Joseph's Hospital & Medical Ctr.  
St. Luke's Hospital Medical Ctr. Corp.  
Sun Angel Foundation  
Sun Country Communities  
Sun Devil Club  
Superlite Builders  
Supreme Bedding Co.  
Swan & Conner  
Sweet Milk Co.  
T & C Cattle Co.  
T.G.K. Construction Co.  
Talley Industries  
Tanner Bros. Contracting Co.  
Tempe Chamber of Commerce  
J. C. Theisen  
Thomas Mall Merchants Assn.  
Thunderbird Bank  
Thunderbird Country Club  
Tolleson Produce Co.  
Tony M. Coury Buick  
Trans-Arizona Associates, Inc.  
Transamerica Title Ins. Co.  
Trans World Airlines, Inc.  
Trends Development Co., Inc.  
Turf Paradise, Inc.  
Union Construction  
Dist. Union Oil Products  
Union Rock & Materials Corp.  
United Bank of Arizona  
United Liquor Co.  
United Metro Materials  
& Concrete Co., Inc.  
Mike Valente Construction Co., Inc.  
Valley Distributing Co.  
Valley Ho Hotel  
Valley Mill Work  
Valley National Bank  
Valley National Co. Ins.  
Valley Seed Co.  
Valley Transportation & Warehouse  
Villa Monterey Country Club  
V. O. Contracting Co.  
Walgreen Drug Stores  
Ware Sigler & Faigen  
Anton Weismuller  
Westcor, Inc.  
Western Personnel  
Western Racing, Inc.  
Western Savings & Loan Assn.  
Western Sunset Insurance Co.  
Westward Ho Hotel  
The Wigwam  
Yellow Cab Company of Phoenix, Inc.  
Young, Ltd.



# SUN DEVILS!



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## ATTORNEY GENERAL JOHN N. MITCHELL . . .

### He Helped Land the Fiesta Bowl

THE NATIONAL DRUG Education group, sponsored by the United States Department of Justice, has made an extensive effort this year to obtain the cooperation of football, baseball and basketball teams in broadcasting information to young people pointing out the dangers of drugs.

Such a program was suggested to the National Collegiate Athletic Association as early as January, 1970, when the Fiesta Bowl group made its first plea for sanction of a post-season football game in Tempe. Attorney-General John Mitchell made an appearance at that meeting in Washington, and talked eloquently in the Arizona group's behalf. A year later, the Bowl became a reality.

The Fiesta Bowl committee, after obtaining approval from the N.C.A.A. last spring, followed up by suggesting to this body that perhaps all Bowl games played this Holiday Season use the danger-of-drugs presentation theme that we are using today at half time, with Attorney-General Mitchell giving a short talk.

We hope, therefore, that our efforts may bear some fruit in this direction. If you see similar mention of the drug menace on Bowl telecasts elsewhere, you might feel that possibly the Fiesta Bowl has played an important part in this national project which could save many youngsters from disaster resulting from the use of dangerous drugs.

To all young people who are reading this program: May we suggest that you protect your valuable future by avoiding the use of anything of this nature which might endanger your very life?

The Fiesta Bowl's contribution for National Drug education will be channeled through the direction of Attorney-General Mitchell.

*The Fiesta Bowl  
Executive Committee*

#### Award To Walter Byers

WALTER BYERS, executive director of the National Collegiate Athletic Association, is today's recipient of the first annual award from the Western Athletic Conference Sports Writers' Association for his contributions in helping to combat drug usage among the nation's young people. Presentation will be made by George Ferguson, sports managing editor of the Salt Lake City Deseret News.



Walter Byers, cited by  
W.A.C. Sports Writers.



# WESTERN ATHLETIC

## Colorado State University

**Location** – Fort Collins, Colo.  
**Founded** – 1870  
**Enrollment** – 17,500  
**President** – Dr. A. R. Chamberlain  
**Colors** – Green and Gold  
**Nickname** – Rams  
**Stadium** – Hughes, capacity 30,000  
**Fieldhouse** – C.W.U. Auditorium- Gymnasium  
 capacity 10,000



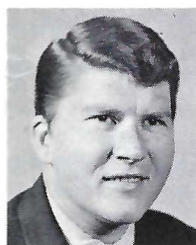
Dr. A.R. Chamberlain,  
President



Perry C. Moore  
Athletic Director

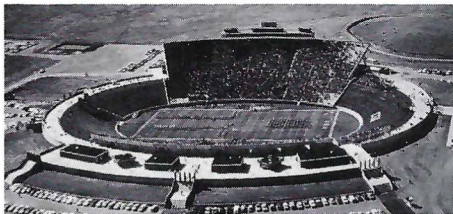


Jerry Wampfler  
Head Football Coach



Riley Hall  
Sports Information  
Director

Hughes Stadium



## University of Arizona

**Location** – Tucson, Arizona  
**Founded** – March 12, 1885  
**Enrollment** – 26,550  
**President** – Dr. John P. Schaefer  
**Colors** – Navy Blue and Cardinal Red  
**Nickname** – Wildcats  
**Stadium** – Arizona, capacity 40,000  
**Gymnasium** – Bear Down, capacity 3,600



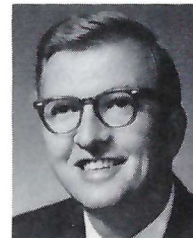
Dr. John P. Schaeffer,  
President



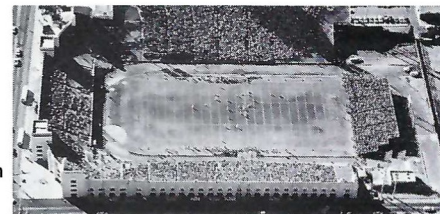
M.R. (Dick) Clausen  
Athletic Director



Bob Weber  
Head Football Coach



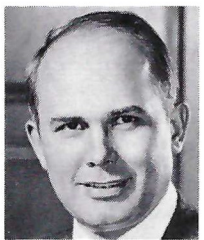
Frank Soltys  
Sports Information Director



Arizona Stadium

## Brigham Young University

**Location** – Provo, Utah  
**Founded** – 1875  
**Enrollment** – 25,000  
**President** – Dr. Dallin H. Oaks  
**Colors** – Royal Blue and White  
**Nickname** – Cougars  
**Stadium** – B.Y.U. Stadium, capacity 30,000  
**Fieldhouse** – Marriott Activities Center, capacity 22,500



Dr. Dallin Oaks,  
President



Stan Watts  
Athletic Director



Tom Hudspeth  
Head Football Coach



Dave Schulthess  
Sports Information Director



B.Y.U. Stadium

## University of Texas at El Paso

**Location** – El Paso, Texas  
**Founded** – 1914  
**Enrollment** – 12,500  
**Colors** – Orange and White  
**Nickname** – Miners  
**Stadium** – Sun Bowl, capacity 30,000  
**Fieldhouse** – Memorial Gymnasium, capacity 5,200



Dr. Joseph R. Smiley,  
President



George McCarty  
Athletic Director



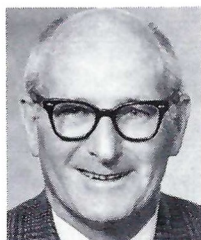
# CONFERENCE SCHOOLS

## University of New Mexico

**Location** — Albuquerque, N.M.  
**Founded** — 1899  
**Enrollment** — 19,000  
**President** — Dr. Ferrel Heady  
**Colors** — Cherry and Silver  
**Nickname** — Lobos  
**Stadium** — University Stadium, capacity 30,000  
**Fieldhouse** — University Arena, capacity 14,831



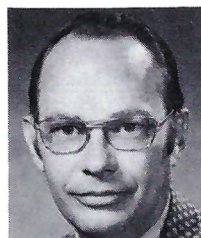
Dr. Ferrel Heady,  
President



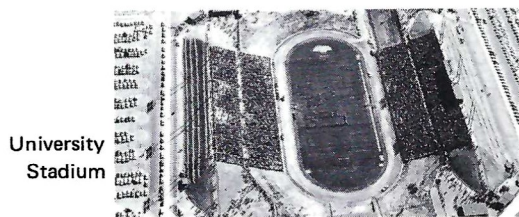
Pete McDavid  
Athletic Director



Rudy Feldman  
Head Football Coach



Eddie Groth  
Sports Information Director



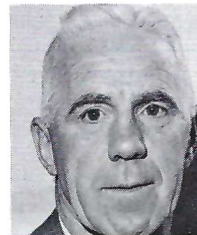
University  
Stadium

## University of Wyoming

**Location** — Laramie, Wyo.  
**Founded** — 1886  
**Enrollment** — 8,546  
**President** — Dr. William D. Carlson  
**Colors** — Brown and Yellow  
**Nickname** — Cowboys (and Pokes)  
**Stadium** — Memorial, capacity 27,000  
**Fieldhouse** — Memorial, capacity 11,000



Dr. William D. Carlson,  
President



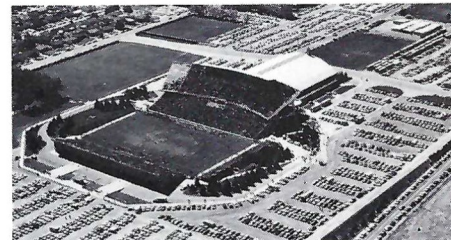
Glenn J. Jacoby  
Athletic Director



Fritz Shurmur  
Head Football Coach



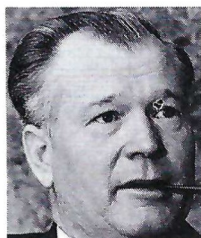
Bill Young  
Sports Information Director



Wyoming Memorial Stadium

## University of Utah

**Location** — Salt Lake City  
**Enrollment** — 24,000  
**Colors** — Crimson and White  
**Stadium** — Ute, capacity 30,000  
**Fieldhouse** — Sports-Special Events Center



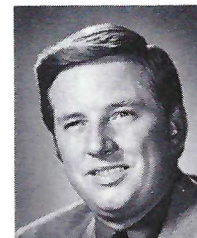
Bobby Dodds  
Head Football Coach



Dr. Alfred C. Emery  
President



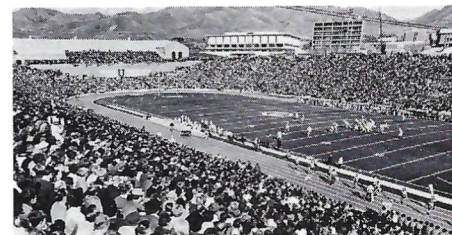
James R. (Bud) Jack  
Athletic Director



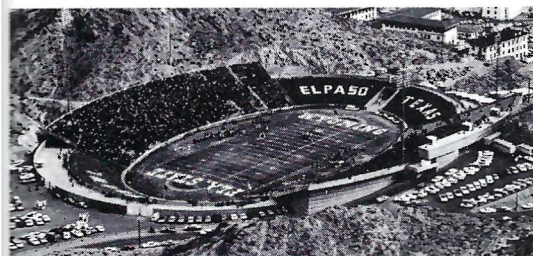
Ron Fessenden  
Sports Information Director



Bill Meek  
Head Football Coach



Ute Stadium



The Sun Bowl



# WE HAVE WITH US TODAY...

By VERN BOATNER  
Republic Sports Editor

*The author is the self-professed "world's greatest lover of football" who grew up in Texas on pigskins and turnip greens, which undoubtedly played a big part in his highly undistinguished gridiron career, highlights of which were two broken collarbones and a chipped tooth. Since he wasn't good enough to play and too dumb to teach, he naturally enough proclaimed himself an expert on the sport. He's a graduate of the University of Texas, past president of the Phoenix Press Box Association, and director of the Football Writers' Association of America. He escaped from Texas nine years ago and has been sports editor of the Arizona Republic for the last five years.*

IN THEIR METEORIC rise to national gridiron prominence, Arizona State's Sun Devils have upstaged plenty of prestigious opponents along the way.

But would you believe that the Fiesta Bowl, the nation's newest post-season attraction, may have an opponent capable of elbowing the Devils out of their accustomed limelight?

While Arizona State has a reputation

for being able to score from anywhere on the field in one lightning bolt, the Seminoles have earned considerable fame for the same feats.

Both teams come in with high-powered offenses that would indicate a wild, crowd-pleasing scoring bee.

But two vastly underrated defenses could put a damper on that. This could be the most overlooked aspect of the game, which will be carried nationally on television stations by Mizlou Productions. Mizlou did an outstanding job on last year's Peach Bowl, where ASU capped its best season ever by romping over North Carolina, 48-26, enroute to an 11-0 season.

Surprisingly, Florida State's 7-4 record in '70 did not earn the Seminoles a bid in a year in which many bowls had to scrounge for opponents.

But the Seminoles know all about postseason competition. While the Peach was Arizona State's first Bowl game in 20 years, Florida State will be making its eighth Bowl appearance.

The two teams, from vastly different parts of the country, have a lot in common.

Both burst onto the national scene in the '60s, so are relatively new to the giddy heights.

Both have sent a herd of outstanding players trooping into the pro ranks.

Everyone is aware of such ex-Sun

Devils as Charley Taylor, Max Anderson, Curley Culp, Ron Pritchard, J.D. Hill, Travis Williams, Ben Hawkins, Art Malone, Jerry Smith, Fair Hooker, Larry Walton—more than 30 in all.

But the Seminoles counter with such as Fred Biletnikoff, Bill Cappleman, Tom Bailey, Jeff Curchin, Chip Glass, Ron Sellers, Walt Sumner and others.

Biletnikoff and Sellers were both prospective first team All-Americans, a tipoff to the great emphasis on forward passing at Tallahassee.

While Arizona State boasts of being the top team in the nation in both total offense and scoring for the decade of the '60s, FSU is the national leader in passing offense over the last five years.

Arizona State has not had a losing season since 1953. FSU ranked among the nation's 25 winningest schools over the past five years.

Both grew from little acorns and—although they have "arrived"—are still striving for acceptance from the Establishment.

ASU started as an obscure little teachers' college, Tempe Normal, that later rode the crest of coach Dan Devine's unbeaten 1957 season to university status. The sprawling university now has an enrollment in excess of 30,000.

Florida State was a women's college until it went coed in 1948.

Major college status didn't arrive until the mid-'50s and the Seminoles' move to national prominence is traceable to 1964 when Bill Peterson (now at Rice) was one of the first college coaches to install the pro offense.

The Seminoles have had only one losing season since, that a 4-5-1 campaign in 1965.

While no one quarrels with the statement that the 1970 team was Arizona State's best of all time, FSU has several to argue over.

Recordwise, the 1964 team (9-1-1) was best, capping a great season by trouncing Oklahoma, 36-19, in the Gator Bowl. That was the throw-and-catch tandem of Steve Tensi to Biletnikoff.

But Seminole fans point with considerable pride to the 7-2-2 squad of 1967 which tied Alabama, 37-37, and Penn State, 17-17, the latter coming in the Gator Bowl.

Peterson was there for 11 years and took them to four Bowls. Unquestionably, he was the catalyst for

continued on page 26





Touchdown  
or Field Goal



Time Out



Forward Pass or  
Kick Catching  
Interference



Loss of Down



Substitution  
Infractions



Illegal Procedure  
or Position



Safety



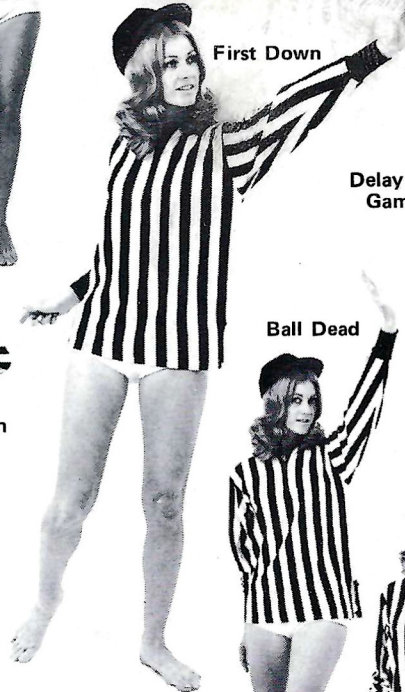
Offside



Clipping



First Down



Delay of  
Game



Ball Dead



Illegal  
Motion



Incompleted  
Forward Pass,  
Penalty Declined,  
No Play, or  
No Score

Illegal Use  
of Hands  
and Arms

Ineligible  
Receiver  
Down  
Field on  
Pass



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PHOENIX CHAMBER OF COMMERCE  
805 N. Second St., Dept. 68  
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**phoenix**  
AND THE VALLEY OF THE SUN

## WE HAVE WITH US TODAY... continued

FSU's rise among the giants of the South. But first-year coach Larry Jones, a former Tennessee assistant, has handled himself handsomely in carrying on the tradition.

ASU thinks it has problems getting on the schedules of big-name schools! Florida State had to threaten to go to the state legislature before the regents pressured downstate rival Florida to play the Seminoles. They currently are not meeting in basketball.

The life of an independent is not an easy one in football scheduling, but the Seminoles' stature has risen so that teams like Georgia Tech, Houston, Southwest Conference schools and the powers of the South dot their schedules.

Most attention at the Fiesta Bowl will be directed at the offenses—and rightly so.

Arizona State's all-sophomore backfield of Danny White, Woodrow Green and Ben Malone has far exceeded the fondest expectations of hard-to-please coach Frank Kush.

Green, termed a superstar of the future by pro scouts, may be the best in a long line of talented running backs to grace Sun Devil uniforms. He has it all—speed, power and receiving ability.

White, son of the most famous Sun Devil of them all, Wilford (Whizzer) White, has performed with exceptional aplomb since recovering from an early season shoulder injury.

"Danny's play calling has been the key to our success," said Kush, adding, "I wouldn't have given two cents last spring for his chances of playing much for us."

The battle between the buttes stacks up as a duel of Florida State's air power vs. the Sun Devils' explosive balanced attack.

Yet, there are even contradictions in this statement. Against New Mexico, White hurled six touchdown passes, the best individual performance in major college competition for the year.

But Kush distrusts the easy yardage overhead. He prefers that his troops slug it out on the ground to maintain their mental toughness. That's where Green (outside) and the bowlegged Malone (inside) excel.

And they, in turn, set up White for peps to favorites Steve Holden and Joe Petty.

White and Holden assume added importance because of other specialties, Danny's soaring punts and Steve's exciting returns.

The strong arm of Gary Huff, the Seminoles' quarterback, undoubtedly will determine the game's complexion. The major college total offense leader

(241.2 yards a game), Huff is No. 1 nationally with 23 touchdown strikes.

Two interesting matchups involve Huff (186 pounds) and Arizona State defensive end Junior Ah You (6-2, 220) along with Huff's favorite target, Rhett Dawson vs. ASU cornerback Windlan Hall.

There's only one thing Junior likes to do more than his Samoan Fire and Knife Dance. And that's to cream quarterbacks. He's an expert at both.

The adrenalin seems to flow a little faster for Hall whenever he comes up against a premier receiver.

And he certainly will have that in Dawson, 6-2, 185, who snared 62 passes for 817 yards and seven touchdowns.

Despite his light weight (172) frame, Hall has the reputation of being the surest open field tackler on the ASU team. This claim will be severely tested by Dawson, who is rated among the best at out-maneuvering defenders.

Those two matchups should control the game's tempo. If Huff has the time to throw and Dawson finds the open spaces, Florida State may be tough to catch.

And playing catchup has become a dangerous habit of the Sun Devils, who seem to enjoy toying with opponents for the first half before blowing them out after intermission.

Which brings us around to the most overlooked aspect of the eagerly anticipated battle—defense.

The Seminoles rate among the best nationally in scoring defense, allowing only 11.7 points per game. They are one of only two teams (the other is Michigan) to hold all opponents under 20 points this season.

Not very big, Florida State compensates with quickness with its Rubberband Defense ("We bend, but don't break").

That's not a bad characterization of Arizona State, which isn't big by most standards but is tough when it counts. The Devils gave up 14.8 points per game.

A-State has been vulnerable to the outside rush but the Seminoles admittedly have only an "average" running game.

Both teams have excellent kicking games. So what you wind up with is no clearcut favorite, but rather two teams with exciting possibilities.

It is the first Bowl game for Arizona in almost 20 years and shapes up as a shootout worthy of the wild, wild West.

Or as that famed passer with marvelous moves, Miss Geraldine Jones, would put it, "What you see is what you get."





**Dr. John W. Schwada**  
A.S.U. President

**Location** — Tempe, Arizona  
**Founded** — 1885  
**Enrollment** — 26,000  
**Colors** — Maroon and Gold  
**Stadium** — Sun Devil, capacity 50,400  
**Fieldhouse** — Sun Devil, capacity 4,609

# THE AMAZING ARIZONA STATE UNIVERSITY STORY

FOUNDED IN 1885 as a teacher-training school on the dusty Arizona frontier, Arizona State University has in 86 years grown far beyond the founders' wildest dreams. Actually, ASU's spectacular climb to prominence among western state universities has taken place almost entirely since 1945,

when the curriculum was broadened and non-teaching degrees were offered.

In the past quarter century, ASU has grown from an on-campus enrollment of 2,000 to today's 26,000-plus. The once-obscure Normal School is now a university with nine large colleges, with 52 academic departments offering

degree programs through the doctoral level. Its broad-based research and public service programs serve Arizona and all the nation.

Arizona State University's campus, once clustered around the Old Main fountain, now covers 330 acres in the

continued



Carl Hayden Library



city of Tempe. Its sparkling new high-rise buildings, in a setting of sub-tropical greenery, make it one of the most attractive in the nation.

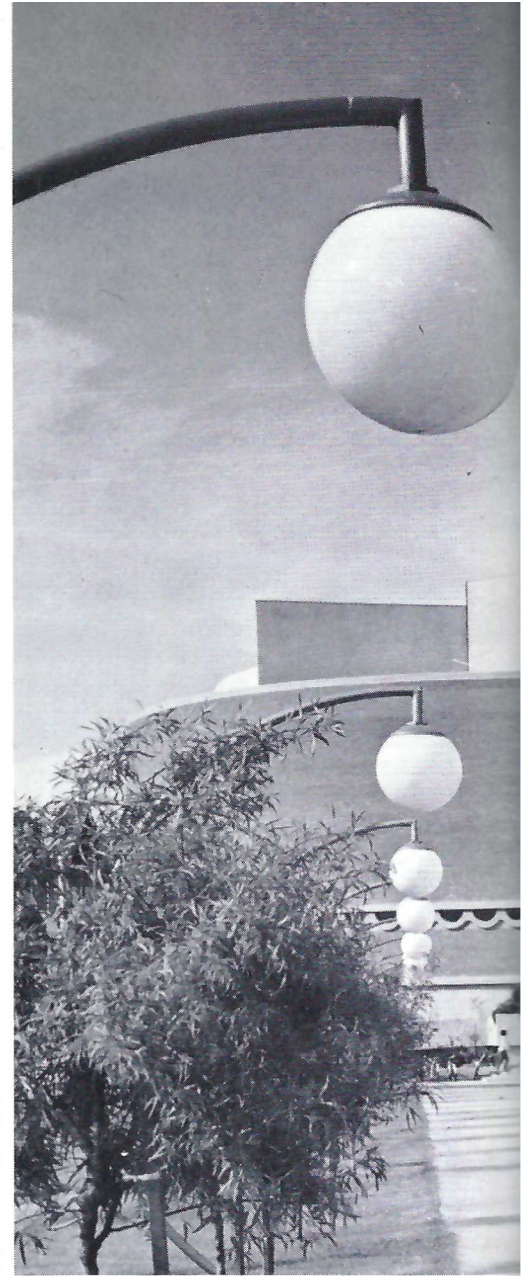
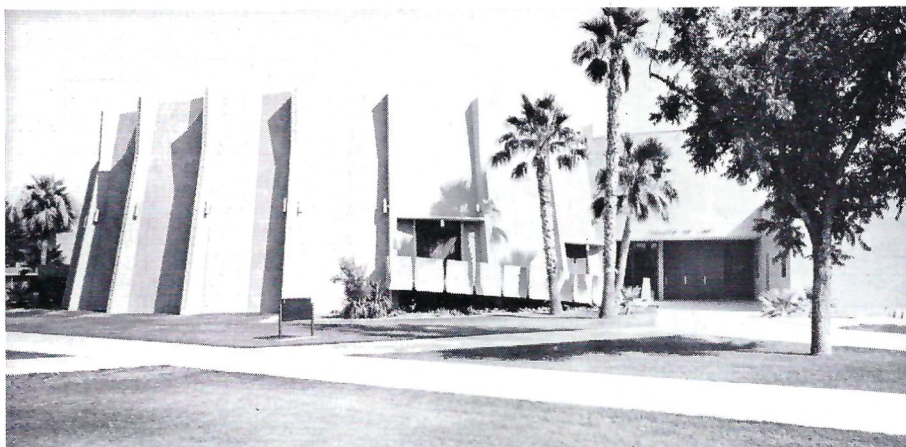
ASU's spacious Charles Trumbull Hayden Library now houses more than 1,300,000 volumes. Grady Gammage Memorial Auditorium, designed by Frank Lloyd Wright, has achieved international prominence as a center for the performing arts. The newly-enlarged Business Administration Building has a fine art collection as a backdrop for academic endeavor. The Law, Engineering, Education and Nursing Colleges are housed in superbly-equipped structures. All over the campus, ASU's facilities for teaching, research and public service are achieving parity with the nation's finest.

That growing excellence certainly

applies to intercollegiate athletics. ASU football teams, ranked in the top ten nationally during the past two seasons, play in 50,000-seat Sun Devil Stadium, which may eventually be expanded to 80,000 seats. The basketball team will have a spacious new field house by 1973. Sun Devil baseball teams, which host top nines at Sun Devil Field and Phoenix Municipal Stadium, have won three NCAA championships since 1965. ASU track and field stars regularly compete on U.S. Olympic teams.

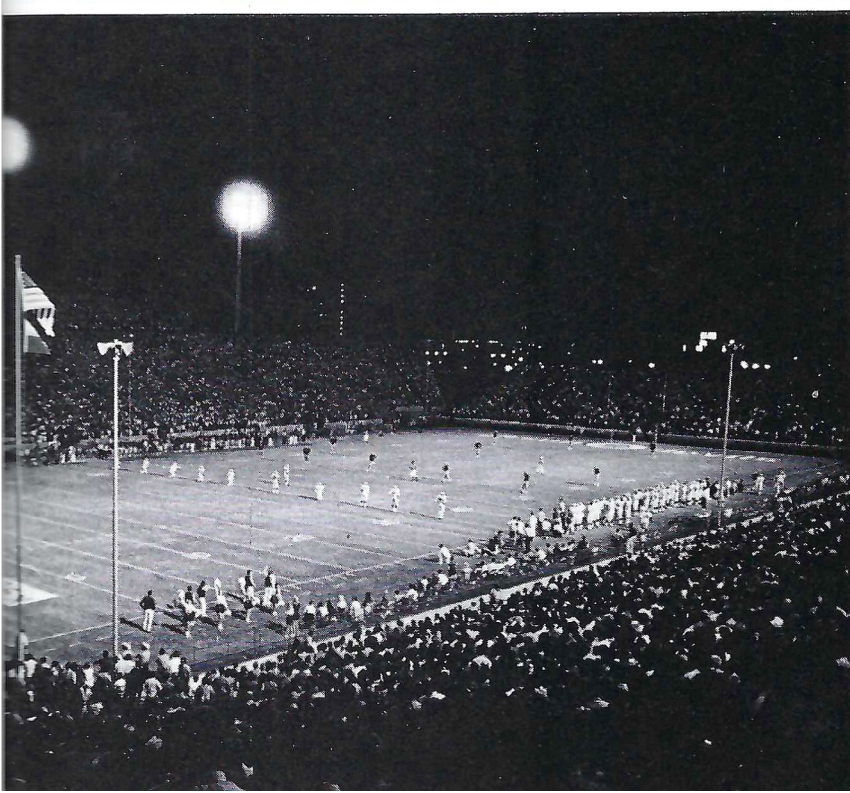
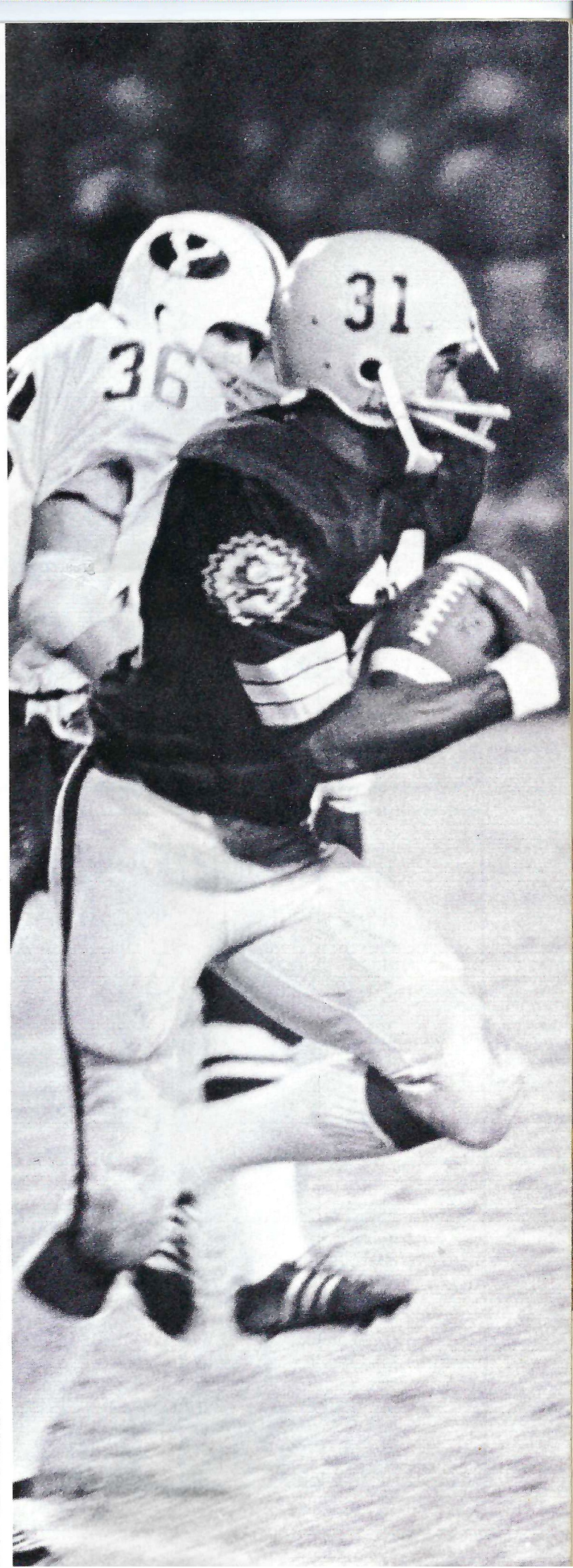
The Arizona State University story has been one of amazing growth and skyrocketing prominence—in physical size, academic excellence, and service to humanity.

New President John W. Schwada and his faculty and staff look ahead to even greater achievements in the future.



Top left: Artist's drawing of the new 15,000 seat arena to be completed in 1973; Above: ASU's College of Law; Upper Center: World famous Grady Gammage Auditorium, one of the last structures designed by the late Frank Lloyd Wright; Lower Center: Sun Devil Stadium alight for gridiron fireworks — and scene of today's historic Fiesta Bowl opener; Far right: Windlan Hall, ASU All-America cornerback, returned this pass interception to the one yard line to set up an ASU score in a 38-13 victory over Brigham Young to clinch the WAC title.







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apply it.

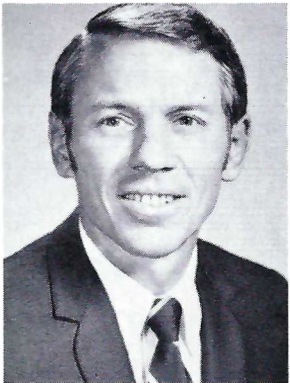
**So Drink Up**

There's a new you  
coming every day.

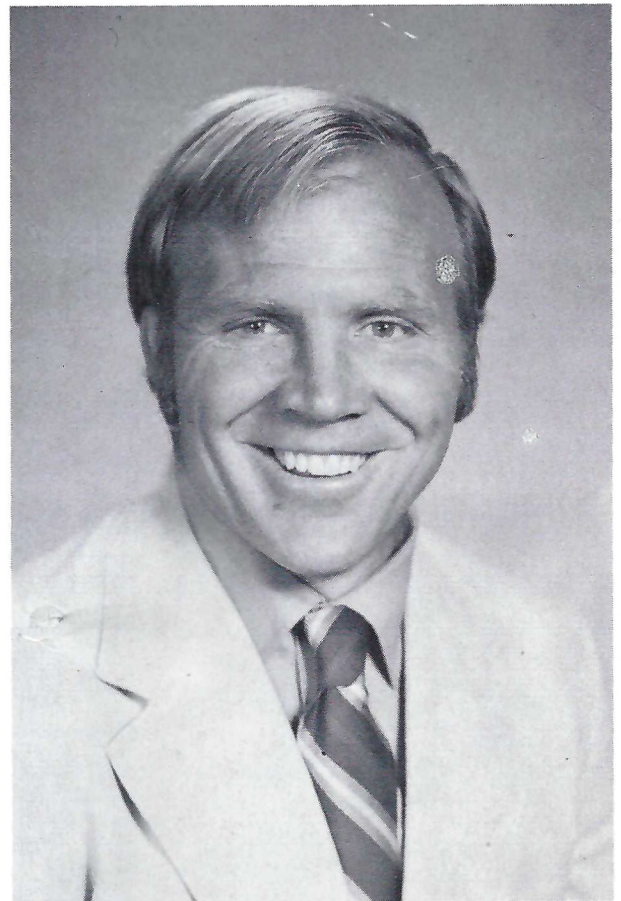
**MILK**  
The grade A way.



# Arizona State's ATHLETIC ADMINISTRATION



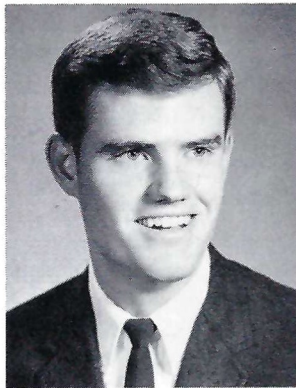
**Ted Bredehoft**  
Assistant Athletic Director



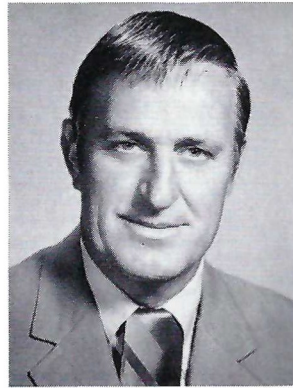
**Dr. Fred Miller**  
Athletic Director



**Frank Rispoli**  
Assistant Athletic Director



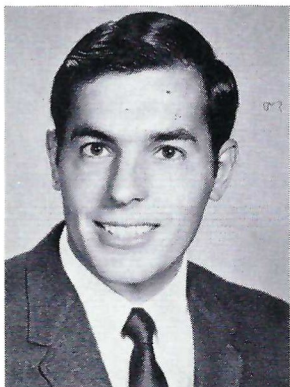
**Nordy Jensen**  
Sports Information Director



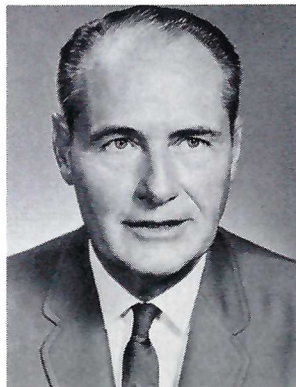
**Ray Robison**  
Trainer



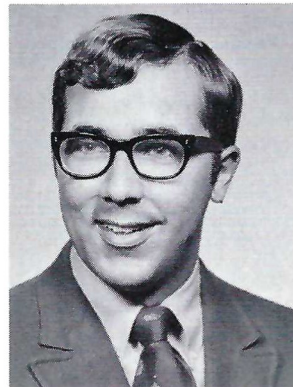
**Floyd Browning**  
Equipment Manager



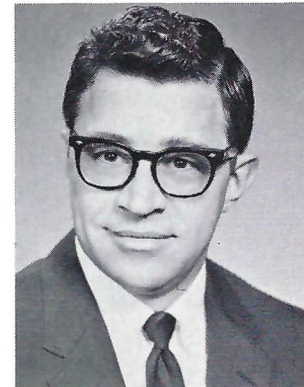
**Terry Wojtulewicz**  
Ticket Manager



**Dr. W. W. Scott**  
Team Physician



**Doug Gerlach**  
Asst. Sports Information Director

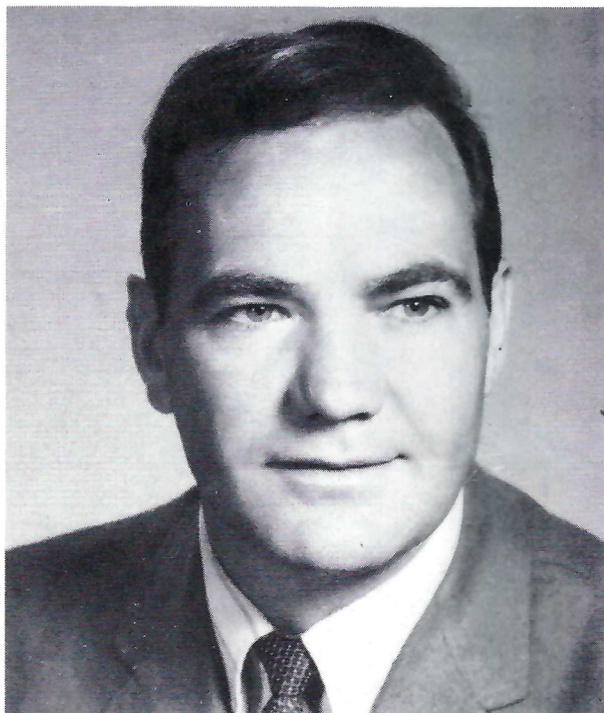


**Troy Young**  
Assistant Trainer



# ASU's Coaching Staff

## KUSH AND HIS HELPERS



**Frank Kush**  
Head Coach

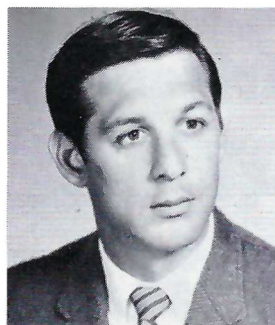
FRANK KUSH in recent years has taken a place in the forefront of the collegiate world's successors to such famed coaches as Amos Alonzo Stagg, Knute Rockne, Bob Zuppke, Red Blaik, Frank Leahy, Dana X. Bible, Howard Jones, and a host of others in the bygone years.

Coming into today's game, the Arizona State coach is ranked third among the current major group. In 14 seasons, Kush's record with the Sun Devils is 110 victories against 32 defeats for a handsome .775 average. His gridiron landslide includes three successive Western Athletic Conference titles.

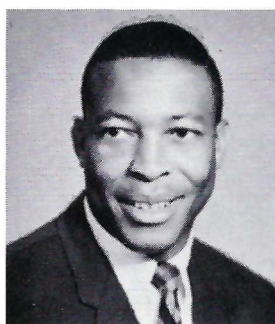
Frank Kush always has been a winner. In 23 years as a player and coach, only once has his team's record dipped as low as .500. This includes competition at Windber, Pennsylvania, High School, three seasons at Michigan State, three as Arizona's line coach, and the succeeding 14 as head man.

He was an All-America guard at Michigan State under Biggie Munn, though weighing only 170 pounds. In his three varsity seasons the Spartans lost only once.

Bits about Frank's assistants: Don Baker, completing his fifth season on the staff, was a Little All-America quarterback at North Texas State. Larry



**Al Tanara**  
Offensive Line



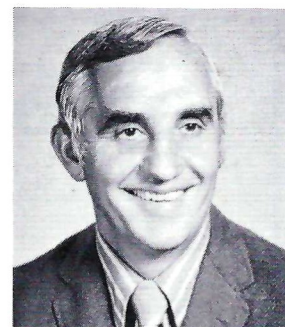
**Joe McDonald**  
Offensive Receivers

Kentera has been with the Sun Devils since 1966, after 15 years as a winning junior college coach. Starting in 1949, the native of Globe, Arizona, played four seasons as linebacker-fullback for the Sun Devils.

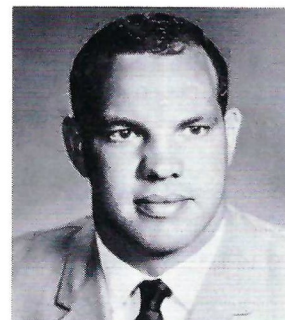
Jerry Thompson, in three years of high school football and three seasons under Bud Wilkinson at Oklahoma, played on teams which won 57 of 65 games. Jerry joined the ASU staff in 1967. Texas-born Bob Owens, after a high school career in Los Angeles, was a halfback at Pasadena City College for one year and for two years at Fresno State. This is his fourth season at ASU.

Joe McDonald played defensive and offensive end for the Devils in 1963 and 1964. He moved from high school coach in his home town of Bakersfield, California, to Arizona State in 1969. Al Tanara, from Spring City, Pennsylvania, was a tight end at Tennessee, winning Southeastern Conference all-sophomore team honors in 1962. This is his first season at ASU.

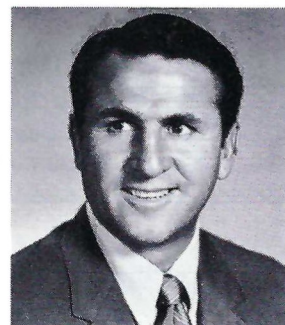
Bill Kajikawa is the "old pro" of Kush's corps. He has been on the staff since 1937 and has served under nine head coaches. Bill, born in Oxnard, California, prepped at Phoenix Union High School, playing two years for the Arizona State Teachers College Bulldogs, now the Arizona State Sun Devils.



**Larry Kentera**  
Defensive Ends, Linebackers



**Jerry Thompson**  
Defensive Line



**Don Baker**  
Offensive Backfield



**Bill Kajikawa**  
Freshman Coach



**Bob Owens**  
Defensive Secondary



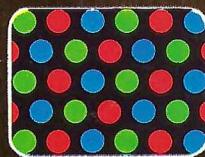


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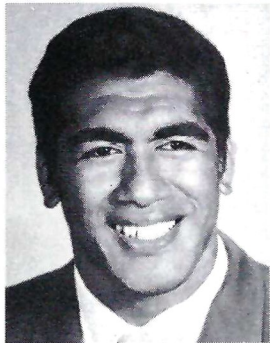
Visit a Zenith dealer and see Zenith's new 16-inch (diagonal) portable. Newest member of the Chromacolor family of screen sizes. At Zenith, *the quality goes in before the name goes on.*<sup>®</sup>

**ZENITH**<sup>®</sup> PORTABLE  
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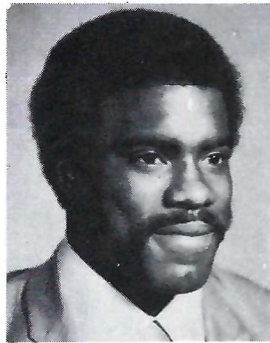
ONLY ZENITH HAS IT



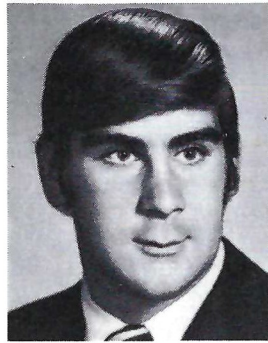
# THE CHAMPION SUN DEVILS



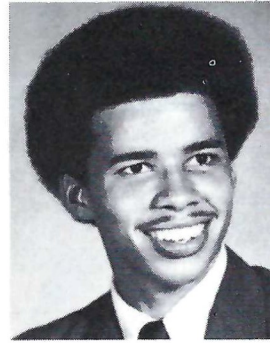
**82—Junior Ah You**  
Defensive End



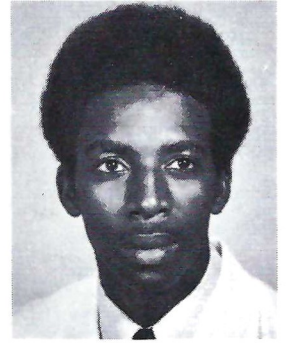
**55—James Baker**  
Linebacker



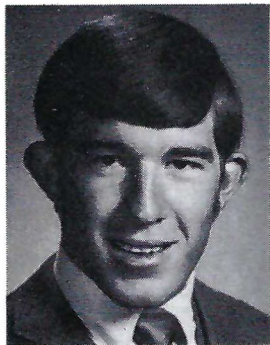
**69—Pat Barry**  
Offensive Guard



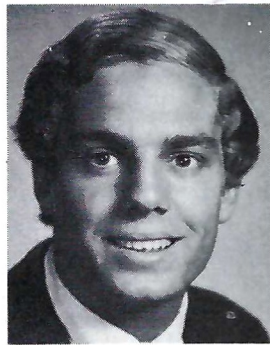
**80—Ed Beverly**  
Split End



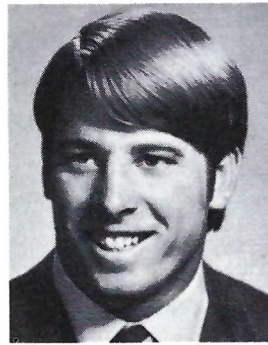
**44—Wayne Bradley**  
Safety



**12—Jim Brady**  
Quarterback



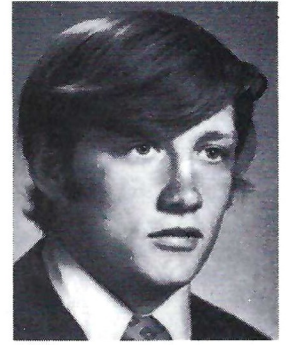
**15—Rick Brown**  
Quarterback



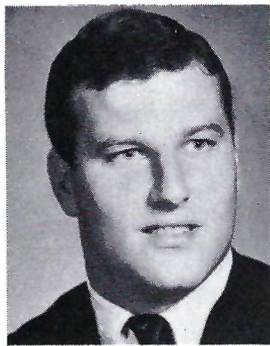
**53—Bob Carter**  
Linebacker



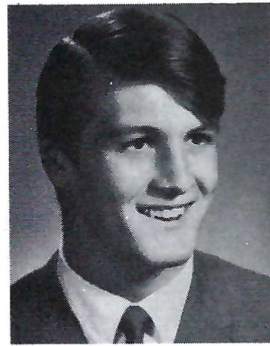
**21—Mike Clupper**  
Safety



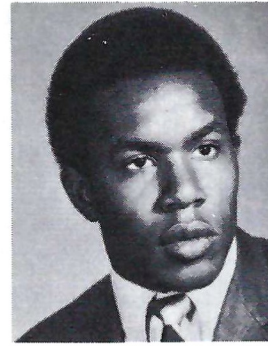
**86—Dave Connolly**  
Defensive Tackle



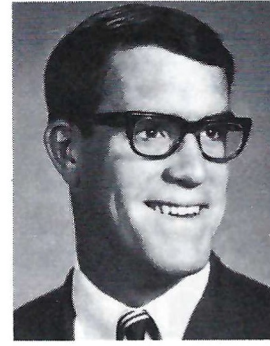
**76—Roger Davis**  
Offensive Tackle



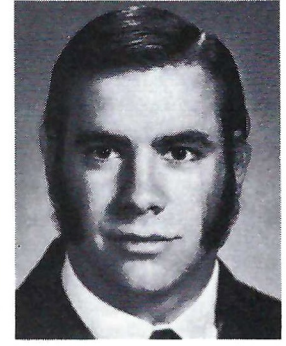
**60—Larry Delbridge**  
Linebacker



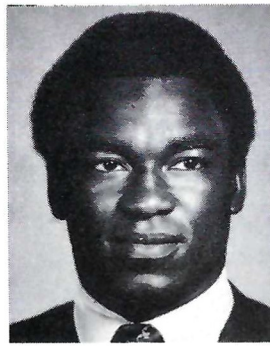
**30—Calvin Demery**  
Split End



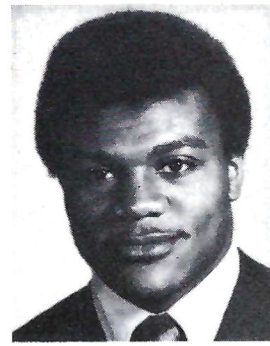
**81—Joe Donaher**  
Tight End



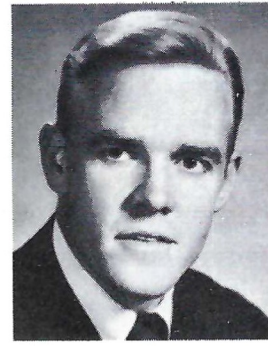
**65—Wayne DeVliegher**  
Offensive Tackle



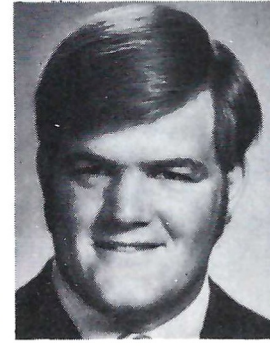
**40—Oscar Dragon**  
Fullback



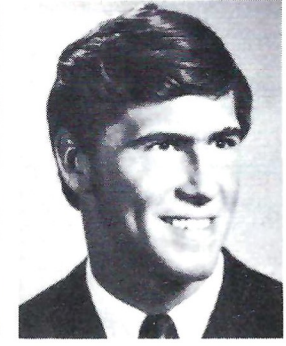
**42—Alonzo Emery**  
Wingback



**13—Don Eckstrand**  
Kicker

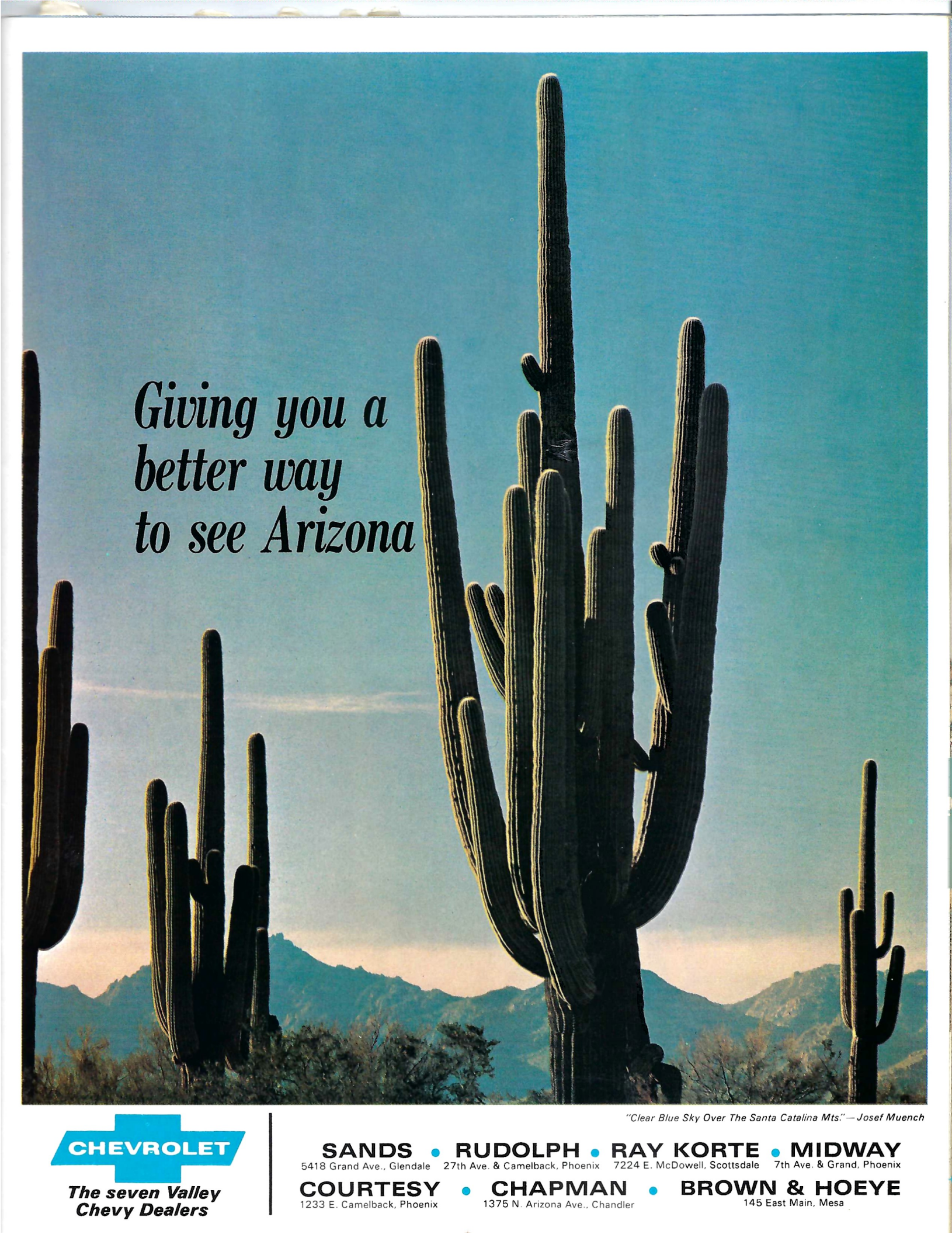


**64—George Endres**  
Offensive Guard



**79—Ed Fisher**  
Offensive Tackle





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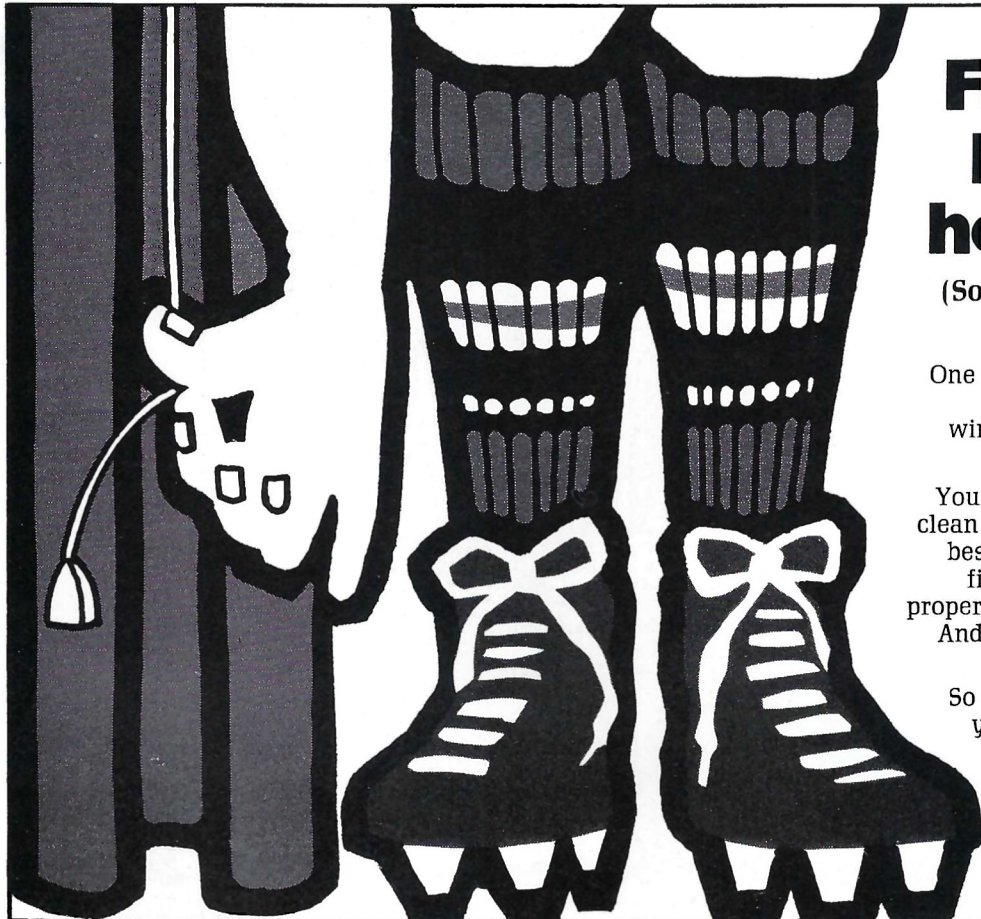
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## Five ways to keep your house warm.

(So simple you probably never thought of them.)

One of the simplest things you can do to keep your house warm in the winter and cool in the summer is to keep the draperies closed.

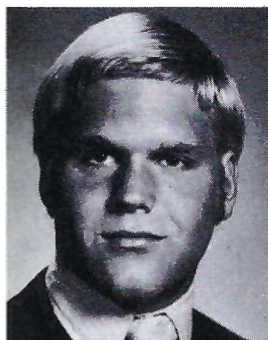
You should keep your heating system clean with a clean filter. Of course, the best thing is to make sure when you first build your home that there is proper insulation and weather stripping. And a thermostat to give you comfort control — economically.

So if you're building a new home or you want more heating comfort in your present home, call Arizona Public Service about "whole house" heating.

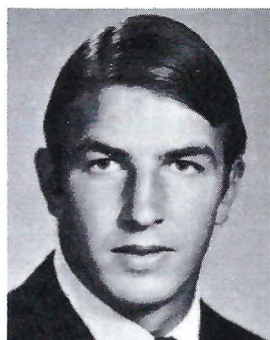
**aps.**  
WE CARE HOW YOU LIVE



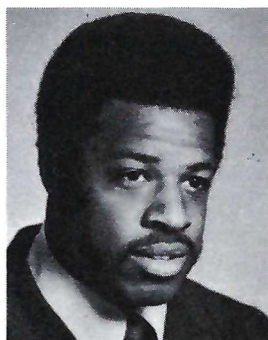
# THE CHAMPION SUN DEVILS



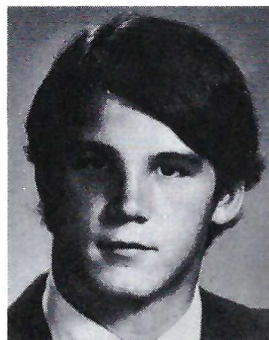
**73—Dave Grannell**  
Offensive Guard



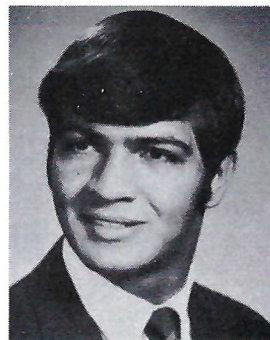
**71—Richard Gray**  
Defensive Tackle



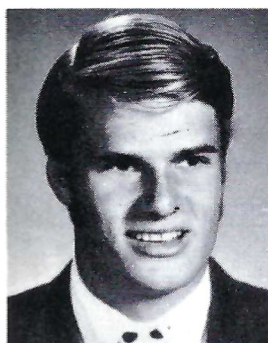
**22—Woodrow Green**  
Halfback



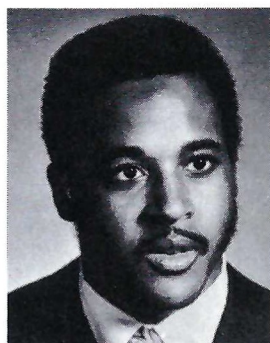
**78—Steve Gunther**  
Offensive Tackle



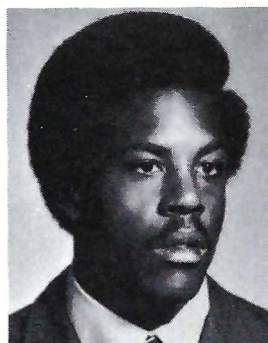
**77—Jim Hadeed**  
Offensive Guard



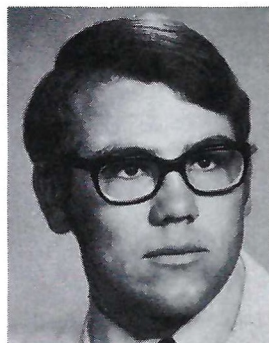
**26—Steve Hale**  
Split End



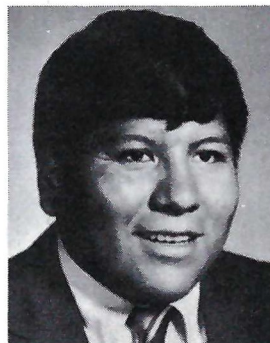
**34—Reedy Hall**  
Defensive Back



**31—Windlan Hall**  
Defensive Back



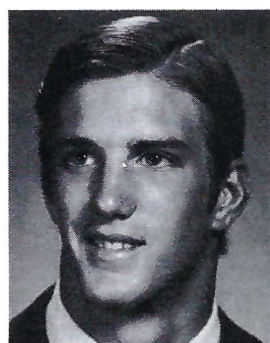
**83—John Hammer**  
Defensive Tackle



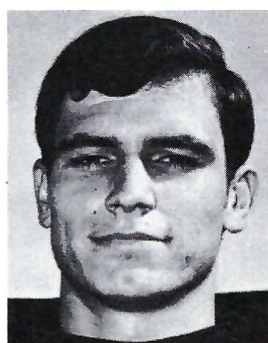
**74—Ralph Hernandez**  
Defensive Tackle



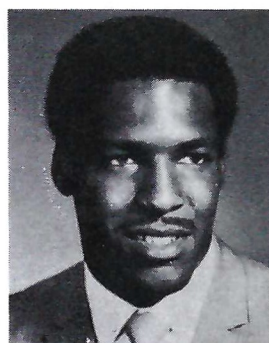
**25—Steve Holden**  
Wingback



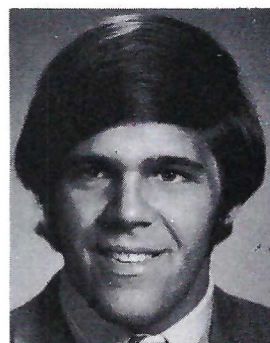
**54—Todd Housholder**  
Defensive Guard



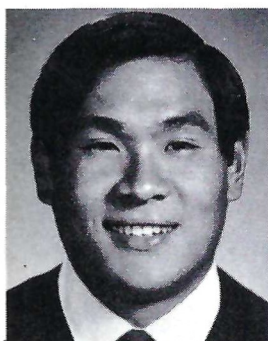
**47—Billy Hughes**  
Kicker



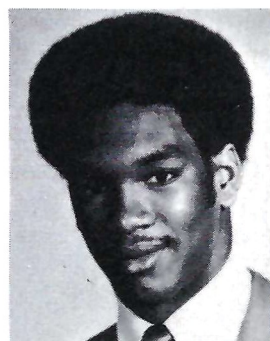
**85—Bruce Kilby**  
Linebacker



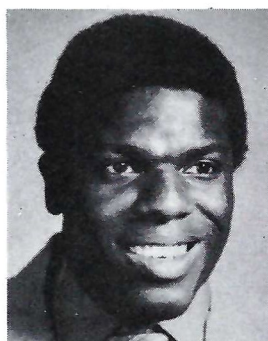
**68—Ed Kindig**  
Offensive Tackle



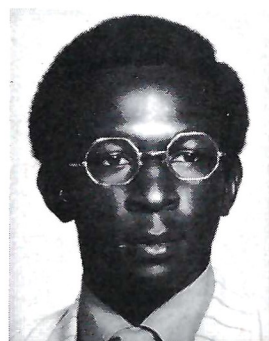
**51—Ron Lou**  
Center



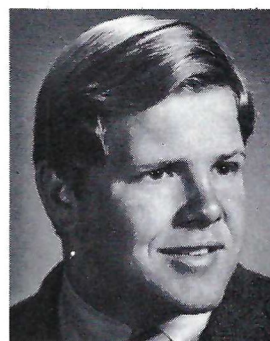
**35—Ron Lumpkin**  
Safety



**32—Ben Malone**  
Fullback



**45—John Mason**  
Defensive Back



**66—Steve Matlock**  
Offensive Guard



# KPHO TELEVISION

## The latest and best in the great southwest

KPHO-TV, founded December 4, 1949 was the first television station in Arizona, the first with network programs, first with local live programs and remote broadcasts, first with local permanent color, and now first to offer the newest, most luxurious production facilities in the Southwest. New facilities for KPHO are located on a 3½ acre site at Black Canyon Highway and Indian School Road. The architectural concept utilizes local indig-

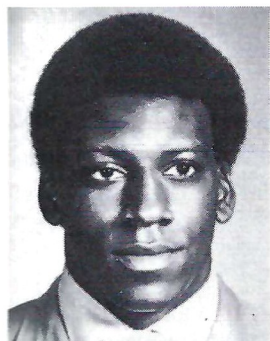
enous building materials and the unusual climatic factors of the Valley of the Sun. Deeply recessed windows of solar bronze glass are sharply contrasted and complimented by the rough and sand stucco finish of the exterior wall. Open courts will not only add a contemporary treatment of traditional mission style design, but will also serve as functional outdoor studios for extensive local live television. KPHO-TV's facilities and programs . . . . The latest and best in the great Southwest.



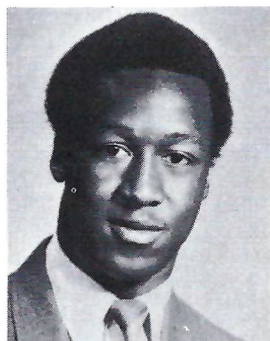
KPHO Television Channel Five 4016 No. Black Canyon Phoenix, Ariz. 85017 Phone: 602-248-7474



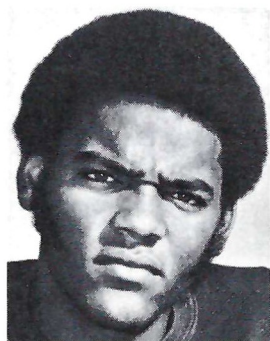
# THE CHAMPION SUN DEVILS



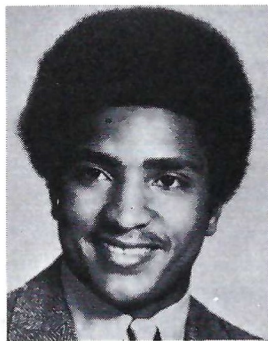
**43—Brent McClanahan**  
Fullback



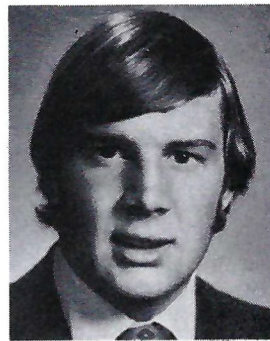
**36—Prentice McCray**  
Defensive Back



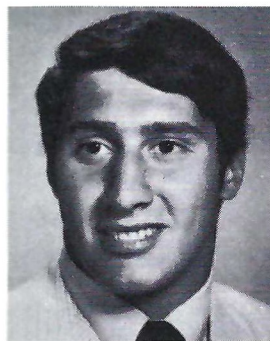
**52—Charlie Moore**  
Linebacker



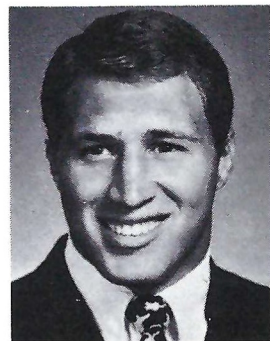
**14—Ralph Nickerson**  
Wingback



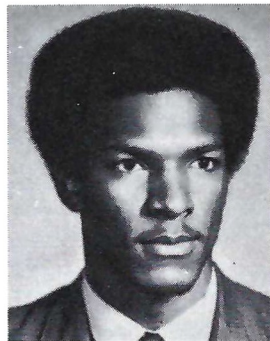
**84—Bob Noble**  
Defensive End



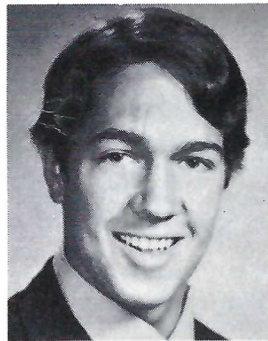
**61—Sal Olivo**  
Defensive Guard



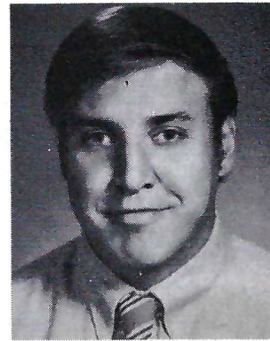
**62—Ted Olivo**  
Defensive Guard



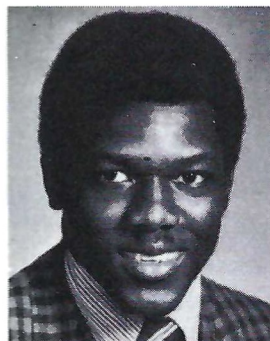
**88—Joe Petty**  
Tight End



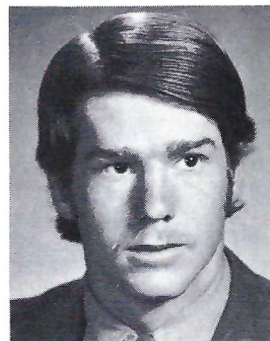
**20—Ken Robinson**  
Tight End



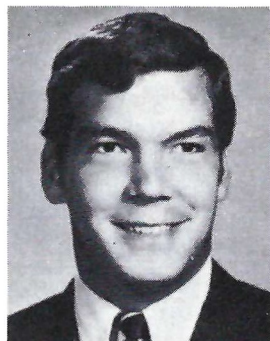
**70—Mike Shimkus**  
Defensive Tackle



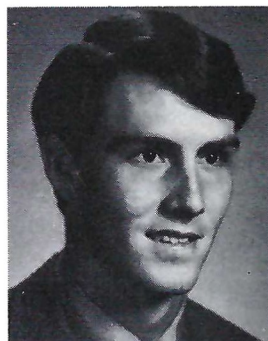
**72—Larry Shorty**  
Defensive End



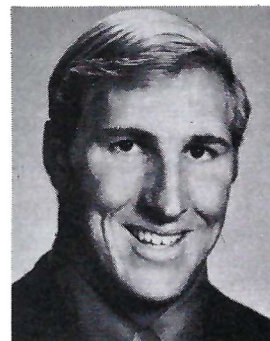
**23—Bob Speicher**  
Fullback



**63—Mike Tomco**  
Offensive Tackle

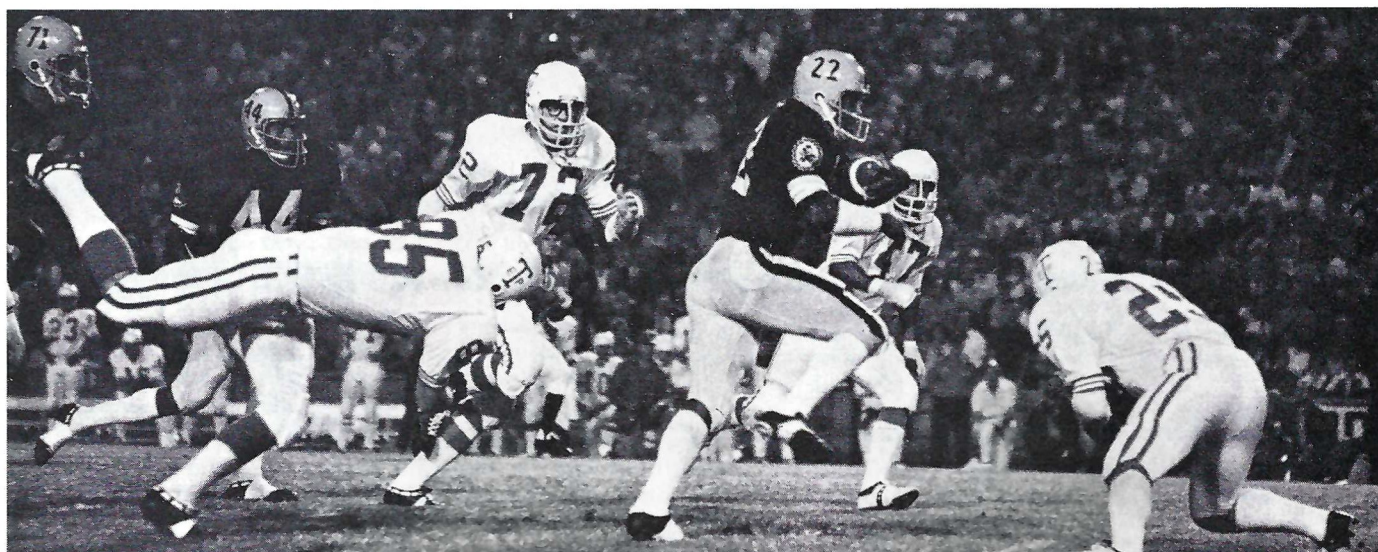


**11—Dan White**  
Quarterback



**67—Kevin Woudenberg**  
Defensive Tackle

Woody Green is off to the races against Texas El Paso in a 24-7 ASU win. The super sophomore finished this contest with 109 yards and ended the season with 1,209 yards, tops nationally among first year varsity backs.





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Central Ave., Phoenix, Arizona  
85004. Phone (602) 258-5303.

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# Florida State Alphabetical Roster

Head Coach: Larry Jones

| No. | Name                 | Pos. | Hgt. | Wgt. | Age | Cl. | Hometown            |
|-----|----------------------|------|------|------|-----|-----|---------------------|
| 75  | Amman, Richard       | DT   | 6-5  | 232  | 21  | Sr. | Cocoa Beach         |
| 69  | Anderson, Bobby      | DT   | 5-10 | 217  | 20  | So. | Tifton, Ga.         |
| 61  | Arnold, Phil         | LB   | 6-0  | 211  | 19  | So. | Hollywood           |
| 28  | Ashmore, Robert      | DB   | 6-1  | 181  | 22  | Sr. | Tallahassee         |
| 46  | Bengtson, Brian      | PK   | 6-3  | 205  | 21  | Jr. | Green Bay, Wisc.    |
| 57  | Bratton, Steve       | LB   | 6-0  | 200  | 20  | So. | Oviedo              |
| 3   | Carrell, Duane       | P    | 5-10 | 176  | 22  | Sr. | Washington, D.C.    |
| 87  | Castleberry, Russell | DE   | 6-0  | 201  | 18  | So. | Palatka             |
| 83  | Cooper, Bert         | DE   | 6-1  | 218  | 19  | So. | Tallahassee         |
| 89  | Corral, Kent         | DE   | 5-11 | 199  | 20  | So. | Tampa               |
| 73  | Daniels, Dan         | OT   | 6-4  | 250  | 21  | Jr. | Pensacola           |
| 32  | Davis, Ed            | WR   | 6-1  | 195  | 20  | So. | Lakeland            |
| 82  | Dawson, Rhett        | WR   | 6-2  | 186  | 22  | Sr. | Valdosta, Ga.       |
| 55  | Dees, Allen          | C    | 6-2  | 190  | 21  | Jr. | Lakeland            |
| 14  | Deming, Frank        | QB   | 6-1  | 160  | 20  | So. | Valdosta, Ga.       |
| 54  | Dundala, Jim         | C    | 6-0  | 204  | 20  | Jr. | Morrisville, Pa.    |
| 23  | Eddy, David          | WR   | 5-11 | 173  | 19  | So. | Miami               |
| 29  | Fiore, Dano          | WR   | 6-0  | 178  | 20  | Jr. | Chattahoochee       |
| 1   | Fontes, Frank        | PK   | 5-6  | 155  | 22  | Sr. | Perth Amboy, N.J.   |
| 18  | Gaydos, Kent         | WR   | 6-6  | 212  | 22  | Sr. | Dallas, Tex.        |
| 11  | Geisler, Fred        | QB   | 6-0  | 189  | 19  | So. | Orlando             |
| 72  | Gibbs, Shane         | OG   | 6-3  | 220  | 20  | Jr. | Bay Minette, Ala.   |
| 86  | Glass, Mike          | TE   | 6-3  | 210  | 21  | Jr. | Tampa               |
| 49  | Glisson, Guy         | LB   | 6-0  | 194  | 21  | Sr. | Tampa               |
| 21  | Goldsmith, Joe       | WR   | 6-0  | 172  | 19  | So. | Lakeland            |
| 44  | Gridley, Buddy       | LB   | 6-0  | 209  | 21  | Sr. | Tallahassee         |
| 33  | Hardin, Steve        | FB   | 6-1  | 206  | 20  | So. | Boynton Beach       |
| 70  | Henson, Bill         | DT   | 6-0  | 223  | 21  | Sr. | Hyattsville, Md.    |
| 19  | Huff, Gary           | QB   | 6-1  | 185  | 20  | Jr. | Tampa               |
| 80  | Hunt, Charlie        | DE   | 6-3  | 202  | 20  | Jr. | Jacksonville        |
| 79  | Jacobi, Howard       | DT   | 6-2  | 242  | 21  | Jr. | Vero Beach          |
| 48  | Jarrett, James       | FB   | 6-1  | 208  | 22  | Sr. | Elizabethton, Tenn. |
| 24  | Lanahan, John        | DB   | 6-0  | 202  | 22  | Sr. | Jacksonville        |
| 38  | Lewis, Buzzy         | DB   | 6-0  | 180  | 19  | So. | Bristol             |
| 31  | Magalski, Paul       | FB   | 5-11 | 210  | 21  | Sr. | Garfield Hts., Ohio |
| 65  | McKinnie, J.W.       | OG   | 6-1  | 207  | 21  | Sr. | Macon, Ga.          |
| 40  | McMillan, Eddie      | DB   | 6-2  | 175  | 20  | Jr. | Tampa               |
| 47  | McNish, David        | LB   | 6-0  | 215  | 20  | Jr. | Eustis              |
| 62  | Miles, David         | LB   | 5-10 | 185  | 19  | So. | Tallahassee         |
| 77  | Minor, Roger         | OT   | 6-3  | 233  | 21  | Jr. | Delray Beach        |
| 43  | Montgomery, John     | DB   | 6-0  | 182  | 21  | Sr. | Jacksonville        |
| 27  | Munroe, Arthur       | TB   | 6-0  | 192  | 22  | Sr. | Quincy              |
| 30  | Norris, Brent        | FB   | 6-0  | 199  | 20  | So. | Thomaston, Ga.      |
| 36  | Oreair, Rick         | TB   | 6-0  | 187  | 20  | So. | Jacksonville        |
| 60  | Parker, Clint        | LB   | 6-0  | 193  | 20  | Jr. | Daytona Beach       |
| 84  | Parris, Gary         | TE   | 6-2  | 210  | 21  | Jr. | Vero Beach          |
| 52  | Rainey, Reese        | LB   | 6-1  | 192  | 21  | Jr. | Greenville, Ala.    |
| 42  | Ratliff, Ron         | DB   | 5-11 | 182  | 21  | Jr. | West Palm Beach     |
| 76  | Rimby, Bill          | OG   | 6-3  | 235  | 22  | Sr. | St. Petersburg      |
| 37  | Roberts, Oscar       | TB   | 5-11 | 184  | 21  | So. | Ocilla, Ga.         |
| 58  | Schmidt, Andy        | LB   | 5-11 | 192  | 19  | So. | Brandon             |
| 85  | Shaw, Bill           | DE   | 6-1  | 218  | 21  | Sr. | Marietta, Ga.       |
| 35  | Shively, Randy       | DE   | 6-0  | 170  | 20  | So. | St. Petersburg      |
| 22  | Smith, Barry         | WR   | 6-1  | 186  | 20  | Jr. | Miami               |
| 20  | Snell, David         | DB   | 5-7  | 172  | 20  | Jr. | Slocomb, Ala.       |
| 74  | Sparkman, Don        | OT   | 6-5  | 249  | 19  | So. | Jacksonville        |
| 53  | Stokes, Jay          | OG   | 6-3  | 220  | 22  | Sr. | Sanford             |
| 59  | Strickland, Larry    | LB   | 6-1  | 205  | 21  | Jr. | Tallahassee         |
| 66  | Strickler, Joe       | OT   | 6-2  | 235  | 22  | Sr. | Avon Park           |
| 26  | Thomas, James        | DB   | 6-1  | 196  | 20  | Jr. | Macon, Ga.          |
| 12  | Whigham, Frank       | QB   | 6-0  | 189  | 22  | Sr. | Sanford             |
| 50  | Whitehurst, Dan      | LB   | 6-3  | 214  | 21  | Jr. | Adel, Ga.           |



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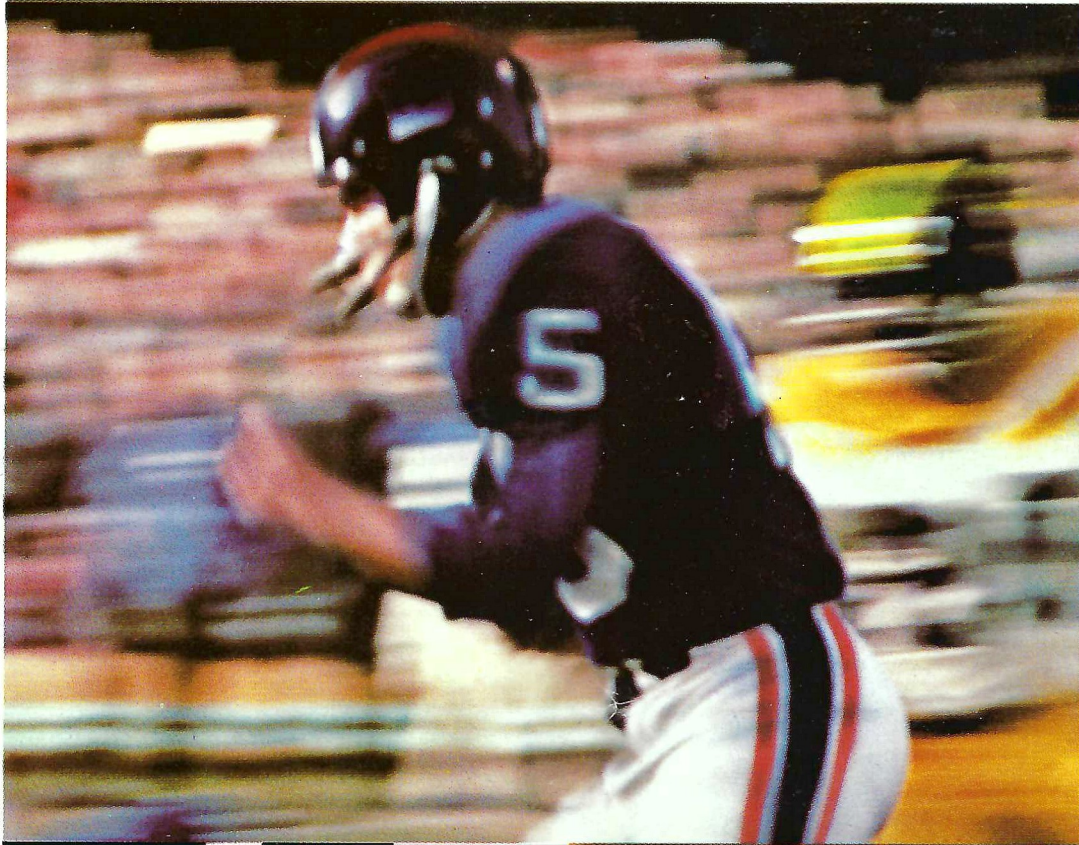
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controls and a long lasting generator, among other things. Improvements with a purpose. We want your 1972 Chevelle to be the best car you ever owned. It's our way of building a better way to see the U.S.A.

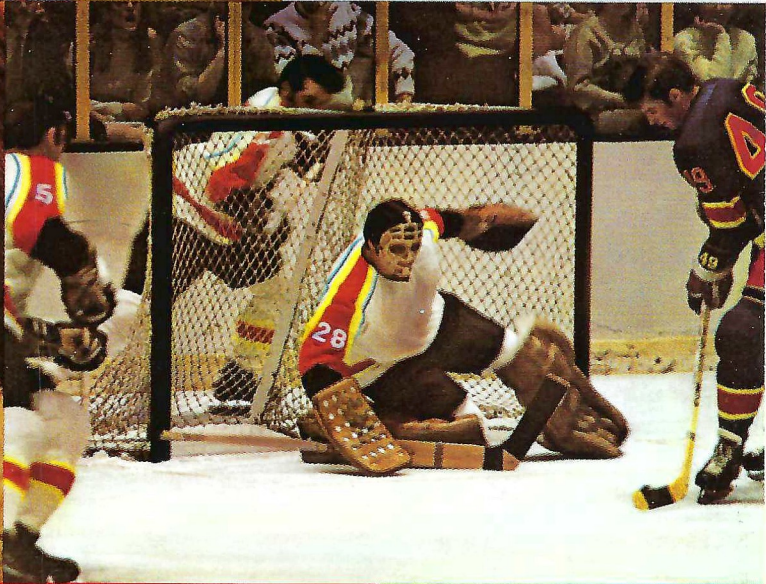
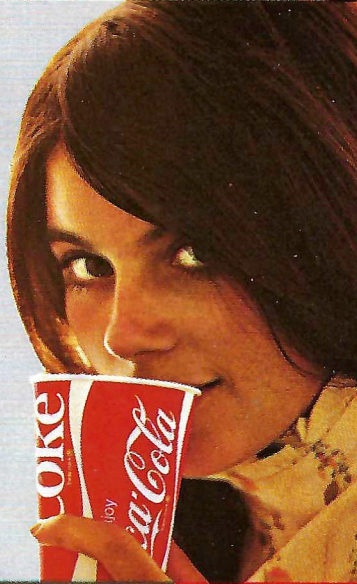
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**OFFENSE**

- 30 Calvin Demery ..... SE
- 79 Ed Fisher ..... LT
- 64 George Endres ..... LG
- 63 Mike Tomco ..... C
- 66 Steve Matlock ..... RG
- 76 Roger Davis ..... RT
- 88 Joe Petty ..... TE
- 11 Danny White ..... QB
- 22 Woodrow Green ..... LHB
- 25 Steve Holden ..... RHB
- 40 Oscar Dragon ..... FB

**DEFENSE**

- 85 Bill Shaw ..... LE
- 70 Bill Henson ..... LT
- 59 Larry Strickland ..... MG
- 75 Richard Amman ..... RT
- 80 Charlie Hunt ..... RE
- 60 Clint Parker ..... LB
- 50 Dan Whitehurst ..... LB
- 40 Eddie McMillan ..... LHB
- 26 James Thomas ..... RHB
- 24 John Lanahan ..... S
- 28 Robert Ashmore ..... S

**ARIZONA STATE**

**DEFENSE**

- 72 Larry Shorty ..... LE
- 71 Richard Gray ..... LT
- 62 Ted Olivo ..... MG
- 70 Mike Shimkus ..... RT
- 82 Junior Ah You ..... RE
- 53 Bob Carter ..... LB
- 55 James Baker ..... LB
- 31 Windlan Hall ..... LHB
- 36 Prentice McCray ..... RHB
- 35 Ron Lumpkin ..... S
- 21 Mike Clupper ..... S

**FLORIDA STATE**

**OFFENSE**

- 82 Rhett Dawson ..... SE
- 72 Shane Gibbs ..... LT
- 65 J.W. McKinnie ..... LG
- 55 Allen Dees ..... C
- 53 Jay Stokes ..... RG
- 66 Joe Strickler ..... RT
- 84 Gary Parris ..... TE
- 19 Gary Huff ..... QB
- 27 Arthur Munroe ..... LHB
- 18 Kent Gaydos ..... RHB
- 48 James Jarrett ..... FB

**THE SUN DEVIL SQUAD**

- |                   |                   |
|-------------------|-------------------|
| 11 White, QB      | 62 T. Olivo, MG   |
| 12 Brady, QB      | 63 Tomco, C       |
| 13 Ekstrand, K    | 64 Endres, OG     |
| 14 Nickerson, WB  | 65 DeVliegher, OT |
| 15 Brown, QB      | 66 Matlock, OG    |
| 20 Robinson, TE   | 67 Woudenberg, DT |
| 21 Clupper, S     | 68 Kindig, OT     |
| 22 Green, HB      | 69 Barry, OG      |
| 23 Speicher, FB   | 70 Shimkus, DT    |
| 25 Holden, WB     | 71 Gray, DT       |
| 26 Hale, SE       | 72 Shorty, DE     |
| 30 Demery, SE     | 73 Grannell, OG   |
| 31 Hall, DB       | 74 Hernandez, DT  |
| 32 Malone, FB     | 76 Davis, OT      |
| 34 Hall, DB       | 77 Hadeed, OG     |
| 35 Lumpkin, S     | 78 Gunther, OT    |
| 36 McCray, DB     | 79 Fisher, OT     |
| 40 Dragon, FB     | 80 Beverly, SE    |
| 42 Emery, HB      | 81 Donaher, TE    |
| 43 McClanahan, FB | 82 Ah You, DE     |
| 44 Bradley, S     | 83 Hammer, DT     |
| 45 Mason, DB      | 84 Noble, DE      |
| 47 Hughes, K      | 85 Kilby          |
| 51 Lou, C         | 86 Connolly, DT   |
| 52 Moore, LB      | 88 Petty, TE      |
| 53 Carter, LB     |                   |
| 54 Housholder, DE |                   |
| 55 Baker, LB      |                   |
| 60 Delbridge, LB  |                   |
| 61 S. Olivo, MG   |                   |

**THE SEMINOLE SQUAD**

- |                   |                   |
|-------------------|-------------------|
| 1 Fontes, PK      | 50 Whitehurst, LB |
| 3 Carrell, Punt   | 52 Rainey, LB     |
| 11 Geisler, QB    | 53 Stokes, OG     |
| 12 Whigham, QB    | 54 Dundala, C     |
| 14 Deming, QB     | 55 Dees, C        |
| 18 Gaydos, SE     | 57 Bratton, LB    |
| 19 Huff, QB       | 58 Schmidt, LB    |
| 20 Snell, DB      | 59 Strickland, LB |
| 21 Goldsmith, SE  | 60 Parker, LB     |
| 22 Smith, SE      | 61 Arnold, LB     |
| 23 Eddy, SE       | 62 Miles, LB      |
| 24 Lanahan, DB    | 65 McKinnie, OG   |
| 26 Thomas, DB     | 66 Strickler, OT  |
| 27 Munroe, HB     | 69 Anderson, DT   |
| 28 Ashmore, DB    | 70 Henson, DT     |
| 29 Fiore, SE      | 72 Gibbs, OG      |
| 30 Norris, FB     | 73 Daniels, OT    |
| 31 Magalski, FB   | 74 Sparkman, OT   |
| 32 Davis, HB      | 75 Amman, DT      |
| 33 Hardin, FB     | 76 Rimby, OG      |
| 35 Shively, DE    | 77 Minor, OT      |
| 36 Oreair, HB     | 79 Jacobi, DT     |
| 37 Roberts, HB    | 80 Hunt, DE       |
| 38 Lewis, DB      | 82 Dawson, SE     |
| 40 McMillan, DB   | 83 Cooper, DE     |
| 42 Ratliff, DB    | 84 Parris, TE     |
| 43 Montgomery, DB | 85 Shaw, DE       |
| 44 Gridley, LB    | 86 Glass, TE      |
| 48 Jarrett, FB    | 89 Corral, DE     |
| 49 Glisson, LB    |                   |

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# Arizona State Alphabetical Roster

Head Coach: Frank Kush

| No. | Name              | Pos. | Hgt. | Wgt. | Age | Cl. | Hometown            |
|-----|-------------------|------|------|------|-----|-----|---------------------|
| 82  | Ah You, Junior    | DE   | 6-2  | 218  | 22  | Sr. | Laie, Hawaii        |
| 55  | Baker, James      | LB   | 6-0  | 208  | 21  | So. | West Orange, N.J.   |
| 69  | Barry, Pat        | OG   | 6-1  | 201  | 19  | So. | Homestead, Pa.      |
| 80  | Beverly, Ed       | SE   | 6-0  | 172  | 22  | Jr. | Harrisburg, Pa.     |
| 44  | Bradley, Wayne    | S    | 6-2  | 164  | 20  | Jr. | Altadena, Calif.    |
| 12  | Brady, Jim        | S-QB | 6-2  | 196  | 20  | So. | Scottsdale          |
| 15  | Brown, Rick       | QB   | 5-11 | 165  | 20  | Jr. | Tempe City, Calif.  |
| 53  | Carter, Bob       | LB   | 6-0  | 205  | 20  | Jr. | Yuma                |
| 21  | Clupper, Mike     | S    | 6-1  | 184  | 21  | Sr. | Phoenix             |
| 86  | Connolly, Dave    | DT   | 6-2  | 196  | 20  | So. | Duquesne, Pa.       |
| 76  | Davis, Roger      | OT   | 6-1  | 229  | 22  | Sr. | Antioch, Calif.     |
| 41  | Daviston, Kelcy   | LB   | 6-2  | 203  | 19  | So. | Duquesne, Pa.       |
| 60  | Delbridge, Larry  | LB   | 6-2  | 217  | 20  | Jr. | Coolidge            |
| 30  | Demery, Calvin    | SE   | 6-2  | 194  | 21  | Sr. | Phoenix             |
| 65  | DeVliegher, Wayne | OT   | 6-2  | 198  | 18  | So. | East Paterson, N.J. |
| 81  | Donaher, Joe      | TE   | 6-5  | 209  | 21  | Sr. | Bethlehem, Pa.      |
| 40  | Dragon, Oscar     | FB   | 6-0  | 203  | 21  | Sr. | Chowchilla, Calif.  |
| 13  | Ekstrand, Don     | K    | 6-2  | 193  | 28  | Sr. | Arcadia, Calif.     |
| 42  | Emery, Alonzo     | WB   | 6-0  | 177  | 20  | So. | San Mateo, Calif.   |
| 64  | Endres, George    | OG   | 6-1  | 203  | 19  | So. | Scottsdale          |
| 79  | Fisher, Ed        | OT   | 6-3  | 236  | 22  | Sr. | Stockton, Calif.    |
| 73  | Grannell, Dave    | OG   | 6-5  | 213  | 19  | So. | Denver, Colo.       |
| 71  | Gray, Richard     | DT   | 6-2  | 218  | 21  | Sr. | San Jose, Calif.    |
| 22  | Green, Woodrow    | HB   | 6-1  | 196  | 19  | So. | Portland, Ore.      |
| 78  | Gunther, Steve    | OT   | 6-4  | 219  | 19  | So. | Jackson, Calif.     |
| 77  | Hadeed, Jim       | OG   | 6-1  | 203  | 21  | So. | Allentown, Pa.      |
| 26  | Hale, Steve       | SE   | 6-3  | 204  | 20  | So. | Orinda, Calif.      |
| 34  | Hall, Reedy       | DB   | 5-11 | 178  | 19  | So. | Gardena, Calif.     |
| 31  | Hall, Windlan     | DB   | 5-11 | 174  | 21  | Sr. | Gardena, Calif.     |
| 83  | Hammer, John      | DG   | 5-8  | 187  | 19  | So. | Scottsdale          |
| 74  | Hernandez, Ralph  | DT   | 5-10 | 222  | 19  | So. | Phoenix             |
| 25  | Holden, Steve     | WB   | 6-2  | 195  | 20  | Jr. | Gardena, Calif.     |
| 54  | Housholder, Todd  | DG   | 6-0  | 189  | 19  | So. | Phoenix             |
| 47  | Hughes, Billy     | K    | 5-10 | 154  | 19  | So. | Ajo                 |
| 85  | Kilby, Bruce      | DE   | 6-3  | 194  | 21  | Jr. | San Rafael, Calif.  |
| 68  | Kindig, Ed        | OT   | 6-3  | 225  | 20  | So. | Harrisburg, Pa.     |
| 51  | Lou, Ron          | C    | 6-2  | 207  | 20  | Jr. | Montebello, Calif.  |
| 35  | Lumpkin, Ron      | S    | 6-2  | 198  | 20  | Jr. | Los Angeles, Calif. |
| 32  | Malone, Ben       | FB   | 5-10 | 178  | 19  | So. | Eloy                |
| 45  | Mason, John       | DB   | 5-10 | 171  | 20  | Jr. | Peoria              |
| 66  | Matlock, Steve    | OG   | 6-0  | 215  | 20  | Jr. | Phoenix             |
| 43  | McClanahan, Brent | FB   | 5-11 | 192  | 20  | Jr. | Bakersfield, Calif. |
| 36  | McCray, Prentice  | DB   | 6-2  | 192  | 20  | Jr. | Stockton, Calif.    |
| 14  | Nickerson, Ralph  | WB   | 5-10 | 175  | 20  | So. | Portland, Ore.      |
| 84  | Noble, Bob        | DE   | 6-5  | 205  | 20  | So. | Vandergrift, Pa.    |
| 61  | Olivo, Sal        | DG   | 5-9  | 202  | 19  | So. | Nutley, N.J.        |
| 62  | Olivo, Ted        | DG   | 5-10 | 214  | 22  | Sr. | Nutley, N.J.        |
| 88  | Petty, Joe        | TE   | 6-2  | 183  | 20  | Jr. | Newark, N.J.        |
| 20  | Robinson, Ken     | WB   | 6-2  | 205  | 20  | So. | La Habra, Calif.    |
| 70  | Shimkus, Mike     | DT   | 6-2  | 232  | 23  | Sr. | Chicago, Ill.       |
| 72  | Shorty, Larry     | DE   | 6-5  | 191  | 20  | So. | Eloy                |
| 23  | Speicher, Bob     | FB   | 6-2  | 206  | 19  | So. | Santa Ana, Calif.   |
| 63  | Tomco, Mike       | OT   | 6-3  | 222  | 21  | Sr. | Anchorage, Alaska   |
| 50  | Vaughn, Ed        | LB   | 6-2  | 209  | 20  | So. | Corona, Calif.      |
| 11  | White, Dan        | QB   | 6-3  | 173  | 19  | So. | Mesa                |
| 67  | Woudenberg, Kevin | DT   | 6-1  | 217  | 20  | So. | Scottsdale          |







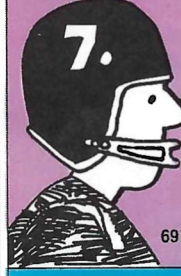

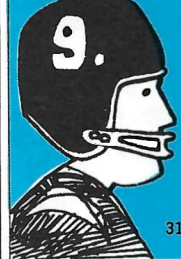

## OFFICIALS

|                       |                        |
|-----------------------|------------------------|
| Referee .....         | Harvey Murdock, W.A.C. |
| Umpire .....          | Harvey Hardy, S.E.C.   |
| Head Lineman .....    | Mel Otero, W.A.C.      |
| Field Judge .....     | W.H. Henderson, S.E.C. |
| Backfield Judge ..... | Tom Saracino, W.A.C.   |
| Alternate .....       | Dave Rozell, W.A.C.    |

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From the Guys Who  
Know the Value of Teamwork

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The Scottsdale Auto Dealers have teamed together to bring you the best value in car buys . . . their goal is your complete satisfaction.

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|---|--|
|  <p><b>1.</b><br/><b>BUD BECK</b><br/><b>PONTIAC</b><br/>7000 E. McDowell Road<br/>947-6311</p>  |  <p><b>2.</b><br/><b>RAY KORTE</b><br/><b>CHEVROLET</b><br/>7224 E. McDowell Road<br/>947-3535</p>  |
|  <p><b>3.</b><br/><b>SCOTT</b><br/><b>TOYOTA</b><br/><b>SALES &amp; SERVICE</b><br/>7520 E. McDowell Road<br/>945-0761</p>                      |  <p><b>4.</b><br/><b>DEMAS</b><br/><b>VOLKSWAGEN</b><br/>3234 N. Scottsdale Rd.<br/>947-4211</p>   |
|  <p><b>5.</b><br/><b>HOLIDAY</b><br/><b>OLDS-</b><br/><b>MOBILE</b><br/>3530 N. Scottsdale Rd.<br/>946-6546</p>                                |  <p><b>6.</b><br/><b>CHARLIE</b><br/><b>ROSSIE</b><br/><b>FORD</b><br/>Camelback Rd. &amp;<br/>Scottsdale Rd.<br/>7100 E. McDowell Rd.<br/>947-7211</p> |
|  <p><b>7.</b><br/><b>MAX OF</b><br/><b>SWITZER-</b><br/><b>LAND</b><br/>JAGUAR • MG<br/>ROLLS ROYCE<br/>6913 E. McDowell Road<br/>945-4545</p> |  <p><b>8.</b><br/><b>BROOKS</b><br/><b>CADILLAC</b><br/>1200 N. Scottsdale Rd.<br/>945-7631</p>   |
|  <p><b>9.</b><br/><b>JAMES</b><br/><b>CHRYSLER,</b><br/><b>PLYMOUTH</b><br/>3131 N. Scottsdale Rd.<br/>946-3483</p>                            |  <p><b>10.</b><br/><b>SCOTTSDALE</b><br/><b>DODGE</b><br/>3330 N. Scottsdale Rd.<br/>945-4371</p>   |





**Larry Jones**  
Head Coach

# Florida State Coaches

## A 'ROOKIE' LEADS THE SEMINOLES

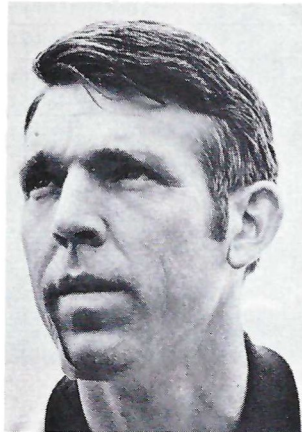
NOT MANY college coaches reach the Bowl "trail" in their first season. But Larry Jones, the 37-year-old leader of the Florida State Seminoles, accomplished the feat after having served as an assistant for 15 years.

From Central High School in Little Rock, Arkansas, Jones was a center and linebacker at Louisiana State, graduating in 1954. The next year he joined the Tigers' staff under the great Paul Dietzel. Successively, he helped Dietzel at Army and South Carolina. Jones moved to Tennessee in 1970 as aide to the Vols' new coach, Bill Battle, fashioning the defense for the Sugar Bowl champions.

Jones has a master's degree in education from L.S.U. He's the father of three and is active in the Fellowship of

Christian Athletes.

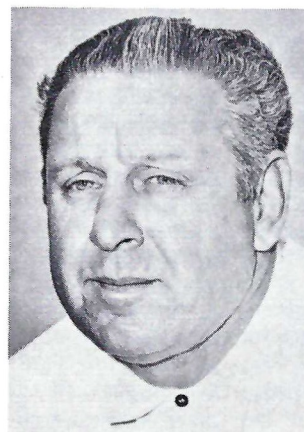
His aides: Steve Sloan is a former Alabama quarterback. Freshman Coach Bill Canty was a quarterback at Furman. John T. Devlin played at West Chester (Pennsylvania) State College. Bob Harbison, a native of Indiana, played his college football at Indiana University under Alvin (Bo) McMillin. Gene Henderson, a Texan, was coached by Bear Bryant at Texas A. & M., in the mid-50s. Pat Hodgson, a Georgian, was All-Southeast Conference in 1964 and 1965 at the University of Georgia. Bill Parcels, from New Jersey, was a linebacker at the University of Wichita and later joined the United States Military Academy coaching staff. Mike Pope, recruiter, was a star fullback at Lenoir Rhyne in North Carolina.



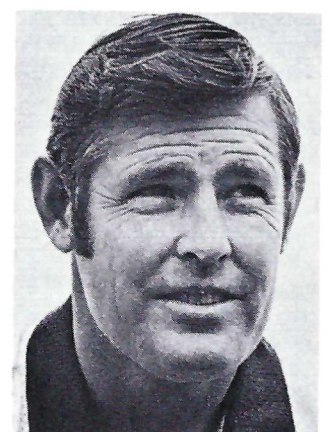
**Bill Canty**  
Offensive Backfield  
Coach



**John Devlin**  
Defensive Line Coach



**Bob Harbison**  
Offensive Line  
Coach



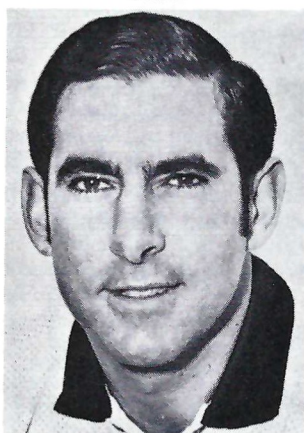
**Gene Henderson**  
Defensive Coordinator



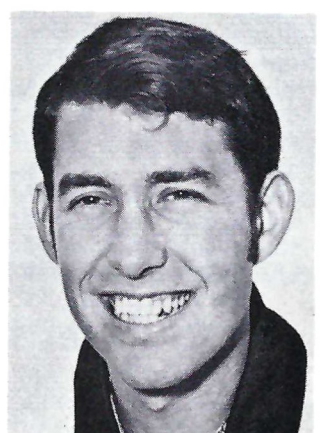
**Pat Hodgson**  
Receivers' Coordinator



**Bill Parcels**  
Linebacker Coach



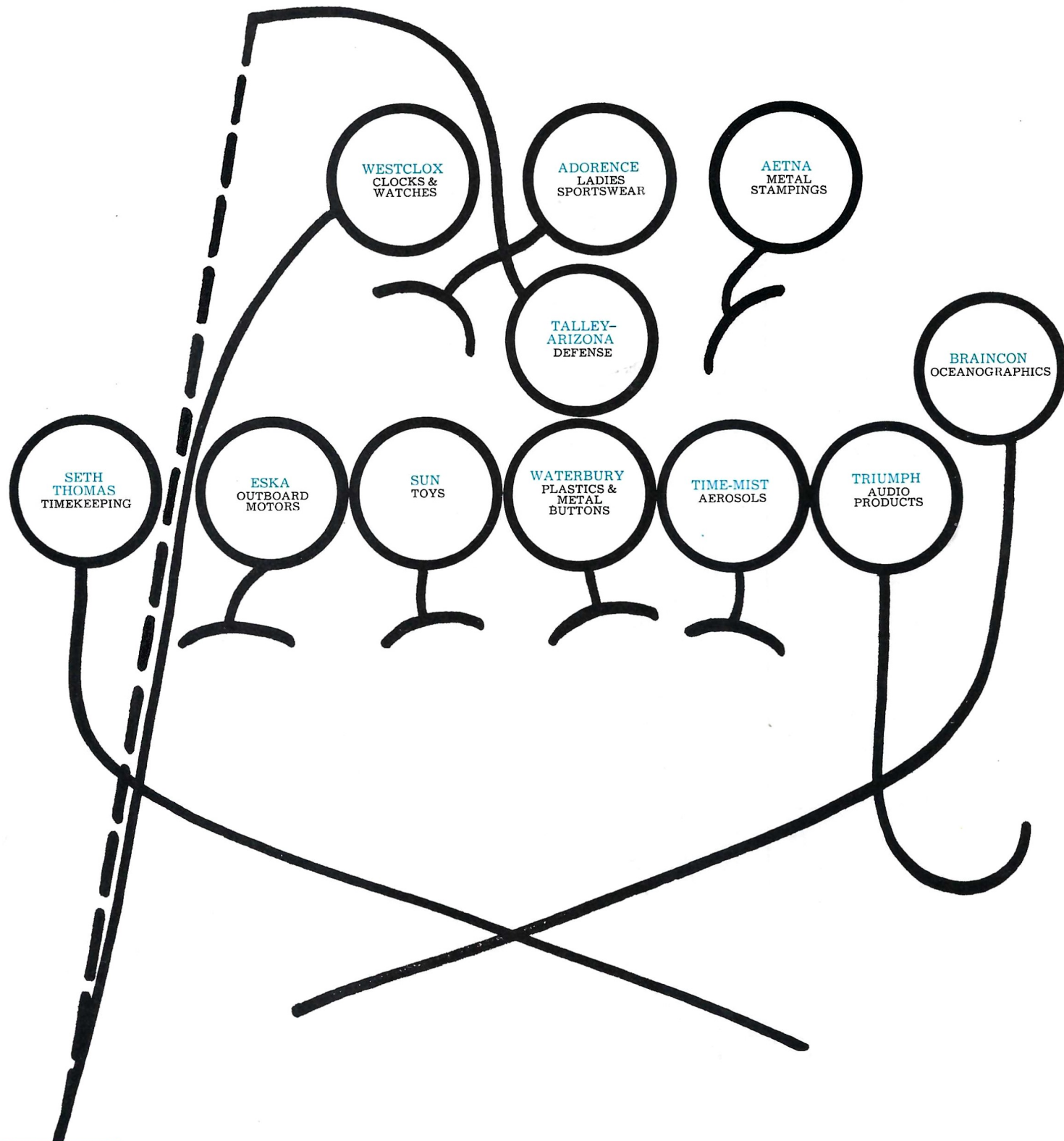
**Mike Pope**  
Head Recruiter



**Steve Sloan**  
Offensive Coordinator



# Our line-up is pretty impressive, too.



**Talley Industries, Inc.**  
MESA, ARIZONA



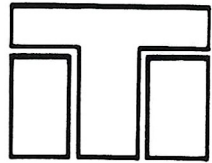
# *the elegant Florida*



## *We salute our Seminoles*

The Tallahassee area business and professional community is proud to have our Florida State University Seminoles represented as guest team in the inaugural Fiesta Bowl. For the fifth time in eight seasons, this great Seminole team has represented Florida State University in post season bowl games.

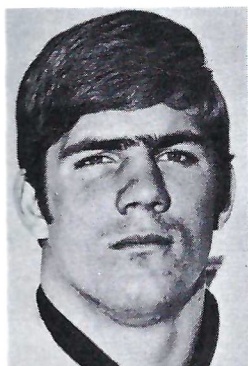
The elegant Florida salutes the fighting Seminoles.



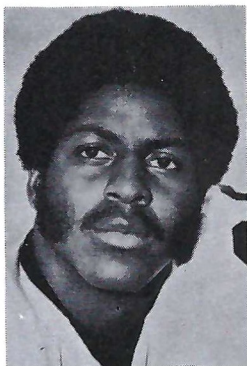
Tallahassee  
Naturally Wonderful,  
Wonderfully Natural  
For more information  
write:  
The Tallahassee Area  
Chamber of Commerce



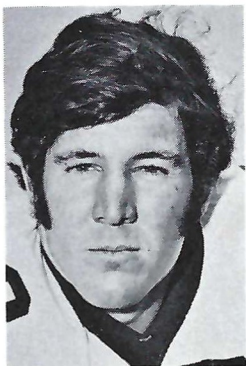
# THE FLORIDA STATE SEMINOLES



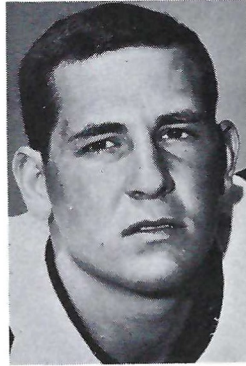
75—Richard Amman  
Defensive Tackle



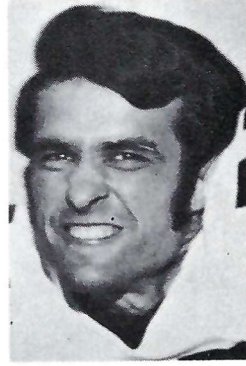
69—Bobby Anderson  
Defensive Tackle



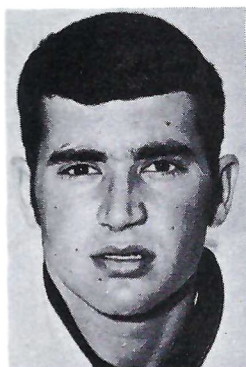
61—Phil Arnold  
Linebacker



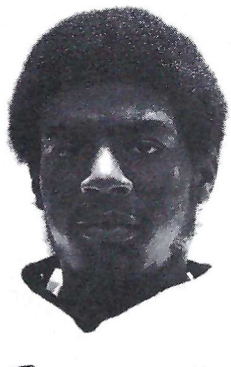
28—Robert Ashmore  
Defensive Back



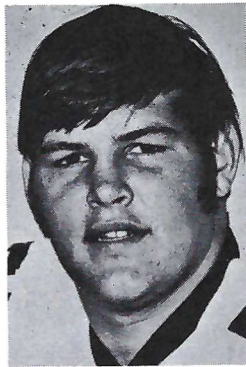
57—Steve Bratton  
Linebacker



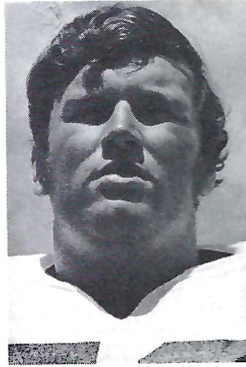
3—Duane Carrell  
Punter



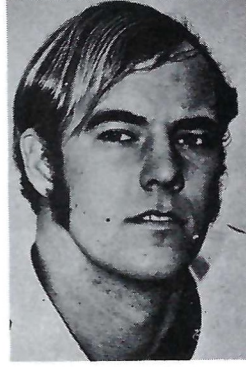
83—Bert Cooper  
Defensive End



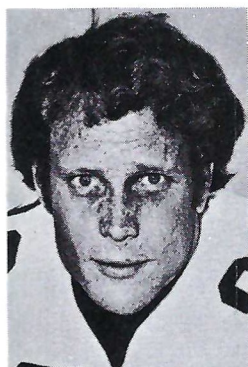
89—Kent Corral  
Defensive End



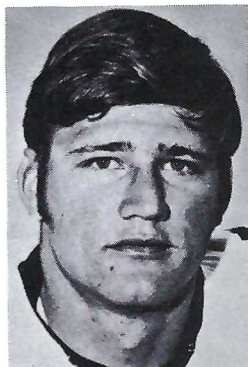
73—Dan Daniels  
Offensive Tackle



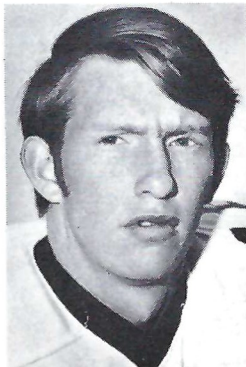
32—Ed Davis  
Offensive End



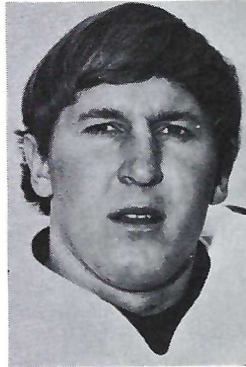
82—Rhett Dawson  
Offensive End



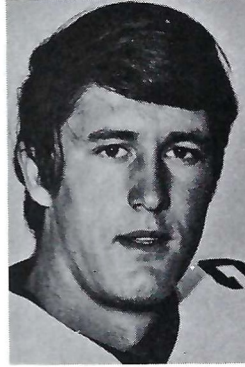
55—Allen Dees  
Center



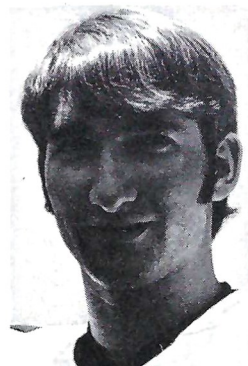
14—Frank Deming  
Quarterback



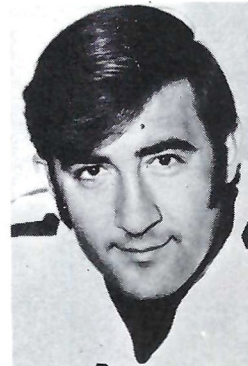
54—Jim Dundala  
Center



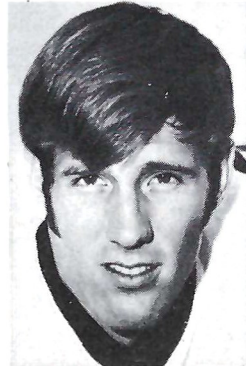
23—David Eddy  
Offensive End



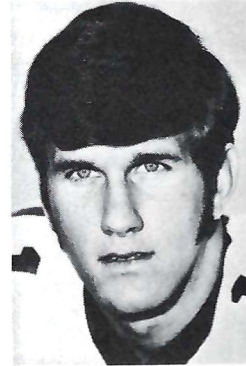
29—Dano Fiore  
Offensive End



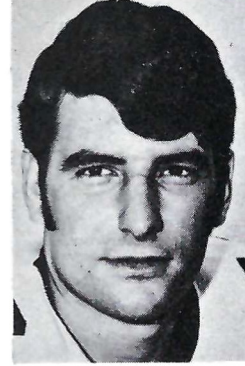
1—Frank Fontes  
Placement Kicker



18—Kent Gaydos  
Flanker Back



11—Fred Geisler  
Quarterback



72—Shane Gibbs  
Offensive Guard



## Goodwill Toward Men

No Christmas tree in Arizona is decorated with more care than the handsome one erected each year in the town plaza at Ajo.

It is a yuletide greeting to the 8,000 residents of the community from the town's principal employer.

Phelps Dodge sends its best wishes for the season to all of its friends and employees in Arizona and New Mexico.

*Merry Christmas!*

**phelps  
dodge**  
Corporation

*Standing with Arizona for 91 years*

AJO • BISBEE • DOUGLAS • METCALF • MORENCI

Also at Tyrone, New Mexico

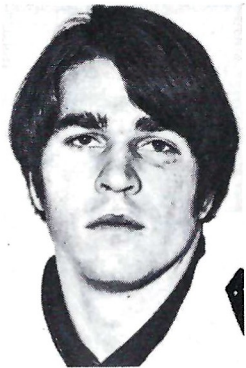




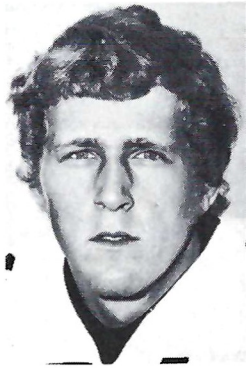
# THE FLORIDA STATE SEMINOLES



86—Mike Glass  
Offensive End



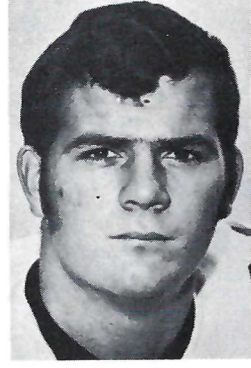
49—Guy Glisson  
Linebacker



21—Joe Goldsmith  
Offensive End



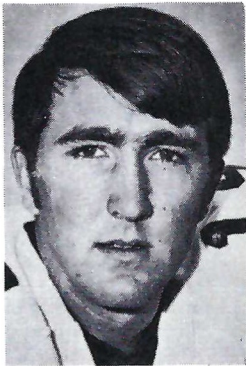
44—Buddy Gridley  
Linebacker



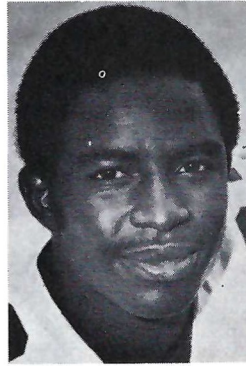
33—Steve Hardin  
Fullback



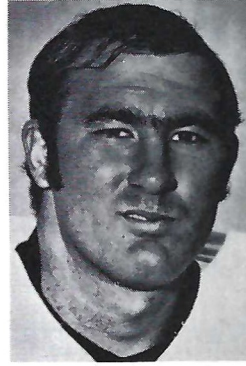
70—Bill Henson  
Defensive Tackle



19—Gary Huff  
Quarterback



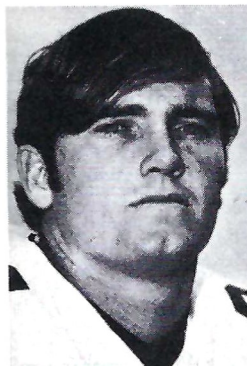
80—Charlie Hunt  
Defensive End



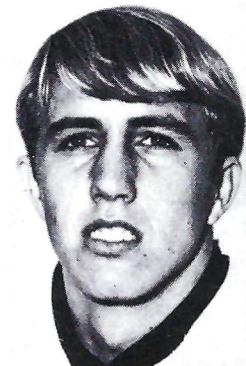
79—Howard Jacobi  
Defensive Tackle



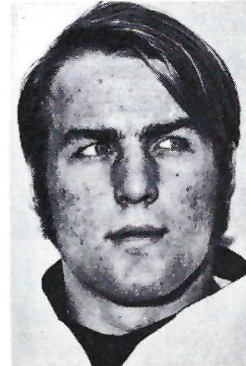
48—James Jarrett  
Fullback



24—John Lanahan  
Defensive Back



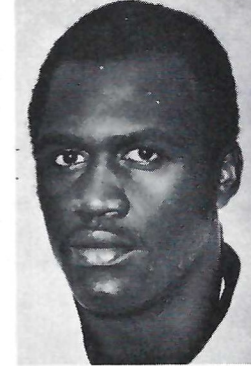
38—Buzzy Lewis  
Defensive Back



31—Paul Magalski  
Fullback



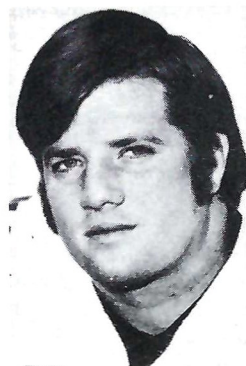
65—J. W. McKinnie  
Offensive Guard



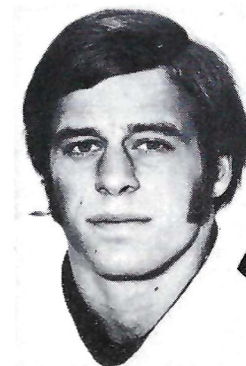
40—Eddie McMillan  
Defensive Back



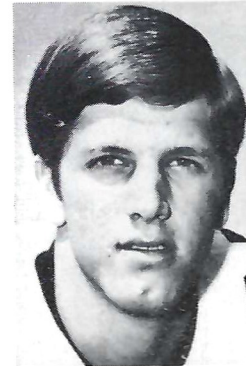
62—David Miles  
Linebacker



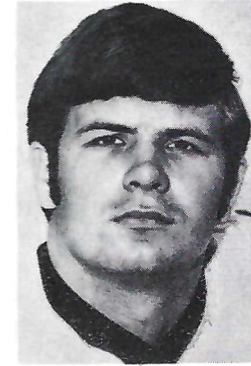
77—Roger Minor  
Offensive Tackle



43—John Montgomery  
Defensive Back

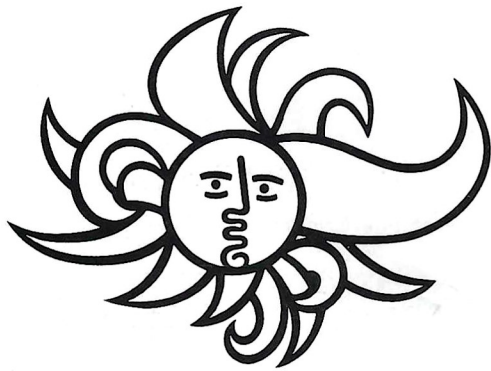


27—Arthur Munroe  
Offensive Back



30—Brent Norris  
Fullback





# Festival in the Sun

For the first time, Phoenix has joined a select group of cities in hosting a post-season football game, appropriately named the Fiesta Bowl. Originating in Spain and Latin America, a fiesta was the people's way of honoring a saint's day. How ironic that the Fiesta Bowl should be hosted in—of all places—Sun Devil Country.

Few festivities equal the excitement and pageantry that accompany a football bowl game. At the Salt River Project we are proud to be a part of the festivities in this, the charter Fiesta Bowl. We welcome the Fiesta Bowl and visitors to Phoenix...for the Festival in the Sun.

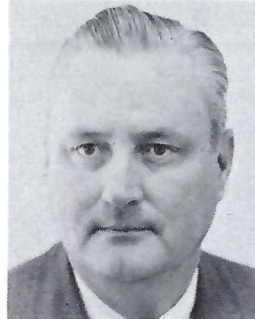


## SALT RIVER PROJECT

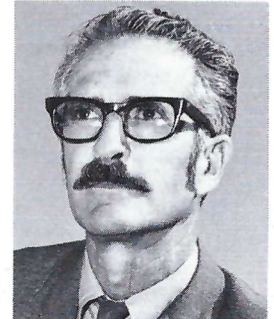
Providing water and electricity  
for a clean, prosperous Arizona

## W.A.C. FACULTY REPRESENTATIVES

THIS GROUP IS in charge of checking eligibility and exerts faculty control of athletic jobs. The supreme governing body of the Western Athletic Conference is the Presidents' Council, which includes the presidents of the eight member schools.



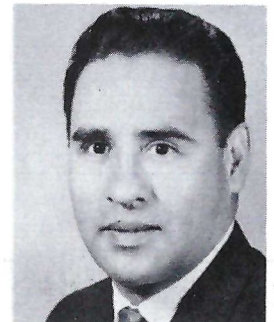
**Louis A. Myers, Jr.**  
Arizona



**Dr. Richard Burns**  
Texas, El Paso



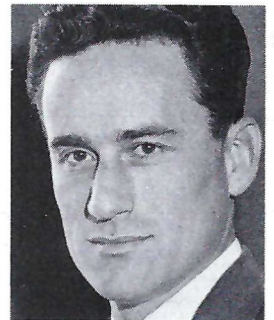
**Alfred Thomas, Jr.**  
Arizona State



**Jose E. Martinez**  
New Mexico



**Dean Milton F. Hartvigsen**  
Brigham Young



**Joe Geraud**  
Wyoming



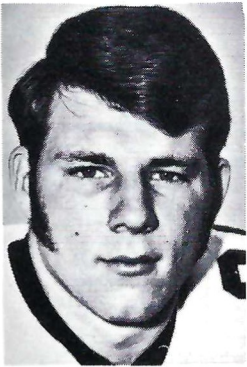
**Dr. Harry Troxell**  
Colorado State



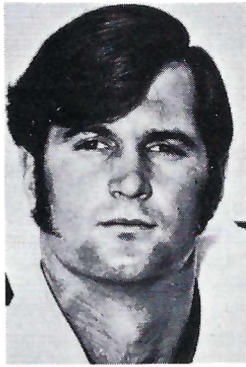
**Robert W. Swenson**  
Utah



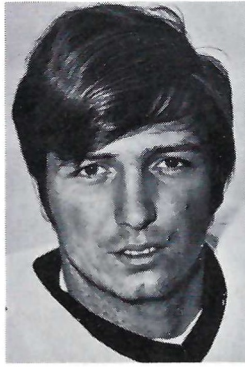
# THE FLORIDA STATE SEMINOLES



36—Rick Oreair  
Offensive Back



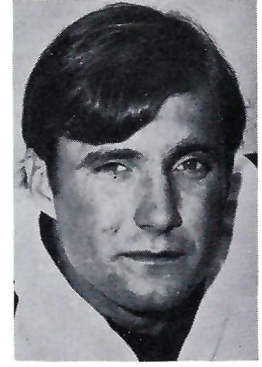
60—Clint Parker  
Linebacker



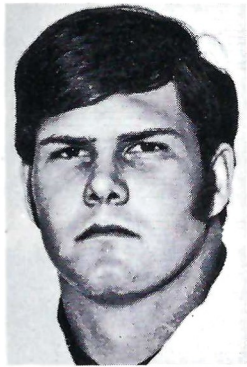
84—Gary Parris  
Offensive End



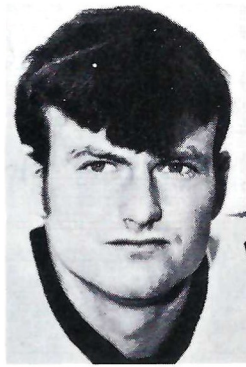
52—Reese Rainey  
Linebacker



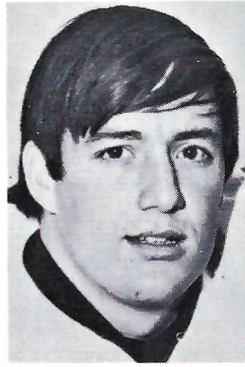
42—Ron Ratliff  
Defensive Back



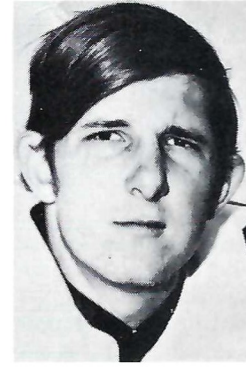
76—Bill Rimby  
Offensive Guard



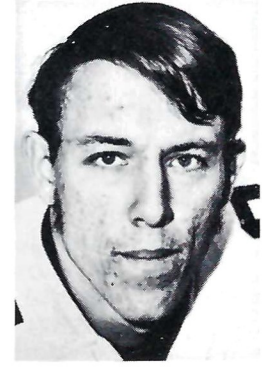
37—Oscar Roberts  
Offensive Back



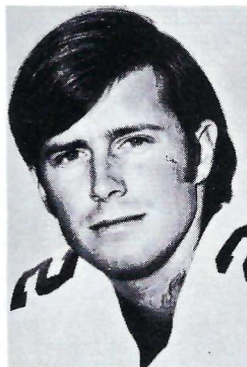
58—Andy Schmidt  
Linebacker



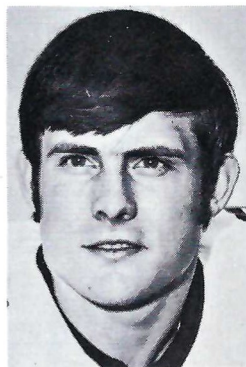
85—Bill Shaw  
Defensive End



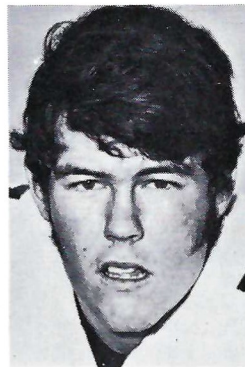
35—Randy Shively  
Defensive End



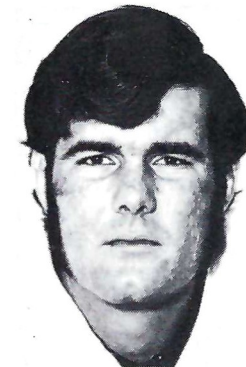
22—Barry Smith  
Offensive End



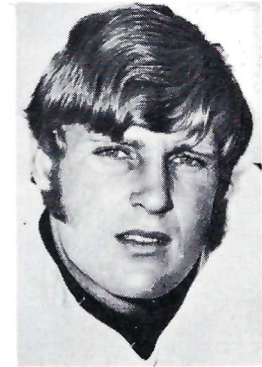
20—David Snell  
Defensive Back



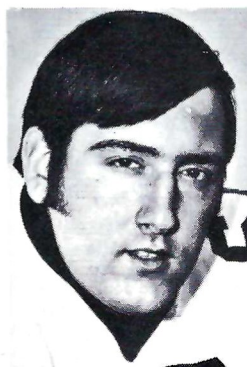
74—Don Sparkman  
Offensive Tackle



53—Jay Stokes  
Offensive Guard



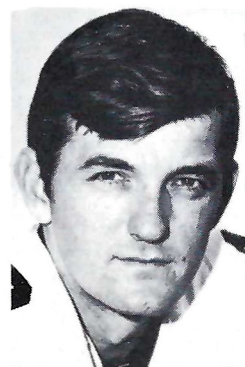
59—Larry Strickland  
Linebacker



66—Joe Strickler  
Offensive Tackle



26—James Thomas  
Defensive Back



12—Frank Whigham  
Quarterback



50—Dan Whitehurst  
Linebacker





**Clay Stapleton**  
Athletic Director

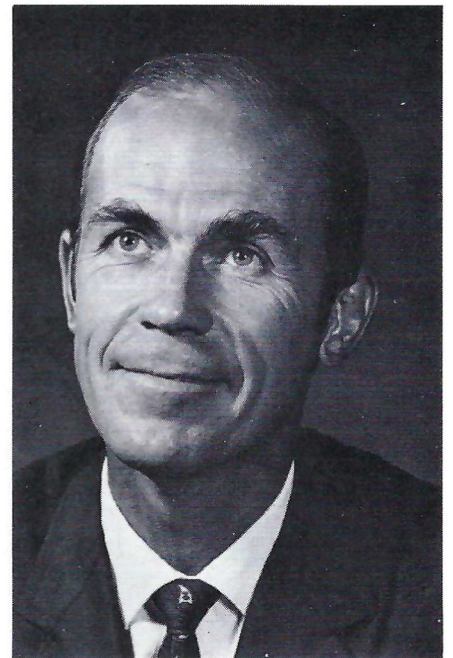
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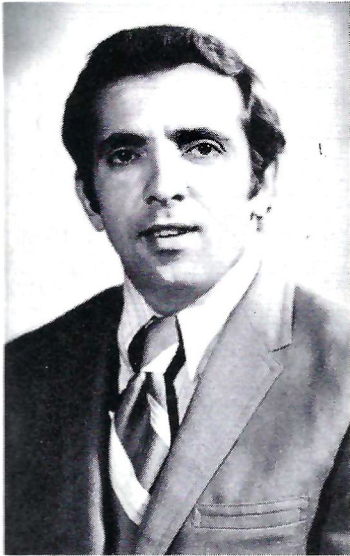


# Fiesta Bowl Television

## Television Personalities

### Eddie Doucette

Color



RAY SCOTT celebrates his 35th year in television-radio today as the man-at-the-mike in this kickoff Fiesta Bowl game.

It's another landmark in a brilliant career which has made the now-Valley of the Sun resident a topnotcher as a telecaster of major events in football, baseball, basketball, and golf.

"Bowling" for Ray is an old story. He has called the action in the Rose, Orange, Sugar, Gator, Sun, and Bluebonnet Bowls. Other outstanding credits: World Series, 1965; many National Football League championship games; the Masters' tournament and other top events on CBS; the Pacific-8 Basketball Game of the Week.

Ray has been 1-2-3 the last three years in national balloting for leading sportscaster honors. He won in 1969. In the last two seasons, Scott has teamed with Pat Summerall in covering the top professional football game of the week.

Scott made his radio debut in 1937 in his home town of Johnstown, Pa.



### Ray Scott

Play-by-Play

EDDIE DOUCETTE is the "voice" of the Milwaukee Bucks of the National Basketball League. Think it's a cinch spiling about the great team from the beer city? Not on your life! Every time Lew Alcindor scores a field goal, Eddie has to remember to call him Kareem Jabbar!

Today, Doucette, doing the color, joins veteran Ray Scott on Mizlou's telecasting team. Eddie's a graduate of Evanston, Illinois Township High

School and Michigan State University. After starting his broadcasting career in Toledo and moving on to Cincinnati, Doucette went to Milwaukee in 1963. When the Bucks opened up in Milwaukee in the 1968-69 season, Eddie took over in both radio and television. He does 72 games on radio and 10 on television. Doucette, sports director of WISN in Milwaukee, was voted Wisconsin's top sportscaster of the year in 1970.

## Television Producers

MIZLOU PRODUCTIONS, Inc., television producer of the Fiesta game, also televised the 1970 Peach Bowl when Arizona State whipped North Carolina in Atlanta. (Remember? In a snowstorm!) Mizlou was formed in 1962 and its executive headquarters are in New York City. The company is engaged in production of television and radio commercials, special visual material, and in packaging of radio and television special events.

Mizlou currently produces four N.C.A.A. approved post-season football games. The others are the Peach Bowl, Atlanta, now in its fourth year; Blue & Gray Classic, Montgomery, in its 34th year; American Bowl Classic, Tampa, now in its fourth year.

Other sports attractions on its roster include N.B.A.-A.B.A. Pro All-Star basketball, the Aloha basketball Classic, the M.S. Hope Chest basketball classic, and Sunday racing from Vermont's

Green Mountain racetrack.

Mizlou also is producing a series of documentaries and other specials in cooperation with the Associated Press.

Claude Piano is president and Vic Piano executive director.



### "Vic" Piano

Executive Director

### Claude Piano

President





**Dr. Stanley Marshall**  
President,  
Florida State University

## FLORIDA STATE – TOPS IN

FLORIDA STATE UNIVERSITY in Tallahassee, the state's capital city, is a great modern educational facility which developed from its Seminary days, dating back to 1857, when it had 130 students. Today, its 10 schools and colleges are jammed with 17,000 young people who live, study, and learn in classrooms, laboratories, dormitories and campus facilities valued at \$100 million.

Its students pursue careers ranging from drama to zoology, in colleges of arts and sciences, law and education, as well as in schools of nursing, social welfare, business, engineering science, home economics, music and library science.

Florida State became a full-fledged university in 1947. From then, through the succeeding years, a foundation has been laid for a sound athletic program. In the early 1960s, Florida State moved up into major athletic competition.

This year the American Council on Education rated eight Florida State graduate programs in the physical, biological and social science areas among the better programs in the nation.

One of only 24 institutions which

confer more than 100 Ph.D degrees annually in the nation, Florida State now is graduating an average of 5,000 students yearly.

Balancing its prestige in the sciences with academic achievements in the arts and humanities as well, Florida State is the home base for the State Theater, State Opera and State Symphony of Florida. Its role as an artistic and cultural pace setter is long standing and international in scope in art, music and theater.

A pioneer in the field of oceanography for many years, the university is making marine studies one of its strong points of emphasis in the decade ahead. Facilities for oceanographic research are located both on the campus and in the Ed Ball Marine Laboratories on the Gulf of Mexico, south of Tallahassee.

Rounding out the university's research resources are two nuclear accelerators, a million-book library and special research facilities in geophysical fluid dynamics, educational technology, molecular biophysics, social and political research, and psychobiology and psychology.

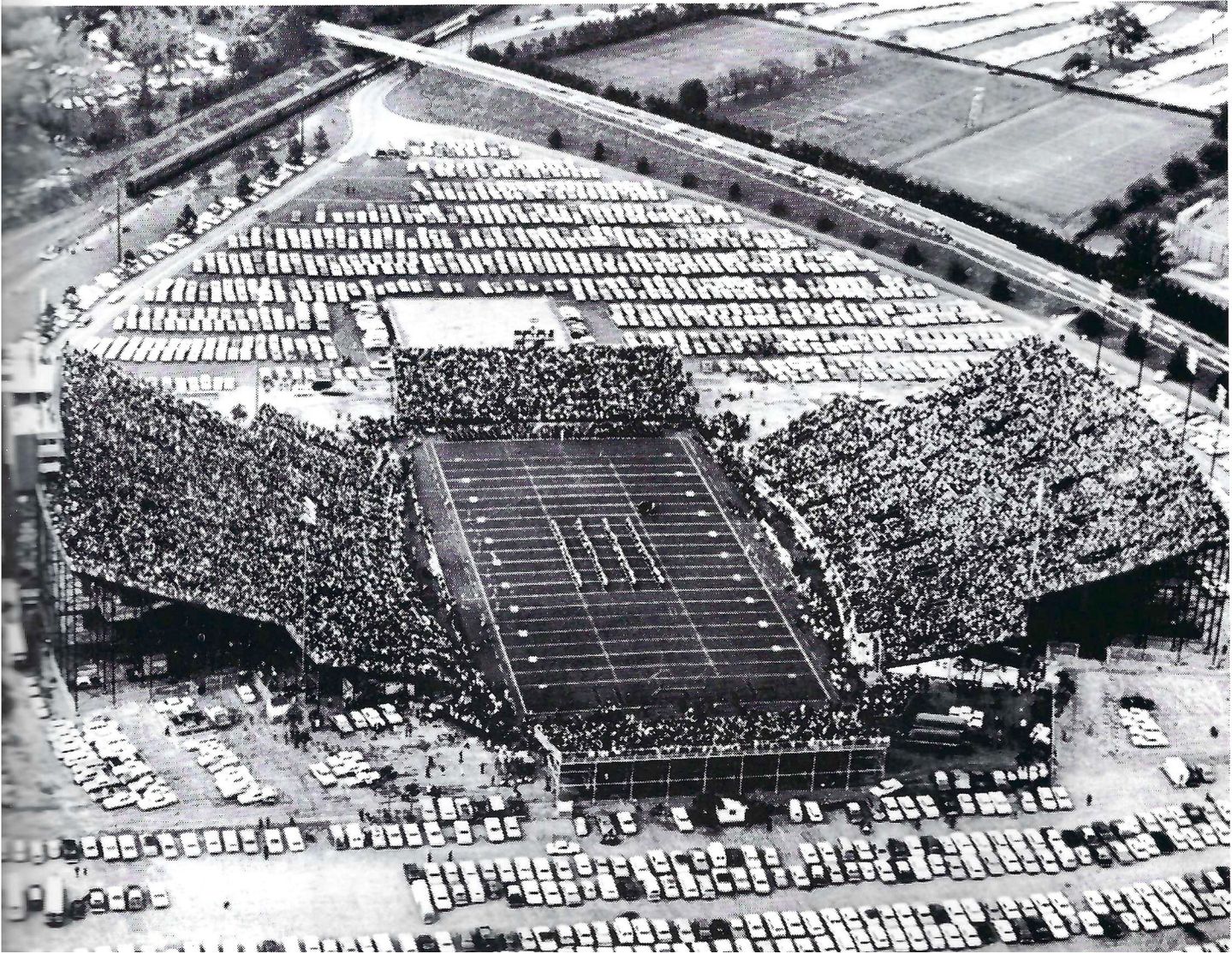




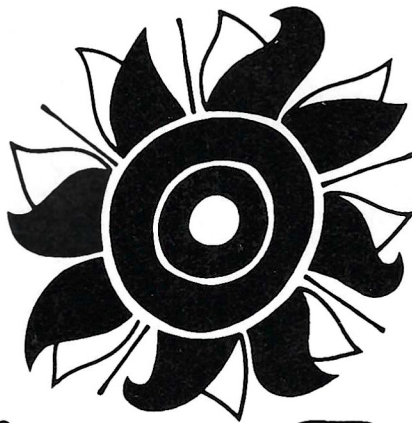
Florida State Cheerleaders.

# SPORTS AND ACADEMICS

Florida State Stadium in Tallahassee.







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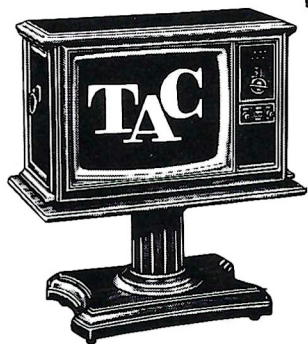


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## GAME BY GAME WITH THE SUN DEVILS

TEMPE, Sept. 18—With 19 seconds left and a 17-game winning streak on the line, Arizona State shaded Houston, 18 to 17, in the season's opener. The vital points came on a 46-yard field goal by Don Eckstrand, 28-year old army veteran. The 50,446 crowd was the first of six successive sellouts in Sun Devil Stadium.

SALT LAKE CITY, Sept. 25—The Sun Devils erupted for 17 points in the last six and a half minutes to whip Utah, 41 to 21. Sophomore Woody Green rambled for 214 yards in 31 carries. White piloted the Devils to a 14 to 7 halftime lead, but suffered a shoulder injury in the third quarter, Rick Brown finishing. ASU rolled up 478 yards, 389 on the ground.

TEMPE, Oct. 2—The defense was superb when ASU whipped the Texas-El Paso Miners, 24 to 7. The offense was balanced with 248 yards rushing, 230 in the air. Larry Shorty and Mike Shimkus were leaders in the defensive line. Woody Green had 109 yards on 22 carries. Returning Grady Hurst completed 9 of 14 throws for 142 yards and a touchdown, throwing two interceptions, Rick Brown started at quarterback. Joe Petty caught two touchdown passes.

FORT COLLINS, Oct. 9—Sophomore Benny Malone, in his debut as a regular, ripped for 184 yards in 14 trips in a 42 to 0 thumping of Colorado State. The Sun Devils had 499 yards on the ground, 72 in passing, with Hurst tossing three short scoring passes. Monroe Eley ran for 175 yards in 13 carries.

PORTLAND, Ore., Oct. 16—A 21-game winning streak came to a halt in a 24 to 18 loss to Oregon State as the Beavers' fullback, Dave Shilling, carried 47 times for 158 yards. The Devils never could get their offense in consistent gear. Oregon State intercepted five passes, three on Hurst. It was 10-10 going into the final quarter, when Oregon State scored a pair of touchdowns.

ALBUQUERQUE, Oct. 23—Danny White pitched six touchdown passes, an Arizona State and Western Athletic Conference record, in a 60 to 28 mauling of New Mexico. Five of the scoring shots came in the first half, which ended 41 to 0. Malone blasted 20 times for 181 yards, Green 21 times for 141. White completed 12 of 14 passes for 124 yards.

TEMPE, Oct. 30—After Air Force Academy led, 15 to 10, at intermission time, Danny White took the Sun Devils to a four-touchdown spurge in the third quarter, enroute to a 44 to 28 triumph against a team which in six games had lost only to Penn State, 16-14. Malone triggered the ground attack with 190 yards, Petty grabbed five passes for 130 yards, and Cal Demery fielded half a dozen for 84.

TEMPE, Nov. 6—Under White's smooth direction, Brigham Young fell a 38 to 13 victim. Green and Malone dominated the running attack in this 17th successive Western Athletic Conference victory. Demery and Holden again were Danny's favorite targets.

TEMPE, Nov. 13—Arizona State clinched its third consecutive W.A.C. championship with a 52 to 19 crusher over Wyoming. Once again, the Sun Devils demonstrated amazing late game mastery after trailing at the half, 6 to 3. In the third quarter Steve Holden returned a punt for 90 yards and in the fourth Green ran one back 71 yards, also for a score. White hit on 13 of 17 passes for 260 yards in outplaying the Cowboys' conference passing leader, Gary Fox.

SAN JOSE, Nov. 20—On the preceding Saturday, San Jose State had upset Rose Bowl-bound Stanford, 13 to 12. But Arizona State quickly went to work on the Spartans, blasting them, 49 to 6. Green's 173 yards paced the ground attack. San Jose was limited to 21 yards in 50 running plays.

TEMPE, Nov. 27—The Sun Devils wound up their regular season with a 10-1 record in a 31 to 0 romp over the Wildcats from the University of Arizona. ASU compiled 406 running and passing, some 60 yards short of its average in preceding

## THE SEMINOLES' ROAD TO THE BOWL

MOBILE, Sept. 11—The debut of Coach Larry Jones was a 24 to 9 success over Southern Mississippi. Victory came after Southern went ahead with a touchdown. In the second quarter the Seminoles struck for 17 points. Gary Huff passed 34 yards to Ed Davis to the 1, and Paul Magalski hit for the score. After the kickoff, Florida State's Bill Shaw recovered a Southern fumble 28 yards from the goal. The score came on Huff's 14-yard pitch to Rhett Dawson.

MIAMI, Sept. 18—The goal-kicking skill of Frank Fontes was the difference in a 20-17 win over the University of Miami. Eddie McMillan took the opening kickoff and scored on a 90-yard run, but Miami immediately tied it, going on to lead at the half, 17 to 7. In the third period Fontes booted a field goal and Huff flipped five yards to Dawson to tie it. With 4:30 left in the game, Fontes came through with his 25-yard game winner.

TALLAHASSEE, Sept. 25—The Seminoles smashed Kansas of the Big Eight, 30 to 7. Fontes started it with two field goals. Huff passed 24 yards to Kent Gaydos for a 13-0 first quarter lead. A third field goal by Fontes produced a 16-7 lead at the half. In the third period, Huff passed 19 yards to Harry Smith and 88 to the same gent for touchdowns.

BLACKSBURG, Va., Oct. 2—Huff completed 21 of 25 passes for 374 yards, nine to Dawson for 161 yards, in a 17 to 3 triumph over Virginia Tech. Huff was named to the United Press International's Backfield of the Week.

TALLAHASSEE, Oct. 9—The Seminoles made it five in a row by whipping Mississippi State, 27 to 9. Fontes struck a 43-yard field goal for openers, Huff passed to Smith for 37 yards and Fontes again connected for a 13-3 half time lead. In the third quarter, Art Munroe drove over from the 1 and Mike Glass made his first varsity catch a 9-yard touchdown.

GAINESVILLE, Oct. 16—The old bugaboo hit again. Florida came up with a 17-15 victory—its first of the season. (Sun Devil fans, remember Oregon State?) Florida scored twice in the second quarter, once on a recovered fumble, to lead, 14-0. The Seminoles rallied, but couldn't catch up.

TALLAHASSEE, Oct. 23—It was a booming 49 to 18 rout of South Carolina as Huff completed 26 of 40 throws for 366 yards and five touchdowns. And the nifty quarterback also scored a fourth touchdown in the blistering second quarter. He was named the "Southeast Back of the Week" by both the Associated Press and the UPI.

HOUSTON, Oct. 30—An expected battle of dazzling offenses turned into a 14 to 7 loss to the University of Houston in the Astrodome. Both teams scored the first time they had the ball, the Seminoles on a 16-yard pass from Huff to Magalski.

ATLANTA, Nov. 13—A swarming Georgia Tech defense stopped Florida State, 12 to 6, on a day Quarterback Huff was below par because of a stomach virus attack. Fontes put the Seminoles in front with a second period field goal. At the half it was 3 to 3. In the third quarter Tech scored the game's only touchdown. Tech's final score came on a safety.

TALLAHASSEE, Nov. 20—Buoyed by hopes of getting a Fiesta Bowl bid, the Seminoles thrashed Tulsa, 45 to 10. Tulsa tied it early in the second quarter, 7 to 7, then scored twice more for a 17-7 lead at intermission. From then on it was a rout. Magalski raced 27 yards to score. Fontes hit with a three-pointer and Smith went 8 yards for a 31-10 edge after three periods. Huff hurled two touchdown passes in the fourth quarter.

TALLAHASSEE, Nov. 27—After Pittsburgh led with a touchdown, Huff rallied the Seminoles to a 31 to 13 triumph. The slick quarterback hit receivers for 261 yards and three touchdowns, as Fiesta-Bowl bound Florida State ended its regular season at 8-3.



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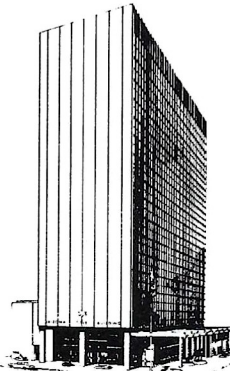
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# SAGA OF THE SEMINOLES



BY BILL MCGROTHA,  
Sports Editor, Tallahassee Democrat

*Bill McGrotha has been sports editor of the Tallahassee Democrat since 1953 and has covered the Seminoles for 19 successive seasons. This year he was a double winner in the annual contest of the Florida Sports Writers' Association, winning for his columns and general writing excellence. Last year his sports section won best-in-the-nation acclaim from the National Newspaper Association. He is a former president of the Florida Sports Writers' Association and a native of Georgia.*

FLORIDA STATE'S football team got to the Fiesta Bowl this year the same way it got to the Gator Bowl following the '64 season, the Sun Bowl following the '66 season, the Gator Bowl again following the '67 season, and the Peach Bowl following the '68 season.

The Seminoles came to each via air. . . via air special, one might say.

Earlier this year the service bureau of the National Collegiate Athletic Association checked out all of its records over the previous years and uncovered something that was no surprise to any Florida State fan.

Over that five-year span the Seminoles have been the passing-est team in college football. The closest challenger was a flat eight-yards-per-game behind Florida State.

This was so even though the Seminoles in no single year among those five actually finished on top in passing. Only once during that span had they finished as high as No. 3.

What happened was that teams came and went during that period, having their day in the passing sun and then slackening off in their stress—or ability to get the job done—with the overhead game.

The Seminoles, during that span, were veritable gems of consistency. In no year were they really far off the pace. They were the only team nationally to finish in the top 10 in passing in each of those five years.

The five-year average of pass yardage per game for Florida State was 260.4.

And how did the Seminoles stack up otherwise during that period?

Well, among all the major teams in college football, they ranked sixth in

interception avoidance, sixth in average yards per pass, and tenth in completion percentage. . . Florida State completed 53.3% of all the many passed it threw during that period.

In won-and-lost, the Seminoles are among the nation's top 25. The record was 34-15-2.

This year the Seminoles, for the first time, were No. 1 in passing, with an average of exactly 250 yards per game. (While that doesn't measure up to the five-year average of 260.4, the game, if you hadn't noticed, has changed a bit; new rules this year—fewer timeouts and stopping of the clock between plays, for example—precipitated some shorter games, fewer plays, lower scores.)

Florida State changed head coaches in January of this year. Bill Peterson, after 11 years, departed for Rice and Larry Jones succeeded him.

But the Seminoles, obviously, continued to throw that football.

While the effectiveness of the passing game has not diminished one whit, the Seminoles, under Jones, have been tougher on defense.

Florida State won its first five games this season before falling on the road—to Florida, 17-15, Houston, 14-7, Georgia Tech, 12-6—and finishing 8-3.

No team scored more than 18 points on Florida State's defense. All season long the defense gave up just three touchdown passes.

Though the passing game is the more glamorous facet, the defensive game was an equal—and maybe bigger—part of Florida State's success this year.

But the Seminoles have a tradition of quarterbacks who can throw and receivers who can catch. Notable passing quarterbacks of the recent past were Steve Tensi, Kem Hammond and Bill Cappleman. The great receivers during their time were Fred Biletznikoff and Ron Sellers.

This time around, of course, it's Gary Huff throwing and Rhett Dawson catching. They compare most favorably with those celebrated ones of the past.

Huff, a junior, checked in as the nation's total-offense leader with an average of 241 yards a game, also leading the nation in touchdown passes (23) and total pass yardage (2 736). Dawson finished among the nation's elite with 62 catches for 817 yards and seven touchdowns.

Not a big football team overall, by any means, the Seminoles do have quickness, particularly on defense.

The cornerbacks, James Thomas and Eddie McMillan, have been evaluated by some opponents as among the best in the college game. Ends Charlie Hunt and Bill Shaw are tough ones. Tackle Richard Amman, plus linebackers Larry Strickland and Dan Whitehurst, are among the other notables. Florida State's pass rush frequently has been outstanding.

There's a big plus in the all-round kicking game. Punter Duane Carrell boots 'em high and foes have returned few. Placement specialist Frank Fontes is capable of 50-yard field goals. Speedster Barry Smith and slippery David Snell are hot ones on runbacks.

Florida State's offensive line—hit hard by injuries throughout the season—generally provides Huff with fine protection while making running room for Paul Magalski and Arthur Munroe. Center Allen Dees, a junior, weighs only 190 pounds, but you won't see many quick up-front players.

Smith is the primary long-range receiving threat, and he also is utilized on running reverses. Kent Gaydos, who stands 6-6, is another keenly interesting receiver with deceptive speed as well as height. Gaydos has caught only 18 passes this year—but seven have been for touchdowns.

But maybe the Seminoles' most unusual characteristic is in attitudes. Writers who've followed the team all season sense it, but grope for words to describe it.

The Seminoles have an uncommonly close identity with Jones and his staff. They're altogether a family—but perhaps with less friction than in most families.

Jones feels that college football should be as much fun as possible and he works hard to make it so.

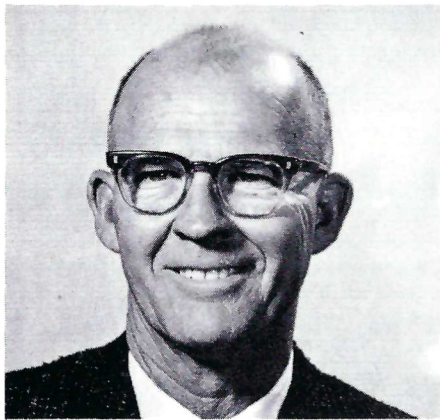
For the Fiesta Bowl, the Seminoles are minus three players who contributed much—defensive back Robert Ashmore and offensive tackle Joe Strickler, both starters, plus No. 2 quarterback Frank Whigham. They had completed their requirements for degrees prior to the start of the season, and N.C.A.A. rules decree them ineligible in post-season events. No complaints; the three were aware of the rule when they played.

Not particularly happy with their 8-3 finish, players figure they've come along under the pre-season slogan of "Seminoles Uprising" and reckon, really, that this year saw the start of something even bigger in Florida State football.



# THE W.A.C. GOES BIG LEAGUE

By **BOB ALLISON**  
Sports Editor, Phoenix Gazette



*Robert B. (Bob) Allison has been with the Phoenix Gazette since 1937, except for 2½ years' combat duty in world War II. He has been sports editor since 1947 and his "Along the Way" column is a regular feature. Bob, a native of Mesa, is the only writer to have been elected... as a charter member... to the Arizona Golf Hall of Fame. He has covered major events in many sports, has been honored as "Arizona Sports Writer of the Year, is a past president of the Phoenix Press Box Association, and is a director of the Golf Writers' Association of America.*

THE FIRST FIESTA BOWL offers the coincidence of a worthy milestone for the end of the Western Athletic Conference's first decade.

The 1972 football season was the 10th for this far-flung league of universities which fits geographically into the Rocky Mountain area between the Pacific 8 Conference and the Big Eight—and is on the way to proving a rival in prestige to both.

The Western Athletic Conference grew out of this geographical fitness. Prior to its organization, the Skyline Conference covered the northern Rockies and the Border Conference served the Southwest and parts of Texas.

Growing feeling that a north-south alignment would result in a group of members alike in size, aims, and philosophies brought Arizona State and Arizona into a combination of four former Skyline members—Wyoming, Utah, Brigham Young, and New Mexico—for a six-team league which started football rivalry in 1962.

In 1968, one more Rocky Mountain member, Colorado State, and one more Southwest university, Texas-El Paso, were added to make up the eight-school conference as it exists today.

To insure balance between academics and athletics, the conference was organized to make a Presidents' Council—including the presidents of all member universities—the governing body, setting policy and acting on proposals from a council of athletic directors.

Well-rounded athletic programs also were a primary goal. The Western AC never wanted to be known as strictly a "football conference" or a "basketball league."

Arizona State's prowess in baseball, Texas-El Paso's in track and field, and Brigham Young's basketball reputation are among signs that the philosophy succeeded.

As for football, a weird cycle of three seems to have developed in the championship picture. New Mexico won the title in 1962 and 1963 and tied for a third straight in 1964, along with two others, Arizona and Utah. Brigham Young moved into the throne room in 1965, but then another three-year run came for Wyoming. And 1971's was the third successive title for Arizona State.

None of these has come easily, however. Even the teams which have been unbeaten in Western AC play have found their conference opposition fully as challenging as inter-sectional competition.

The Fiesta Bowl will be the 29th bowl game played by teams now affiliated with the Western Athletic Conference.

University of Wyoming made two of the most prestigious post-season appearances of the past, meeting Louisiana State in the 1968 Sugar Bowl and Washington & Lee in the 1951 Gator Bowl. Utah helped the Liberty Bowl get going with a 1964 victory over West Virginia. Arizona State provided one of the 1970 spectaculars with its 48-26 decision over North Carolina in Atlanta's Peach Bowl.

Texas-El Paso, as the home-town team of the Sun Bowl, leads all Western AC teams in bowl games, having played eight times in the Sun Bowl. Western AC teams have been present in the El Paso game on nine other occasions.

Arizona State is making its sixth bowl appearance today—twice in the Sun Bowl, twice in a short-lived Phoenix promotion known as the Salad Bowl, and once in the Peach Bowl.

One of those Salad Bowl games deserves to be remembered if only for the quality of its alumni. Arizona State met Miami of Ohio, which, coached by Woody Hayes, had a halfback named Johnny Pont, and a quarterback named Ara Parseghian. The Redskins won, 34-21, over that 1949 Arizona State team—which, incidentally, starred Wilford (Whizzer) White, father of quarterback Danny of this year's club.

Wyoming has made five post-season appearances, New Mexico six, Utah and University of Arizona two each, and Colorado State one.

The conference teams' record in bowl games since 1937 is 14-12-2. Since 1964, the record is 5-2.

Since the early 60s, the Western AC has sent some of its top graduates into pro football—players like J. D. Hill (ASU), Sam Scarber (NMU), Norm Thompson (Utah), Chris Farasopoulos (BYU), Dave Buchanan (ASU), Art Malone (ASU), Louis Thomas (Utah), Ron Gardin (Arizona), John Helton (ASU), Ron Pritchard (ASU), Fred Carr (UTEP), Bill Lueck (Arizona), Jim Kiick (Wyoming), Jerry DePoyster (Wyoming), Max Anderson (ASU), Curley Culp (ASU), Vic Washington (Wyoming), Virgil Carter (BYU), Ron Billingsley (Wyoming), Ben Hawkins (ASU), Roy Jefferson (Utah), Floyd Hudlow (Arizona), Charley Taylor (ASU), and Tony Lorick (ASU)... among others.



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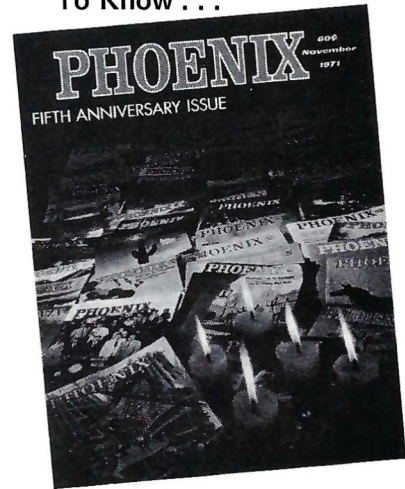


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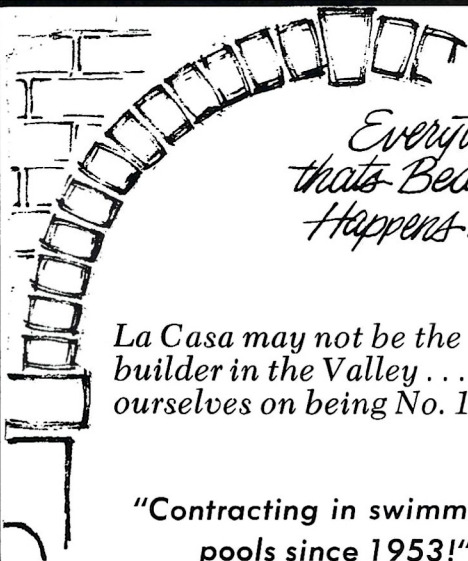
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# THE W.A.C. GOES BIG LEAGUE continued

Sun Devil Stadium, where the Fiesta Bowl is being played, is the Western AC's biggest, with just over 50,000 seats. With the added impetus of the bowl, it's believed that expansion to 65,000 is only slightly in the future and an 80,000 capacity is in the cards.

When Sun Devil Stadium first was opened in 1958—to replace the 15,000 available seats in the old ASU Goodwin Stadium—its capacity was 35,000. This season each of the Devils' six home games drew more than 50,000 spectators.

University of Arizona's 40,000-seat stadium is the league's next largest, with Brigham Young, Utah, New Mexico, Colorado State, and Texas-El Paso all having 30,000 seats to sell and Wyoming only slightly behind at 26,800.

When it comes to basketball, Brigham Young leads all the rest—and all the rest of the country, too. Nearing completion on the Provo, Utah, campus is a monstrous arena of 23,000 capacity. Utah recently finished a 15,000-seat fieldhouse. Until now well behind the Conference in basketball facilities, Arizona and Arizona State are catching up—Arizona's new J. F. McKale Memorial Student Center is nearing completion and Arizona State only recently broke ground (just at the southeast corner of Sun Devil Stadium) for a 15,000-seat arena expected to be completed for the 1973-74 season.

From Laramie, Wyoming, to Tucson, Arizona, Western Athletic Conference campuses show new buildings, lovely settings, complete athletic plants, and ever-increasing student populations.

It was natural that at this stage in its history such a fast-growing Conference

would be receptive to a bowl tie-up and the development of the Fiesta Bowl effort in Phoenix was a fitting attraction.

The league had been offered the opportunity of a permanent tie-up with the Sun Bowl at El Paso but negotiations never quite bore fruit.

Then along came the Fiesta Bowl, born partly out of outrage that Arizona State's 1968 team, though 8-2, with 414 points to opponents' 163, got no invitation from anyone. In 1969 both ASU and Utah had 8-2 records among Western AC teams, and neither went a-bowling.

This was enough to demonstrate the Phoenix bowl supporters' theory that a large area of the United States was getting the go-by from the existing bowls. With firm conference tie-ups, easy availability of Southern teams for Deep South games, and other factors, it appeared Western Athletic Conference teams stood an ever more slender chance of ever getting first-rank bowl recognition.

When the Fiesta Bowl's sponsors made their pitch for approval before NCAA extra events committees, they pushed this discrepancy to the limit.

They made their point well. It was then time to assure the committee that the Fiesta Bowl proponents meant what they said, and that once the Bowl was approved, they wouldn't abandon the argument for convenience's sake and pick opponents not from the Rockies area.

The contract with the Western Athletic Conference was the result. It guarantees the conference champion a showpiece. It will contribute funds to back all the member schools' expanding pro-

grams. And it makes certain the Fiesta Bowl will have each year the finest team in the rapidly developing area of the Rocky Mountain West.

Even though today's attendance is capacity and the Mizlou Productions telecast is nationwide, this auspicious beginning actually is considered modest, in view of the sentiments voiced by many that the Fiesta Bowl is bound to develop into one of the nation's top four or five games.

Cited are the great climate and the many attractions of the Valley of the Sun area and the planned expansion of the stadium. Increasing television revenue as the game becomes established also is a near-certainty.

Florida State's selection as the opposing team for the Conference champion brings the opportunity for the league to be exposed in a new area, since Western AC teams seldom play opponents from the Deep South.

Closest Arizona State has come, for instance, was North Carolina in last year's Peach Bowl, North Carolina State in 1960, and Arkansas in 1951.

So the Western Athletic Conference may be finding its way into a new era, progressing mutually with this brand-new bowl in one of the nation's potentially great football areas.

Steve Holden, All-WAC wingback, made good use of his 9.6 speed off the wingback reverse as Roger Davis escorts him downfield against Houston. The Devils won that contest, 18-17.



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# A THREE-RING

## The Half

NOT ONE SHOW—but three—will thrill the 50,000-plus spectators at today's first annual Fiesta Bowl. It's a three-part menu of entertainment concocted by Don Meyers, Fiesta Bowl executive committee member who is chairman of the half time show, and Ray Cox, its director. They and their Fiesta associates believe it will prove to be one of the most comprehensive entertainment spectacles ever presented by any Bowl. The theme is "La Fiesta de Los Amigos" (The Festival of the Friends) and is a salute to our neighbors to the South and the colorful culture of this area.

## The Pre-Game Show

REX ALLEN, the "Arizona Cowboy," returns to the state where he began his career at the age of 13. He will be master of ceremonies during a 90-minute program which will include the appearance of Arizona State's famous marching band. Rex has galloped through 35 western movie thrillers and has narrated 80 specials for Walt Disney studios. Others in the pre-game lineup: Lee Meza, Sound 70, Los Vaqueros del Colegro from Central Arizona College, Arizona College Jazz choir, Orpheus Male Chorus of Phoenix, The Desert City Six, Bob Herman, Los Changuitos Feos de Tucson, Westwood High School Honor choir, and the State Four Barbershop quartet.



Rex Allen

The Arizona Cowboy

"LA FIESTA de Los Amigos" stars Trini Lopez, top recording star, television personality, and movie favorite. The Texas-born entertainer, who started his career by playing in restaurants while a teenager, made it big in California in the early 1960s. His *If I Had a Hammer* was a hit single in 23 countries and sold 5 million copies. Trini has experimented with musical elements other than his familiar Latin-folk sound. Such was the case in his first country and western album, *Welcome to Trini Country*, recorded in Nashville. Trini will sing *Hello Dolly* and *La Bamba*.

Narrator Rex Allen will introduce Los Estudiantes Folkloricos de Agua Prieta and Los Estudiantes Folkloricos de Douglas, a combined group of 220 youngsters from 10 to 13 years of age. The brilliantly colored costumes worn by the dancers were handmade in Mexico City. The costume worn by Sr. Hector D'Alanis in the role of Emperor Montezuma contains more than 200 individual jewels. D'Alanis, star Mexican entertainer, is supervisor of a Mexico-wide cultural enrichment program which includes today's group.

Also featured is "Los Changuitos Feos de Tucson," meaning the "Ugly Little Monkeys of Tucson," twelve mariachis ranging in age from 12 to 17 and second generation of a group founded in 1964 by Father Charles Rourke. All of their earnings go into a scholarship fund, assuring each member financial aid for college. They have appeared with Johnny Cash, Andy Williams, Lawrence Welk and others. The Changuitos in 1971 won first place in the first mariachi contest held between groups from the United States and Mexico.

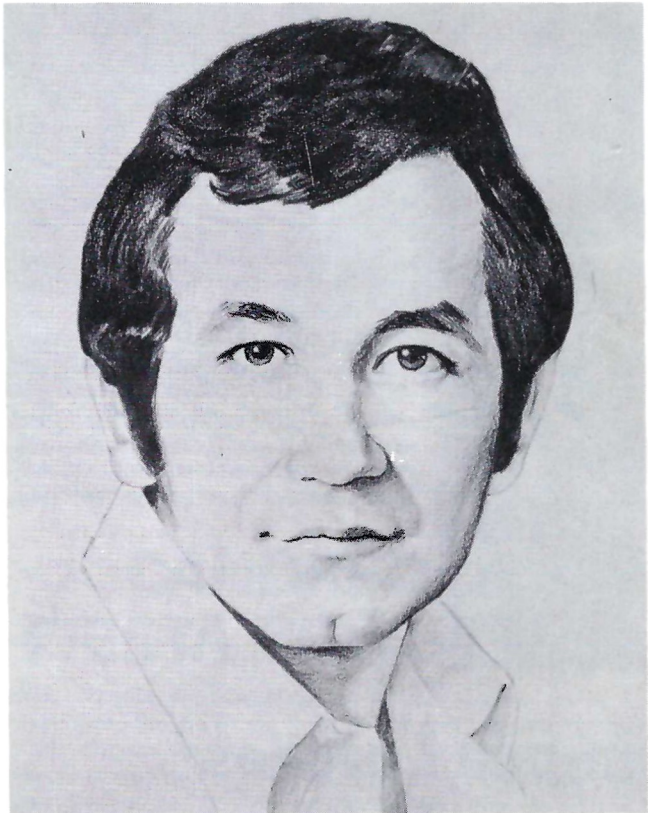
Los Changuitos Feos de Tucson





# MUSICAL CIRCUS

## Time Show



Trini Lopez



## The Post-Game Show

PRESENTATION of team trophies to today's winner and loser.

Presentation of trophies to the outstanding offensive and defensive player.

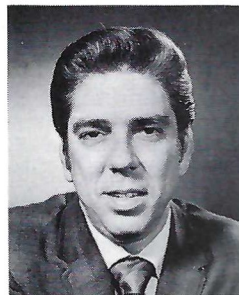
Presentation of Western Athletic Conference Award to Walter Byers, executive director of the National Collegiate Athletic Association, for his part in alerting youngsters to the dangers of using drugs.

The Sun Devil Marching Band. Los Changuitos Feos.

And a Pop Warner football championship game between the Tempe Junior Sun Devils and the Scottsdale Comancheros.



The famed Orpheus Male Chorus of Phoenix, under the direction of Ralph Hess, performs during the Fiesta Bowl pre-game show.



**Ray Cox**  
Producer-Director,  
Halftime Show

*RAY COX is vice president of marketing for Combined Communications Corporation, which has its corporate offices in Phoenix. He did play-by-play for Arizona State and University of Arizona sports events on KTAR Radio from 1959 through 1970. He's a member of the Tempe Diablos, a sports service group, and is producer-director of the annual Miss Arizona Pageant. Ray also produced, wrote and directed the Arizona Sports Foundation's film presentation which was shown to the N.C.A.A. Special Events committee, and is credited with helping make the Fiesta Bowl a reality.*



# The Sun Devils' 137-Piece Marching Band



MARCHING BANDS and football go hand-in-hand, adding to the excitement and the color. The band, directed by Dr. Kenneth Snapp and his assistant, Robert Miller, consists of 76 men and 61 women. Fifty-seven are music majors and 116 are from Arizona. And this fine group loses only 20 by graduation!

# The Famous ASU Pom-pon Lovelies

IF YOU HAVEN'T NOTICED, the Arizona State pom-pon girl line has expanded. Usually numbering 10 gals, the dancing corps now boasts 24 coeds.

They are, kneeling (left to right) Shari Rice, a junior marketing major from San Francisco; Karen Duke, a sophomore elementary education major from Phoenix; Arlene Ellis, a freshman dance major from Phoenix; Maureen Feeney, a junior art education major from Phoenix; Jacque Sanchez, a junior business administration major from Superior, and Jalonda Rincon, a freshman sociology major from Tempe.

Standing from left are Pat Patterson, a sophomore dance major from Phoenix; Pam Salem, freshman education major from Scottsdale; Paula Piazza, sophomore journalism major from Scottsdale; Susan Bustamente, junior nursing major from Tempe; Kim Hitchings, freshman liberal arts major from Tempe; co-captain Sandy Von Lohen, junior marketing major from Scottsdale; Carol Morrison, freshman mass communications major from Phoenix; Linda Last, freshman psychology major from Scottsdale, and Terri Michel, freshman recreation major from Mt. Vernon, Illinois.

On the ladder from top to bottom: co-captain Cindy Hall, senior education major from Phoenix; Linda Thies, senior elementary education major from Scottsdale; Gwen Yee, senior marketing major from Phoenix; Debbie Pearson, junior home economics major from Scottsdale; Theresa Ortiz, sophomore business education major from Miami; Carol Russell, freshman liberal arts major from Casa Grande; Jessica Rodriguez, freshman physical education major from Tempe; Connie Cox, freshman business pre-secondary major from Tempe; and Becky Ellsworth, freshman business pre-secondary major from Tempe. Their supervisor this year is Chris Wilkinson of the Memorial Union Staff.







With Cudahy Company President Fred Barrett holding the queen's trophy are ASU coeds (front row l. to r.) Wendy McNeil, Bonnie Miner, Kathy Paul, Erlinda Torres, (back row) Patricia Fierro, Paula Piazza, Karen Miller and Regina Washington.

## CANDIDATES FOR FIESTA BOWL QUEEN

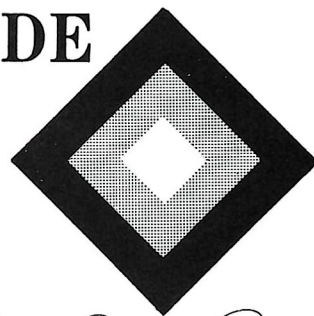
EIGHT GIRLS from ASU, plus eight coeds from the U of A, were chosen for the Fiesta Bowl Queen competition, sponsored by the Cudahy Company. The Queen, not yet chosen at press time, was crowned at the Martha Mitchell Dinner and Fashion Show December 26 at Mountain Shadows. The Queen and her court will receive more than \$1,000 in scholarships from the Cudahy Company.



With Cudahy Company's Phoenix Plant Manager Bill Roberts, holding the queen's trophy, are U of A coeds (l. to r.) Denise Bina, Pam Kirscher, Lillie Ann Shrigley, Robin Meier, Cindy Valliere, Cindy Ricker and Andrea Fehrman. Not pictured is Karen Ginter.

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# TEN YEARS OF ACHIEVEMENT FOR THE W.A.C.

By DAVID PRICE

Director of Information, Western Athletic Conference

THE Western Athletic Conference has come of age.

It has completed 10 football seasons and has become aligned with a major bowl of unlimited potential—the Fiesta Bowl.

It has turned out two undefeated (regular season) football teams in the last five years—Wyoming in 1967 and Arizona State in 1970.

It has attained a finely-honed balance

in basketball which has brought the W.A.C. race down to the last game of the season for the last three years—and grayed a few coaches' hair in the process. It has a reputation of respect and fear in the "nonrevenue" sports, which display the true depth of an athletic program.

The W.A.C. has exerted its strength in other areas, too. For instance, it was the first major college conference to

support freshman participation in varsity sports—a move which won approval from the National Collegiate Athletic Association. The W.A.C.'s second commissioner, Wiles Hallock, was picked off by the prestigious Pacific Eight Conference after just three years as head of the W.A.C.

There is little comparison between the fledgling league formed in 1962 and the well-developed Conference in 1971. Two new members, Colorado State and Texas-El Paso, have been added. Seven national collegiate team championships have been won since 1965 by W.A.C. members and numerous Conference athletes have captured national crowns.

Schedules have shown an amazing improvement when comparing the strength and prestige of W.A.C. opponents in 1962 against the foes of the future. Such teams as Nebraska, Texas, Arkansas, Oklahoma, U.C.L.A., Louisiana State, Tennessee, and California dot future schedules of our growing Conference.

There have been many worthy accomplishments in the past, but for the Western Athletic Conference, the view is to the future. (Ref. page 81)

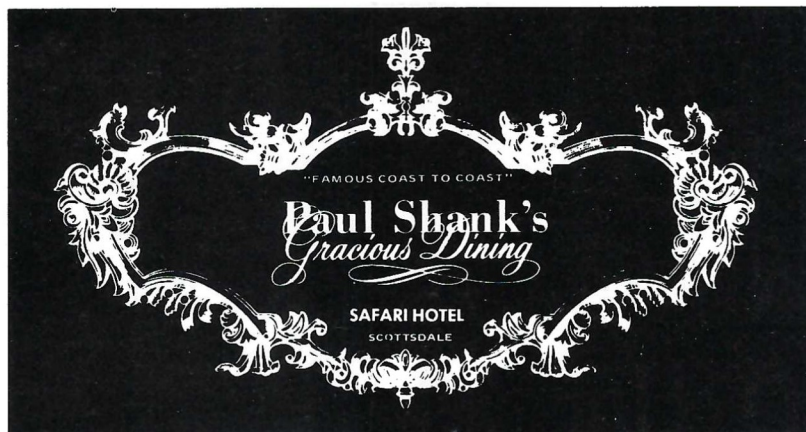


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## Golden Anniversary For American Football Coaches

THE AMERICAN football Coaches' Association was founded in New York on Dec. 27, 1921 at a meeting of 43 coaches to discuss the rules and to improve the safety of the game.

In this season drawing to a close, the Association has 4,400 members.

The roll call of those who held membership in the A.F.C.A. for at least 35 years is an illustrious one, including Amos Alonzo Stags, Lou Little, Dana X. Bible, Ike Armstrong, Clark Shaughnessy, Tuss McLaughry, Chick Meehan, Ray Morrison, Matty Bell, Jess Neely, Bernie Bierman, Andy Kerr, Wallace Wade, Dutch Meyer, Carl Snavelly, Fritz Crisler, Harry Stuhldreher, Lynn (Pappy) Waldorf, Biggie Munn, Rip Engle, and Johnny Vaught.

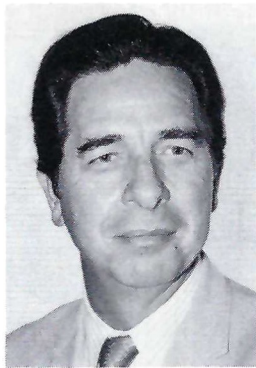
The integrity of football coaching has been established through an effective code of ethics and the association's Ethics Committee.

The Fiesta Bowl salutes those pioneers and the thousands of coaches who today are showing the same dedication.

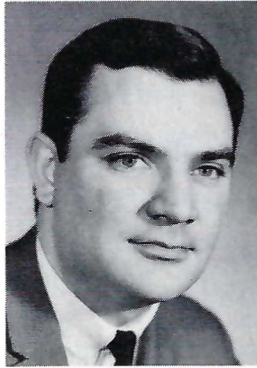


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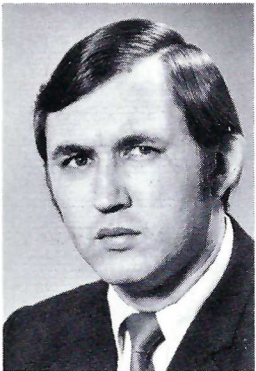
Bob Davies, KOOL

THREE EXPERTS WILL be at the microphones today when Phoenix KOOL Radio's Fiesta Bowl coverage not only spans the nation, but goes worldwide. KOOL's two veteran star announcers—Bob Davies and Bill Denney—will be augmented by Bo Mitchell of Tallahassee, now rounding out his ninth season as play-by-play announcer for Florida State's Seminoles.

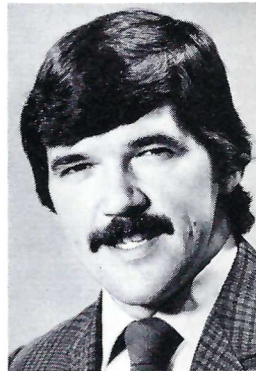
Davies and Denney also will know what they're talking about. They are the team which brings the Sun Devil's thrilling games to KOOL radio audience.

KOOL's cross-country network will bring the game to millions of listeners. It's proud, too, that the story also will go worldwide. The American Forces Radio network will send out the action live to 29 countries where United States men and women in uniform are stationed. Included will be 400 affiliates of this network. Some of the far-off spots within earshot will be Viet Nam, Thailand, Korea, Japan, mid-Pacific bases, Alaska, Philippines, Iceland, Greenland, Middle East, Europe, Panama Canal Zone, the Caribbean, including Puerto Rico and Guantanamo Bay in Cuba, Central and Latin America, the Arctic, and Antarctic.

# Fiesta Bowl Press and Radio



Bob Jacobsen  
Republic

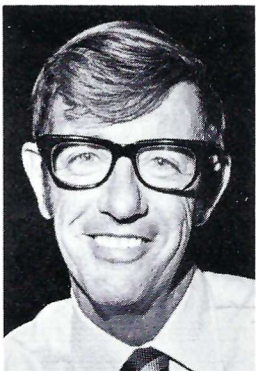


Steve Weston  
Republic

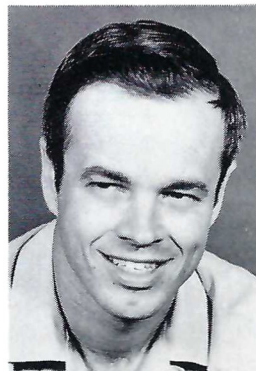


Tim Tyers  
Gazette

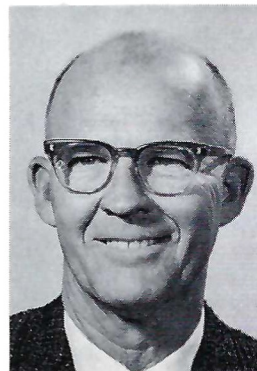
THE PRESS has played a vital part in the Fiesta Bowl. From the beginning of the project, three years ago, the newspapers have given the project tremendous support. Because the Valley of the Sun was to be the immediate area involved, it was only natural that major impetus came from the two Phoenix newspapers—the morning Republic and the evening Gazette, plus the Associated Press and United Press International. Other Valley newspapers in the surrounding cities also have helped and their support is appreciated. There also was great co-operation from Tucson and many other cities and from towns throughout Arizona.



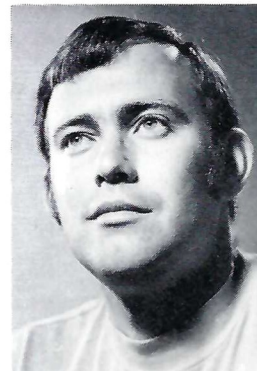
Joe Gilmartin  
Gazette



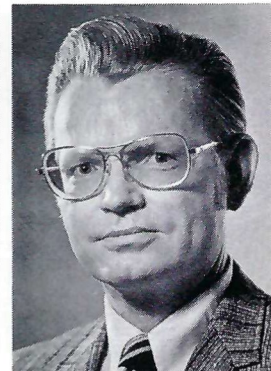
Bob Crawford  
Gazette



Bob Allison  
Sports Editor  
Gazette



Bob Eger  
Republic



Verne Boatner  
Sports Editor  
Republic



# WE THANK YOU ALL...

The firms, organizations, and individuals which generously contributed their time and resources to ease the pressure of producing the inaugural Fiesta Bowl:

**Arizona Bank**—Loan of executive George Isbell for one month to organize and head up the ticket campaign.

**Valley Bank**—Complete furnishing of the new Fiesta Bowl office with Spanish-type decor, plus accompanying Open House.

**First National Bank**—Hosting brunch at Paradise Country Club for Bowl directors and officials of both teams, plus use of office space for six months.

**Sunkist Company**—Hosting Christmas Brunch at Arizona Biltmore for the two teams and officials.

**Phoenix Chamber of Commerce**—Hosting luncheon for Western Athletic Conference.

**Scottsdale Chamber of Commerce**—Hosting breakfast for W.A.C.

**Frank Snell**—Hosting luncheon at Phoenix Country Club for advisory and regular boards.

**Combined Communications**—Donation of \$10,000 movie, used in obtaining Bowl sanction from N.C.A.A. Donation of Ray Cox's time for one month as he organized the pre-game and half-time shows.

**Arizona Hotel Association**—Donation to Fiesta Bowl effort.

**Phoenix Coca-Cola Company**—Use of truck to transport furniture from Mexico for Fiesta Bowl office.

**Ralph Bilby**—Host to Florida State team at Celebrity Luncheon in Camelback Inn.

**Bob Herberger**—Host to Arizona State team at Celebrity Luncheon.

**Phoenix Thunderbirds**—Donation of scholarships in Queen-Princess contest.

**Phoenix Suns**—Valuable promotional advice.

**Phoenix Republic and Gazette**—Free printing of 50,000 "Calendar of Events." Promoting "Name the Game" contest.

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# The Sun-worshipper

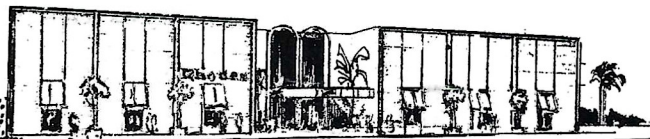
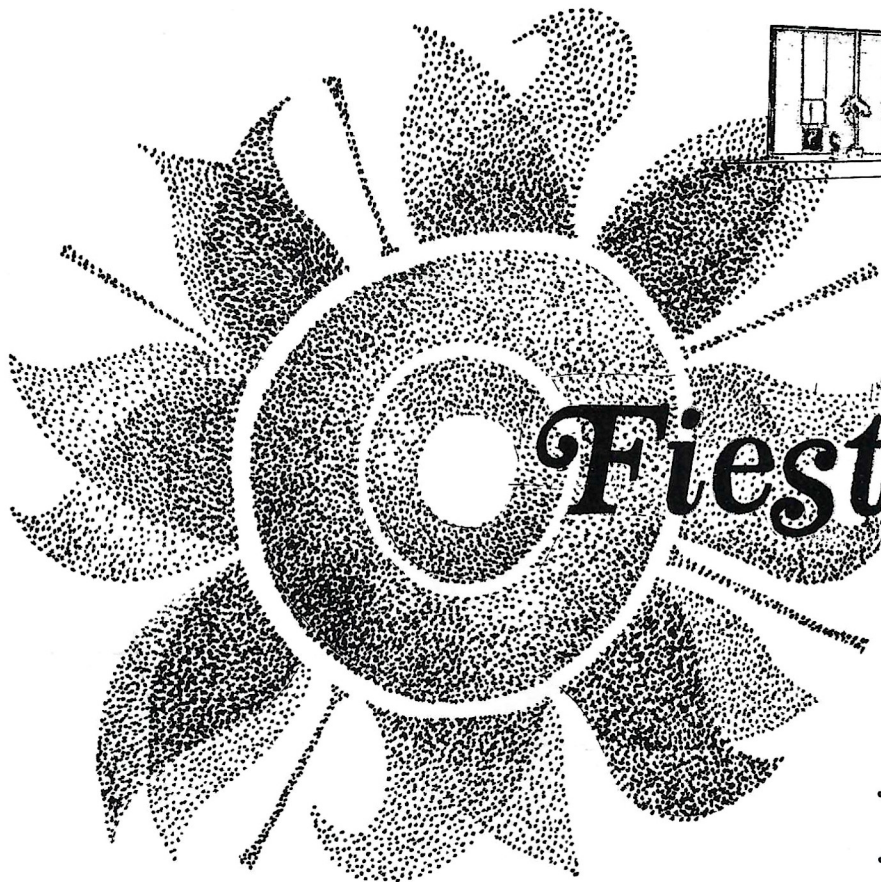
And while you're there, let yourself go at **Park Central Shopping Center**. Choose from fifty-three exciting stores for everything from fashions to food. Also the **Community Box Office**, the place to buy tickets to entertainment, civic and sports events, rent a car, pay utility bills, plus much more.

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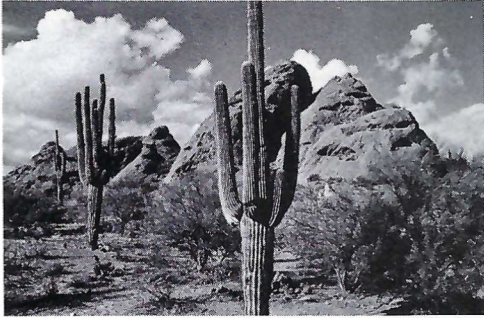
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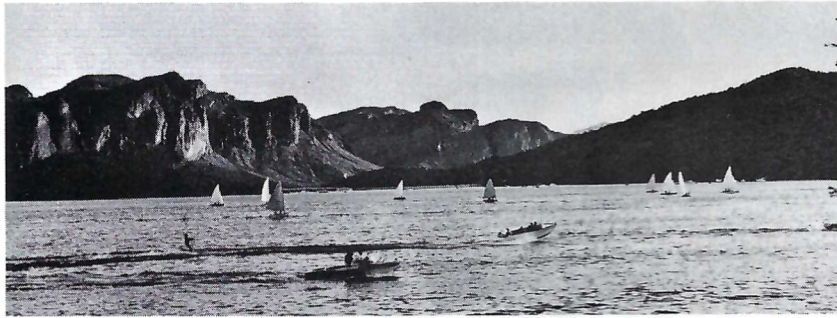


# ARIZONA IS A FIESTA

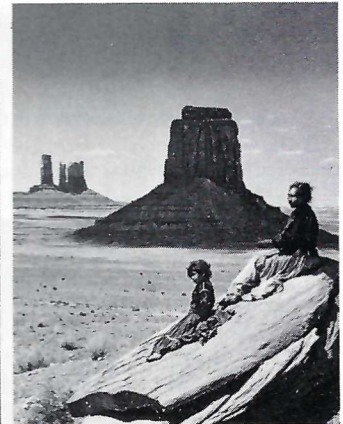


Whether you're a holiday visitor, newcomer or old-timer, we're glad you're here, and we urge you to enjoy all you can of the fascinating variety that makes sunny Arizona so much fun.

From palms to pines, you can easily drive through three seasons on a tankful of gas.



Our lakes and streams are holiday meccas the year 'round. And where else can you drive across London Bridge to a desert marina or ride a mule into the Grand Canyon?



Our famous old mining towns and busy movie sets invite you to re-live the Old West. Unequaled scenery is waiting for you in Monument Valley, the Red Rock country, 17 Indian reservations, 19 national parks and monuments, over 11 million acres of national forest. And from Four Corners to the Mexican border, we have a delightful mix of friendly people, most of whom came here from someplace else because they discovered that Arizona is where they like best to be.

*Make the most of this fiesta state — see all of it you can!*

## ARIZONA

Dept. of Economic Planning & Development  
Travel Information, Section 51  
3003 North Central Avenue • Phoenix, Arizona 85012

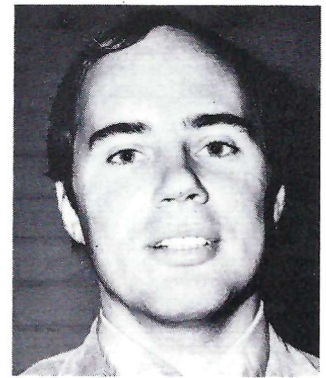




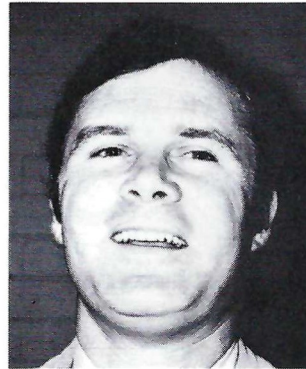
**Jack Stewart**  
Executive Director



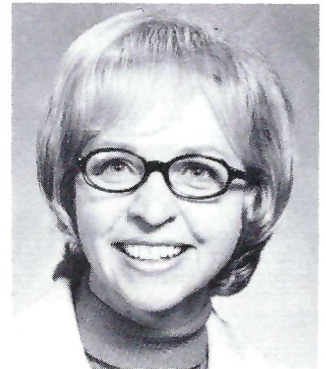
**Ed Prell**  
Public Relations Director



**Steve Constable**  
Assistant Executive Director



**Jack Williams**  
Ticket Manager



**Lois Crowder**  
Secretary

# THE FIESTA BOWL'S FRONT OFFICE

JACK STEWART HEADS a staff which is well-steeped in sports. As executive director, without salary, he "put the show on the road" with a vigorous salesmanship campaign which assured a sellout from the start for the first Fiesta Bowl.

Better known as an imaginative man who created and developed Scottsdale's Camelback Inn into one of the nation's most famous hostelrys, Stewart nevertheless has an interesting athletic background and is proud of it.

He was a southpaw baseball pitcher and football quarterback at Grafton, North Dakota, High School, winning all-state honors in football. In 1922, as a freshman at North Dakota State, he switched to writing sports. A year later he became sports publicity director at the University of North Dakota. Later he transferred to the University of Illinois as a student and sports publicist, picking up a few gridiron gems from Bob Zuppke, the Illinois coach, who also was a philosopher and painter. Incidentally, Zuppke was Stewart's first guest when he opened Camelback Inn in 1936.

Stewart, because of his service to the University of North Dakota, recently

was inducted into the North Central Conference's Hall of Fame. He had led a campaign while associated with the school which led to the construction of its Memorial Stadium in 1927. Two years ago he gave \$100,000 to the university, most of it earmarked for a new winter sports arena. Also included were contributions toward new press boxes in the North Dakota fieldhouse and stadium.

Ed Prell, the Bowl's publicity director, has been in sports since 1920 when he played baseball, basketball, and ran the quarter-mile on teams at Pittsburg (Kansas) High School. He, too, turned to sports writing, and two years ago rounded out his newspaper career after 31 years with the Chicago Tribune. Other stops along the way were in Ponca City, Oklahoma, Wichita, Kansas,

Fort Worth, Texas, and Toledo, Ohio.

Prell is the author of several sports books, including "Baseball, I Love You," the story of Charlie Grimm's career. Most treasured memento is a blanket given him two years ago by the Cotton Bowl when he covered the event a 26th and final time.

Steve Constable, assistant executive director, a Phoenix native, played football at Brigham Young University.

Jack Williams, ticket manager, was a three-sport star at St. Anthony's High School in Santa Barbara, California, and played baseball at Nevada Southern.

The Fiesta Bowl's beautiful Spanish-type office building on the grounds of Newton's Sands Motor Hotel, 3410 E. Van Buren, was only recently completed and occupied. The phone number is 267-1477.

## A PAT ON THE BACK TO FIESTA ASSISTANTS

Jan Tangdelius, E. Reid Southern, James Palmer, Mrs. George (Leslie) Taylor, Jim Moxom, Dick Gray, Emma Dwyer, Jeanne James, Jack Propstra, Bill Manzer, Mrs. Lloyd (Wiggy) Barron.

All have given more than one week of their time to the Fiesta project. Our thanks to them—and also to 125 other Fiesta committee workers who helped in various tasks.





**Fiesta  
Time!**

**phoenix**

## **AND THE VALLEY OF THE SUN**

After the excitement of the Fiesta Bowl, stay and play in Phoenix. . .the warmest, sunniest, driest spot in the whole country. Tee off on our golf courses. . .take your choice of over forty. . .splash in our pools. . .enjoy our fine shops and restaurants.

Stay and play. . .take a day or two for a trip to the Grand Canyon, and to the high ski country. Visit our ghost towns, venture down Tucson way and beyond, to Nogales and the colorful Mexican border towns. It's a great and varied land.

And the great indoors is a big attraction, too. Art and music flourish here. Visit our galleries, our fine museums, enjoy our symphony, our theatres.

Every day's Fiesta Day in Phoenix. . . the nicest place that's ever happened to a vacation!

### **For further information contact:**

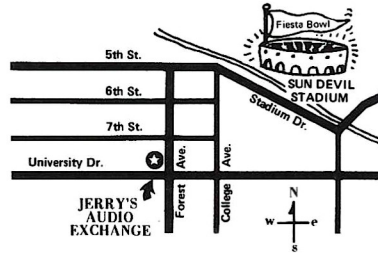
Phoenix Chamber of Commerce  
805 N. Second Street  
Phoenix, Arizona 85004

Arizona Department of Economic  
Planning & Development  
3003 N. Central Avenue  
Phoenix, Arizona 85012

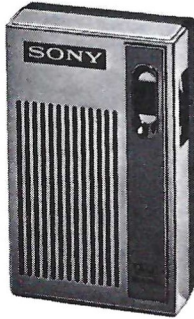


# Jerry's

( With a little help from  
our friends at SONY )



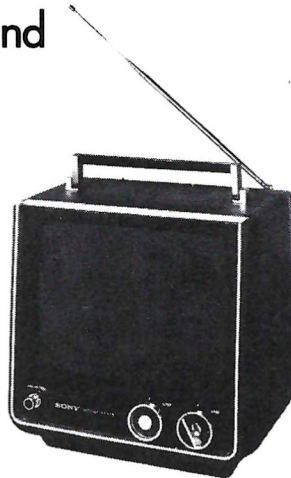
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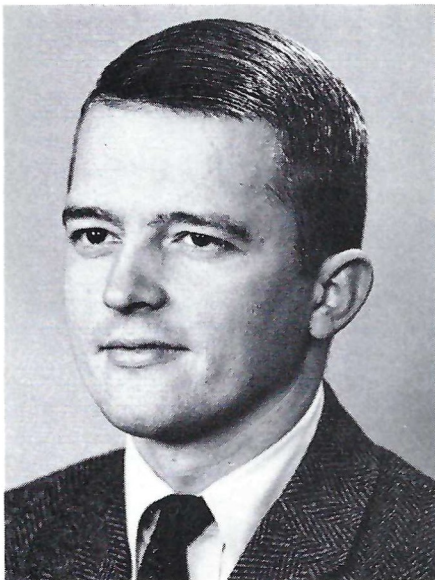
THE FIESTA BOWL Committee would like to express its appreciation to the following, who have supported the Fiesta Bowl game through sponsorship of this program:

- Vernon Nolte Custom Painting and Decorating
- David and Nancy Folkestad
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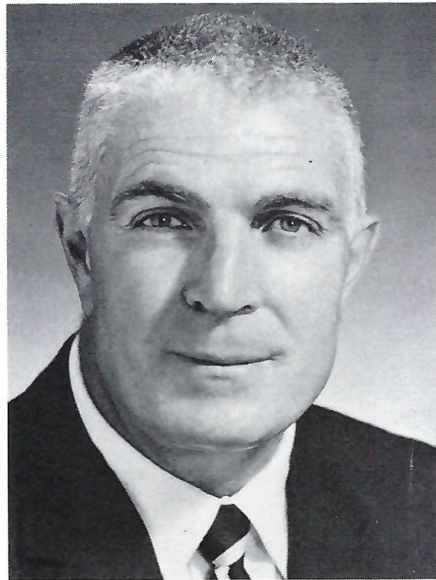


# THE W.A.C.'S GUIDING LIGHTS

THREE MEN in Denver form the nerve center of the Western Athletic Conference. All are well steeped in the things they know and should do.



DAVID PRICE has been director of information for the W.A.C. since 1967. Previously, after graduation from the University of Oklahoma, he worked for the two major wire services, various newspapers in his home state, and with the N.C.A.A.



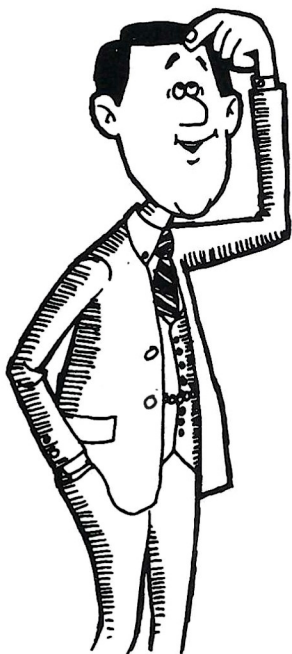
JOHN ADAMS, a long-time prep football coach, was appointed supervisor of officials in 1968. He was a Phi Beta Kappa and student body president at the University of Denver, where he played football and baseball. He was a successful high school coach in Denver and officiated for 19 seasons at the college level.



STAN BATES, the new commissioner, has run the gamut—athlete, football and basketball coach, high school principal, admissions officer, director of athletics—the whole bit.

Stan became the W.A.C. commissioner on July 1, 1971, after having served as director of athletics at Washington State University for 17 years. He was an all-around athlete at the University of Puget Sound. Bates was chairman of the N.C.A.A. extra events committee for five years and now is serving on the N.C.A.A. executive and television committees.

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## Lawyers Title of Arizona

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## Fiesta Bowl :

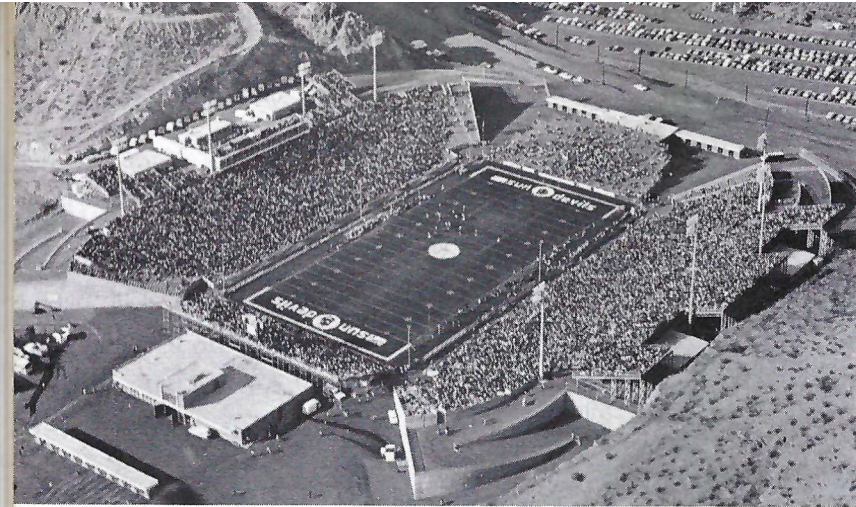
NEW AROUND HERE?  
CONGRATULATIONS!

( We know how you feel. We're new too. )



3635 S. 43rd Avenue, Phoenix, 85009  
272-2637





Aerial photo - Don Keller

ASU's Sun Devil Stadium

## STADIUM INFORMATION

- FIRST AID:** Located in the south end zone building, center section. Entrance is from the south side of the building and is clearly marked from the outside.
- AMBULANCE:** Ambulances are available, if needed, please contact the nearest ASU official or law enforcement officer for assistance.
- EMERGENCY CALLS:** Individuals concerned should record their section, row and seat number at their home or office. If an emergency

arises, and the seat location is available, messengers can find the party. In case of emergency, the press box phone number is 965-6207.

- LOST & FOUND:** Report items or turn in items found to the Press Box gate guard. Items found also can be turned in to ushers or law enforcement officers. The lost and found area in the press box will be open 15 minutes following the game and articles not claimed in that period will be transferred to Campus Security, corner of University and McAllister, 965-3456.
- RESTROOMS:** Restrooms (Men and Women) are located on both sides of the end zone buildings and on the upper concourse of both sides.
- PUBLIC TELEPHONES:** They are located at the southeast and southwest corners of the dressing room at the south end; outside restrooms on the upper concourse both east and west side, and at the north concession stand both east and west sides.
- GENERAL INFORMATION:** No one is allowed on field at any time (before or after the game) without proper credentials. Doodle-bugs are available for physically handicapped only. Alcoholic beverages are not permitted in Sun Devil Stadium.
- CONCESSIONS:** Concession stands are located on the upper concourse of both east and west sides. Also under the south and north bleachers. Vendors also circulate the stands.



## A tip of our sombrero!

We salute the Fiesta Bowl Committee and the Western Athletic Conference. They are bringing national recognition to Phoenix and the Valley of the Sun. We look forward to many more Fiesta Bowls as symbols of our growth and progress. United Bank is ready to serve Arizona's increasing population and business communities in all their banking needs.

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