1st Annual Sugar Bowl Classic

New Year's Day 1935

New Orleans

Temple vs. Tulane

Tulane Stadium Official Souvenir

Price 25¢
SHUSHAN AIRPORT

The World's Finest

Combination Land and Seaplane Airport—strategically located inland, adaptable for Commercial, Naval and Military purposes

ADMINISTRATION BUILDING

An important link for trans-continenta routes, the gateway to Mexico, British and Spanish Honduras, and all other Central-American points

Board of Levee Commissioners

of the Orleans Levee District
The Inaugural
SUGAR BOWL CLASSIC
TEMPLE vs. TULANE
New Year's Day 1935

Tulane Stadium . . . NEW ORLEANS . . . 1:30 o'clock p.m.

Under Auspices of
New Orleans Mid-Winter Sports Association

A voluntary, civic, non-profit organization, whose officers serve without remuneration, consisting and composed of the following organizations and individuals:

BIG 10 ALUMNI
B. P. O. E.
CITIZENS COMMITTEE
COLONIAL COUNTRY CLUB
CO-OPERATIVE CLUB
KNIGHTS OF COLUMBUS
LIONS CLUB
N. O. ASSOCIATION OF COMMERCE
N. O. ATHLETIC CLUB
N. O. GOLF ASSOCIATION
N. O. INSURANCE EXCHANGE
N. O. ITEM
ORLEANS PARISH MEDICAL ASSN.
PASSENGER CLUB
PREP-SCHOOL ATHLETIC LEAGUE
PUBLIC SCHOOL ATHLETIC LEAGUE
RADIO STATION WDSU
RETAIL MERCHANTS BUREAU
ROTARY CLUB
SOUTHERN A. A. U.
TRAFFIC CLUB
Y. M. B. C.
Y. M. C. A.
Y. M. H. A.

Represented by
A. B. NICHOLAS
DR. F. J. WOLFE
J. M. COUSINS
H. A. BENSON
WARREN V. MILLER
B. J. GRENFROOD
A. GOLDBERG
C. ZATARAIN
IRWIN POCHE
HARRY FLETCHER
J. H. BODENHEIMER
F. J. DIGBY
DR. M. P. BOEBINGER
W. J. ROVIRA
HERVE RACIVITCH
J. R. CONNIFF
P. K. EWING
A. WACHENHEIM, JR.
GEORGE BUTLER
L. de BENEDETTO
RALEIGH SCHWARZ
DR. LEO J. SCHOENY
GEORGE SCHNEIDER
HERBERT PAILET

SAM CORENSWET, JOS. B. DAVID, PAUL DEBLANC, R. A. FLEMING,
H. JUMONVILLE, F. D. REILLY, ALLAN SMUCK,
WALTER SNIDER, CLARENCE STRAUSS,
P. B. WILLIAMSON.
1934—EXECUTIVE COMMITTEE—1935

No. 1—Warren V. Miller, President; No. 2—Harry W. Fletcher, Treasurer; No. 3—Jos. M. Cousins, Vice-President; No. 4—Dr. M. P. Beehimer, Chairman of Executive Committee; No. 5—Walter Seider, Secretary; No. 6—Abe Goldberg; No. 7—J. H. Bodenheimer; No. 8—Irwin F. Poch; No. 9—Dr. Fred Wolfe; No. 10—George E. Butler; No. 11—Albert Wachenheim; No. 12—Herbert A. Benson.
OUR SINCERE APPRECIATION TO:

CO-OPERATIVE CLUB OF NEW ORLEANS,
who first accepted the plans looking forward to this Great Game; agreed to sponsor same; called all other civic bodies into consultation and then, unselfishly, for the good of the whole, assisted in forming the New Orleans Mid-Winter Sports Association, with itself as a member thereof, instead of sole sponsor.

CITIZENS COMMITTEE,
who, forming for consideration of similar purposes, agreed to the movement by the Co-Operative Club and joined the New Orleans Mid-Winter Sports Association.

Mildness, Smoothness, and Enjoyment you won't forget!
Using the finest of long filler tobacco possible is not alone responsible for the El Cubo's finer fragrance. All our tobacco is also double-cured to remove any trace of harshness or gums that might detract from its delightful havana aroma.

For over 35 years known as the "Cream of Quality"
5c Cigar
+ PHIL. D. MAYER & SON, Ltd.
— Manufacturers —
NEW ORLEANS, LA.
To the New Orleans Mid-Winter Sports Association, which has made this great civic enterprise a success, and to the teams of Temple University and Tulane University, which will inaugurate this great annual football classic, the City of New Orleans extends its congratulations and its sincere thanks.

T. SEMMES WALMSLEY,  
Mayor

A. MILES PRATT,  
Commissioner Public Finance

FRED A. EARHART,  
Commissioner Public Utilities

DR. FRANK R. GOMILA,  
Commissioner Public Safety

JOS. P. SKELLY,  
Commissioner Public Property
OUR SINCERE APPRECIATION TO: Continued from Page Three

THE TWENTY-ONE ORGANIZATIONS, THEIR REPRESENTATIVES AND THE NINE INDIVIDUAL MEMBERS, who so loyally, patiently and effectively carried on the plan and brought to culmination and success the long cherished hope of the citizenry of our City that New Orleans might and would present to the world each year a calendar of sports, including the great game which you are seeing today—THE SUGAR BOWL CLASSIC!

THE THREE HUNDRED GENEROUS CITIZENS, who, for the love of their city, furnished the guarantee funds necessary to the accomplishment of the Association's plans, taking upon themselves the chance of loss with no hope of financial reward or personal benefit: they are nameless here, in conformity with our agreement that a list should not be published which might be used for other solicitations.

Continued on Page Nine

EARLE J. CHRISTENBERRY
COURT AND CONVENTION STENOGRAPHERS
MULTIGRAPH—MIMEOGRAPH CIRCULARS
622 PERDIDO STREET
RAYMOND 2791
COACH TED COX. Greenie mentor, as he is in everyday life, genial, likeable, friendly. Cox, who produced one of Tulane's best teams this year, concludes the season New Year's Day in the Sugar Bowl game with Temple University, coached by Glenn "Pop" Warner, dean of grid strategists.
Trophy For Sugar Bowl Winner

New interest has been added to the Sugar Bowl football classic by donation of the beautiful solid silver trophy illustrated above which is to be suitably engraved and presented to the winning team.

The Bowl was made in London, England, in the year 1830 during the reign of King George IV and bears the hall mark of the period.

The gift of this genuine antique to the New Orleans Mid-Winter Sports Association was made by the Waldhorn Company, Inc.

The trophy, a perpetual one, will be retained by the winning team for one year and then put into competition again. A replica of the bowl will be the permanent possession of each winning team.
Let us fill your SUGAR BOWL with Godchaux's PURE CANE SUGAR
sweet pure clean free

If you'll send in this coupon, we'll send, postpaid and posthaste, a full pound of the Godchaux Sugar of your choice, together with a recipe book for making 85 of the best things you ever tasted.

MAIL THIS COUPON

Please send me the free pound of Godchaux Sugar (the kind I have checked) and your recipe book for good things to eat.

My name is ___________________________
Address _____________________________
City _________________________________

Godchaux’s Super-Fine Granulated Sugar
Godchaux’s XXXX Confectioner’s Sugar
Godchaux’s Brown Sugar

—Sparkling and Pure for your table.
—For cakes and deliciously smooth icing.
—For gingerbread and Christmas Candles.
Another Winner for New Orleans—

Watch for Opening of New

MASTER TIRE STORE
Canal at Villere  Complete One-Stop Service

GOODYEAR SERVICE

"More People Ride on Goodyear Tires Than Any Other Kind"

OUR SINCERE APPRECIATION TO:

TULANE UNIVERSITY OF LOUISIANA,
who, at a time when the choice of teams to play therein could not be possibly known, for civic pride, tendered the use of her magnificent stadium without charge.

A. B. PATERSO N and J. C. BARNES,
for outstanding assistance in advertising, both locally and nationally.

DONALD and STANLEY SNIDER,
for premier art-work contributions used in our advertisements.

In grateful appreciation of their services, loyalty and civic mindedness, of all the above, it is my pleasure to dedicate this, the Inaugural Sugar Bowl Game.

WARREN V. MILLER.

McDaniels, Inc.

COMMERCIAL PHOTOGRAPHS

537 Carondelet Street
RAymond 2062
The other day, when five-year-old Nancy reached up over the counter and lisped to the clerk: "A pound of coffee for Mummy, and a lollypop, please, for me!" she had no idea that she was carrying out an old family tradition. Nor had we, until her great-grandmother came in and told us that one of her own earliest childhood memories was a visit to an early A & P store.

In the course of conversation, this lady said that both her daughter and herself, all through their married lives, had found A & P a useful ally in the business of home-making. And that her grand-daughter during the early years of her married life would have found it impossible to maintain a standard of healthful living in her home if it had not been for the good food supplied at low prices by A & P.

Since she represents the fourth successive generation of A & P shoppers in her family, no wonder Nancy loves to run on errands to A & P. From generation to generation, A & P has catered to the food needs of many old American families. We think we've learned to do it a little better through the years, and we'd be glad to extend our service to you.

The GREAT

ATLANTIC & PACIFIC

TEA CO.
THE NATIONAL SUGAR BOWL

Where Audubon Park now is, including the site of this Stadium, once was the plantation of Étienne de Boré, a colonial planter, who turned from the cultivation of chicory and indigo, the then current crops, to the raising of SUGAR CANE, despite warning of others that Cane Juice would not crystallize.

Success crowned his effort in accomplishing the supposedly impossible when his sugar boiler exclaimed "it crystallizes!" and he became the founder of a National Industry that has flourished to this day.

Louisiana is the Nation's Sugar-Bowl, and it is fitting that this game, played upon ground where the Sugar Industry was born, should pay tribute, in its small way, by adopting such a symbolic name. Continued on Page Thirteen

BEST FOOD + + + + POPULAR PRICES

ST. REGIS 123 Royal Street

Restaurant — Cafeteria — Bar Service

SEA FOODS AND STEAKS A SPECIALTY

Serving More Meals Daily Than Any Other Restaurant in New Orleans

PAGE ELEVEN
The Proof of
GOOD ICE CREAM
Is in the Eating

Use
UTLEY PAINT
“Weth-R-Mune”
Ready Mixed Paint
“Wabrut”
Semi-Paste
“Wal-Dres”
Flat Wall Finish
“Udo”
Enamel
“WEATHER OUR WEATHER”
UTLEY PAINT CO., Inc.
MANUFACTURERS
NEW ORLEANS, LA.

Sold Everywhere

LINE-UP FOR SUGAR BOWL CLASSIC
TULANE SHIRTS
A Local Product of Merit

ALL AMERICAN
TOUCHDOWN
GREEN WAVE
COLLEGIATE

+ Consistent Winners +
MANUFACTURED BY
J. H. BONCK CO., Inc. 309 N. Rampart Street
Thru vicissitudes of tariff tinkering, crop-pests, wars and depressions, this industry, so vital to the well being of a multitude of Louisianians and so necessary to our nation, has survived, and again flourishes so that waving fields of the green cane, just before harvest time, stretch unbroken for miles and miles.

At the finish of “grinding”, which is just about this season, it was the custom upon the old plantations to hold their greatest merriment of the year. So it is further fitting that a game played at this time of the year should in memory of these great festivities couple its name with that of the sugar industry.

LOUISIANA—The Nation’s Sugar-Bowl!!!
WHEN you get ready to buy new furniture for service anywhere in the warm, humid area of Louisiana, Mississippi, Alabama, Florida, or Southeast Texas—whether it be only an occasional piece, or to completely furnish a roomy country home, a town house, a suburban bungalow, or a compact city apartment—be sure that you get furniture which bears the Sunny-Clime Metal Label. This is your best guaranty of freedom from swelling, warping, breaking of glue joints, loosening and peeling of veneers, and other climatic ills.

Sunny-Clime Furniture is attractively designed, durably constructed, beautifully finished—and, yet is economical. It sets a standard and an ideal.

NEW ORLEANS FURNITURE MANUFACTURING COMPANY
TULANE UNIVERSITY OF LOUISIANA

Now One Hundred Years Old, Tulane University commenced as the Medical College of Louisiana, and later became the University of Louisiana. In younger days it suffered from meagerness of funds derived from State appropriations; closed entirely during part of the Civil War, but opening thereafter made such headway as to attract the attention of Paul Tulane.

In 1884, to accept the bequest of this present donor, Tulane surrendered State rights, adopted its present name, and moved to the present location in uptown residential New Orleans, opposite spacious and beautiful Audubon Park.

Tulane is a Metropolitan School, non-sectarian, and with Newcomb College for women as its affiliate, has nearly four thousand students.

Continued on Page Seventeen

In New Orleans, We Drink ....

CRYSTAL COFFEE

Take Home a package of Southern Hospitality

Phone RAymond 4625 ANYTIME FOR SPECIAL DELIVERY

COLONIAL COFFEE CORP. 632 Tchoupitoulas Street
RAISE GIANT FROGS
—A NEW, UNCROWDED INDUSTRY—

Big Profits! — No Competition!

Make Big Money raising giant frogs. Breeder lays 10,000 eggs each year. Bullfrogs sell $1 to $3 per dozen. Biggest money-maker you can raise.

Unlimited Market Waiting

Canned Frog Legs opens up a new Giant Market. Wild frogs almost gone. Demand exceeds supply. Be a frog raiser.

START BACK YARD—ANY CLIMATE

Small pond starts big business. No experience necessary. No equipment except fence.

American Frog Canning Co.
Dept. C. New Orleans, La.
Originators of CANNED Frog Legs and Frog a la Queen
Largest Frog Market in the World

Get the facts on this new industry.
Our big FREE book explains everything.

A Fortune in Frogs

Send for FREE BOOK

RAISE GIANT FROGS
—A NEW, UNCROWDED INDUSTRY—

Big Profits! — No Competition!

Make Big Money raising giant frogs. Breeder lays 10,000 eggs each year. Bullfrogs sell $1 to $3 per dozen. Biggest money-maker you can raise.

Unlimited Market Waiting

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Largest Frog Market in the World

Get the facts on this new industry.
Our big FREE book explains everything.

A Fortune in Frogs

Send for FREE BOOK
TULANE UNIVERSITY OF LOUISIANA
Continued from Page Fifteen

Tulane, while having a fine Arts and Science College, and Law and Engineering Schools is especially noted for its School of Administration and its Medical College which bears the highest class rating.

Football has been played since the Eighteen-Nineties, but prominence was gained during the last ten years or so, until in 1931 Tulane represented the South in the Rose Bowl at Pasadena, and now again as co-champion of Southeastern Conference is representing the South in the Sugar Bowl.

With colors of Olive and Blue, the recognized "nick-name" of her team is "The Green Wave" but sometimes they individually are known as "Green-backs" or the "Greenies".

Welcome Temple—

We are only sorry that our own deep rooted loyalty to the Green Wave makes it impossible to wish for you anything more than your courageously fine game, characteristic of your truly great team.

And to you, GREEN WAVE, ROLL ON!

Sabiche & Graff
311 Baronne Street
University Clothes for Men and Women
TEMPLE UNIVERSITY

In 1884 Dr. Russell H. Conwell founded this as a Theological School at Philadelphia. With personal funds derived from lecturing he gave it life and brought it into prominence.

It is now an endowed, non-sectarian, co-educational school with a total registration of nearly 12,000 students, of which 8,000 are men.

Temple is truly a "big-city" school, having several separate "plants" or campi, housing academic, professional and business schools, and athletic plant, but operating no men's dormitories.

Temple's largest growth has naturally been in later years until now it has departments in Law, Commerce, Arts and Sciences, Dentistry, Theology,

Continued on Page Twenty-one

BRANCH OF SLIDELL’S FAMOUS

"WHITE KITCHEN"

SERVING TASTY
Indian Style Barbecue

and other
Toastined Sandwiches
with their fine flavored sauce

PLenty OF PARKING SPACE

No. 1—SLIDELL, L.A.

No. 2—NEW ORLEANS, L.A.
S. Claiborne and Poydras

OPEN DAY and NIGHT
... CURB SERVICE ...
SAFES OPENED—COMBINATIONS CHANGED
MAin 1824

ROLLAND FOR KEYS
“YOU’LL BE PLEASED”
Expert Gun Repairing
306 CAMP STREET

TEMPLE UNIVERSITY
Continued from Page Nineteen

Teaching, Graduate School and Medicine; the last named is amongst the highest accredited group.

Football has been played for only a decade, but Temple being fortunate in securing so outstanding a coach as Glenn “Pop” Warner, has come to the front with a rush, and during the past season was undefeated, ranking as the only one of that class in the East and as one of the only three in the Nation amongst the larger colleges.

Temple’s colors are cherry and white, leading her team to be sometimes called the “Red Devils”, but more often the “Owls” or the “Templars”.

SUHREN, Incorporated
Co-Operator A. C. SUHREN, Sr.

AUTOMOBILE ELECTRICIANS
ORIGINAL HOME OF GENUINE PARTS
Starting...Lighting...Ignition...Carburetors
Repairs — Parts — Complete Units
Representing the original equipment manufacturers for official sales and service. SEE US FIRST!

SUHREN, Incorporated
1319 St. Charles Ave. RAYmond 4294-4295
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<td>Sinnott, Chas.</td>
<td>Springfield, Ill.</td>
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<td>Natalbany, La.</td>
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PAGE TWENTY-THREE
FOR PERFECT TEAMWORK!

ROSTER

TEMPLE vs. TULANE

TEMPLE

1 Anderson (2) Russell, t
2 Baker, e 23 Schafer, g
3 Boyd, g 24 Miller, g
4 Frey, b 26 M'gomey, c
6 Kem'erer, t 26 Mowrey, b
7 Davidson, b 27 Stevens, c
8 Korn'epha, b 28 Stonik, b
9 Landis, e 29 Smukler, b
10 Bongs'd'ff, b 30 Testa, b
11 Lorenzo, e 31 Walker, e
12 Martin, g 32 Young, t
14 Docherty, t 33 Watfa, b
15 Egano, b 34 Wise, e
16 Gurz'nski, g 35 Zanin, e
17 Paul, b 36 Zastrow, t
18 Ippolito, e 37 Zukas, t
19 Kesol, b 38 Hartman, g
20 Listun, g 42 Smith, b
21 Mazz'ry, e 43 Demas, t

TULANE

15 Tull, c 54 Br'wenson, b
16 Saind, e 55 Jnhoen, c
20 Hall, c 56 Ming', b
24 Milt'eny, g 58 Ott, b
26 D'bourian, g 60 Gould, c
33 Giovannini, b 61 Bryan, b
34 Coolcy, g 62 Tessier, g
35 Galloviolo, e 63 Monk, b
36 Hillyer, e 64 Bruno, b
37 Redy, t 65 Hardy, e
38 Hend'Son, b 66 Lof'lin, c
39 Nichole, b 67 Freese, c
40 Kyle, e 68 Arm'mt, g
41 Andrews, b 69 Tessier, t
42 Thomas, b 70 Simon, g
43 Johnson, b 71 Linan, b
44 Sch'n'au, c 72 Pelteven, g
45 Clark, c 73 Ary, t
46 Loftin, J. b 74 Mon, t
47 Simons, b 75 Lo'dgues, b
48 Robinson, b 76 Pace, t
49 Page, b 77 Rau, b
50 Cretzm, b 78 Nderz, g
51 Pressler, e 79 Simnott, t
52 Strohle, t 80 Thomas, b
53 Evans, g

TENTATIVE LINE-UP

TEMPLE vs. TULANE

Tentative Line-Up

Temple

34 Wise (L. E.) 54 Br'wenson, b
14 Docherty (L. T.) 50 Moss 74
3 Boyd (L. G.) 56 Evans 53
27 Stevens (Center) 59 Robinson 48
16 Gurzynski (R. G.) 64 Simon 70
22 Russell (R. T.) 52 Aryan 73
1 Anderson (R. E.) 48 Kyle 40
4 Frey (Q. E.) 50 Brownson 54
26 Mowrey (L. H.) 58 Mintz 56
30 Testa (R. H.) 47 Simons 47
29 Smukler (F. B.) 46 Lof'lin, J. 46

TULANE

OFFICIALS

Referee, Everett Strupper (Georgia Tech)
Umpire, Tom Thorpe (Columbia)
Head Linesman, W. M. Hollembach (Pennsylvania)
Field Judge, Walter Powell (Wisconsin)

THE SCORE — 1st Q. 2nd Q. 3rd Q. 4th Q. TOTAL

TEMPLE

TULANE
TEMPLE ROSTER

No. PLAYER— HOME— POS. WT.
1 Anderson, Elmer — Greensburg, Pa. E 163
2 Baker, James — Wilkinsburg, Pa. E 172
3 *Boyd, John — Philadelphia G 192
4 *Frey, Glenn — Tunkhannock, Pa. QB 169
5 Kempe, Jon — Allentown, Pa. T 202
6 Davidson, William — Mt. Lebanon, Pa. HB 161
7 Konopka, John — Shamokin, Pa. FB 181
8 Landis, Richard — Allentown, Pa. C 185
9 Bongzderfer, Wilfred — Pine Grove, Pa. HB 176
10 Lorenz, Roy — Marshalltown, Del. G 185
11 Martin, Ellis — Lock Haven, Pa. T 190
12 Docherty, William — Long Branch, N. J. QB 176
13 Egan, Joseph — Stapleton, L. I. G 186
14 Gurzycki, Stanley — Catasauqua, Pa. QB 158
15 *Paul, George — Mahanoy City, Pa. E 180
16 Ippolito, Amedio — Natiley, N. J. FB 184
17 *Russell, James — Sisson Mahoning, Pa. G 173
18 Liston, Maurice — Fort Worth, Tex. G 181
19 Moseur, Chester — Marblehead, Mass. C 186
20 *Schefer, Frank — Philadelphia HB 167
21 Miller, Thomas — Elizabeth, N. J. C 199
22 Montgomery, Edward — Monessen, Pa. HB 167
23 Morrey, Horace — Spring City, Pa. C 199
24 *Stevens, Peter — Plymouth, Pa. FB 197
25 Montgomery, Edward — Monessen, Pa. HB 182
26 *Stonik, John — Plymouth, Pa. E 161
27 Smuckler, David — Gloversville, N. Y. E 155
28 *Testa, David — Volland, N. J. HB 193
29 Walker, Edwin — Wyatt, La. HB 176
30 Young, Robert — Buffalo, N. Y. T 195
31 Watts, Don — Lebanon, Pa. HB 155
32 Wise, Lloyd — Lebanon, Pa. E 183
33 Zanin, Joseph — Tamaqua, Pa. E 179
34 Zastrow, Harry — Coal Dale, Pa. T 201
35 Smith, Gordon — Shamokin, Pa. G 194
36 Hartman, John — Lebanon, Pa. HB 171
37 Demas, Zachary — Valencia, Pa. T 184

*Indicates number of letters won.

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PAGE TWENTY-SIX
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+ + +

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CHARLEY KEMMERER
TACKLE

DON WATTS
HALFBACK

JOE ZANIN
END

JOHNNY BOYD
GUARD

BILL LONGSDERFF
HALFBACK

FRANK SCHAEPER
GUARD

GEORGE PAUL
QUARTERBACK

JOHN ZUKAS
TACKLE

ELLIS MARTIN
GUARD

LLOYD WISE
END

ELMER ANDERSON
END

DICK LANDIS
CENTER

JIM RUSSELL
TACKLE

GLEN FREY
QUARTERBACK

PETE STEVENS
CENTER

JOE GALLIA
GUARD

ROY LORENZ
END

PAGE THIRTY-ONE
The Williamson National Rating System, Inc. has the following to say re Temple: "Temple had a harder schedule than either Minnesota or Alabama, but averaged five standard scoring points less than the one and four less than the other."

And regarding comparison of conferences, of which a few are shown:

1—All Solid South, a rating of 95.1
2—All East, a rating of 94.5
3—S. E. Conference, a rating of 92.5
4—All Middle West, a rating of 90.6
5—All Southwest, a rating of 90.1
7—Big Ten Conference, a rating of 84.7

These figures are arrived at from a study of the complete schedule of each of the five leading teams in each group, not merely the games played within some conference.

THERE IS MUCH MORE TO PUTTING OUT FAIR AND IMPARTIAL NATIONAL FOOTBALL RATINGS THAN MERELY HAVING FIGURED OUT SOME MATHEMATICAL FORMULA WHICH SEEMS TO MEET THE ISSUE IN THE MIND OF THE ORIGINATOR OF THE FORMULA. The proper sort of office methods and a scientific selection of a calculating and clerical staff, an efficient and unique filing system using specially printed cards and forms, careful football news gathering methods, review of key newspapers from all over the nation, and many other items must be worked out by experience, as well as by theory.

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The New Orleans Mid-Winter Sports Association

This civic, non-profit, organization was formed in January, 1934, at a meeting called by the Co-Operative Club of New Orleans, who having agreed to sponsor the plans for a Mid-Winter Sports Carnival, including the Sugar-Bowl Football Game, as formulated by Warren Miller, called all other civic, fraternal, educational and publicity organizations of New Orleans into council.

The proposed plans meeting with the approval of all those answering the call, a permanent organization under the present style was formed with a membership divided into two classes; representative and individual. Representative membership consisted of those sent to the Association by other bodies, the main body being the member and the individual sent being their representative.

The Constitution of the Association provides that no officer or member should be paid or receive any remuneration or financial advantage because of his membership; also that profits, if any, after sufficient surplus accrued to insure one further annual game, should be devoted to charity or civic projects thru recognized charitable, educational, religious or governmental agencies.

The plans adopted called for sponsoring amateur sports only, with a football game as the major activity; sub-committees were formed to handle other events and to encourage other clubs, etc., to join in the general program.

Other activities this first year have been the tennis tournament and the yachting regatta; the former under auspices of the Mid-Winter Sports Association, the latter by the Southern Yacht Club in co-operation with the general plan.

Both of these events have been concluded prior to the Sugar-Bowl Game. Other events to follow are the banquet for the teams and the Jackson Day Run, January 8th, 1935, under sponsorship of the local Y. M. C. A.

Plans for the next Sports Carnival, to be held from December 27th, 1935, until January 8th, 1936, have been formulated and if the first year has been even a modest success, it is believed that the next Sugar-Bowl Classic and surrounding sports events will be bigger and better, and will increase from year to year until this season in New Orleans will not only be Nationally, but Internationally, known and attended.

Certainly the results obtained in inaugurating the program, in the civic interest aroused, and in the National publicity and prominence obtained, has been very gratifying.
Williamson's Ratings are issued from New Orleans by P. B. Williamson, an engineer, who knows his figures. Ye Editor has studied sines and co-sines, calculus, and what not, but when presented with the mathematical formulae by which Mr. Williamson arrives at his conclusions, was as helpless to use same as a baby would be with a book written in Sanskrit.

But the worth of Mr. Williamson's system is undoubted. The accuracy of advanced predictions for the 1934 season is shown to be 89%, and the Williamson System has 94% consistently on its 1934 rating table given below, showing the record of the first fifty teams. We regret that space forbids a more complete table for the nearly four hundred teams shown in the list.

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PAGE THIRTY-SEVEN
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will be the mecca for thousands of visitors during the Christmas holidays—here on a holiday and to see the Inaugural Sugar Bowl football classic between the Temple Owls and the Tulane Green Wave.

The setting for this football game could not coincide more perfectly with the plans for a gay vacation for Southerners and snow-bound Northerners alike.

For more than one hundred years, New Orleans has been to the citizens of the United States the most picturesque, the most romantic and the most interesting of American cities. Its romance starts with the fact that it is the only city that has been a part and parcel of three great governments of the world, and today the romance still exists in its combined picturesque-ness of the old world and new. Within it are to be found a flavor of the love of France, the romance of Spain and the hustle and bustle of modern American business activity in industry, commerce and finance.

No end of scenes reminiscent of antiquity, of the culture of a bygone age are to be found in the Vieux Carre, or old city. But modern New Orleans—a throbbing metropolis that is one of America's most prosperous and the greatest in the South, offers remarkable contrast which throws into bold relief the old city and its relics of life a century ago.

So numerous and varied are the phases of interest here that brevity permits only their presentation in kaleidoscopic array—the interesting Creoles, their habits and customs; the patios, the wrought-iron lace work and the balconies of the old architecture; the Mississippi river, the great plantations with massive moss-draped oaks and antebellum negroes, the bayous penetrating deep cypress brakes, Lake Pontchartrain and the Gulf; the score of scenes important in history; the oldest building in the Mississippi Valley; beautiful Canal Street; St. Charles Avenue and other beautiful boulevards lined with palms and poinsettias and other ever-green, semi-tropical foliage; the unique water purification plant and countless other attractions.

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1934 SEASON RECORDS OF TULANE AND TEMPLE

<table>
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|                  | 216          |
|                  | 31           |

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