12th Annual Liberty Bowl

Tulane University

University of Colorado

Memphis Memorial Stadium · December 12, 1970 · 12:15 p.m.

Official Program $1
Union Oil’s Cars and Cash Sweepstakes is a great contest for underdogs.

Your chances of winning $100 are no worse than one in 1,000.* Your chances of winning a new 1971 Dodge are no worse than one in 100,000.* And if you win one, we’ll give you enough Union 76 Gasoline to last you five years.**

We’ve seen lots of underdogs win against worse odds than those. On the way home, stop at any participating Union 76 Dealer. Enter as often as you like. No purchase is necessary.

* You can increase your chances materially by entering more than once.
** If your entry is validated by a Dodge dealer.
The spirit of Memphis today is one of civic awareness and progressive outreach, bringing a new look to our beautiful city. Matching this spirit, SELLERS CORPORATION assumes its place within the framework of the business community through the many enterprises of our various companies. Our representatives are active locally and nationally . . . in the fields of investments, business consulting, real estate, printing, transportation accommodations, insurance and mortgage banking . . . contributing to the economic well-being of our city and its citizens.
SIGN OF INTEGRITY
You can help in the effort to get humane treatment for America prisoners of war

Please sign this letter, tear out and deposit in one of the boxes near the stadium exits as you leave the game.

Additional letters are available at the concession stands.

If you wish to write a letter in your own words, we urge you to do so and mail it to:
P.O.W. BOX 100
MEMPHIS

Office of the President,
Democratic Republic of Vietnam,
Hanoi, North Vietnam.

Your Excellency:

I and thousands of my friends, neighbors and fellow citizens are vitally concerned about the present welfare of the more than 1,600 American servicemen listed as Prisoners of War and Missing in Action in Southeast Asia.

In the name of humanity, I am adding my appeal to theirs that your government show merciful consideration to these men and their families by honoring the Geneva Conventions which Vietnam Signed.

Do not be misled into believing Americans don't care. I do.

Sincerely yours,

Committee for American P.O.W.'s
"Greetings to the two teams!
I am part of a team myself... a team of 2 million volunteers of the American Cancer Society who are working to wipe out cancer in your lifetime. I can think of no greater gift to all mankind than eventual victory over cancer.
If we all help, it will happen!"

Marguerite Piazza
1971 National Crusade Chairman
American Cancer Society
Liberty Bowl Classic

This beautifully unique trophy is on display in the Coca-Cola Lounge at Memphis International Airport. An exact replica is given to the winning team each year.

Washington's Prayer for our Country

I now make it my earnest Prayer, that God would have you, and the state over which you preside, in His holy protection; that He would incline the hearts of the citizens to cultivate a spirit of subordination and obedience to government; to entertain a brotherly affection and love for one another, for their fellow citizens of the United States at large, and particularly for their brethren who have served in the field, And finally that He would dispose us all, to do justice, to love mercy, and to demean ourselves with that charity, humility and pacific temper of mind which were characteristics of the Divine Author of our blessed religion, and without an humble imitation of whose example in these things, we can never hope to be a happy nation.

Cover photo courtesy of Leo S. Gear, Photographer, Freedoms Foundation.
A great way to spend an afternoon.

The thunder of blitzing linemen. The roar of the crowd. And the perfect pass for the touchdown. It's all part of an exciting afternoon at the Liberty Bowl!

And on your way to and from the game, stop by the Esso sign of "Happy Motoring!"® for clean rest rooms and the best in service.

Esso
Humble Oil & Refining Company
Where you get all the extras.
This group of civic minded Memphis Businessmen donate valuable time, and play a large role in the organization and development of the Liberty Bowl Festival Association.
THE GOING THING FOR 1971!

★ MACH I
★ TORINOS
★ COBRAS
★ MUSTANG GRANDE
★ LTD’S
★ GT’S

THE GOING PLACE!

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"World’s Largest Ford Dealer"
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See the "HOT ONES"
from FORD

High Performance Headquarters!
The Liberty Bowl Football Classic was inaugurated on December 19, 1959 with a spectacular game between Penn State and Alabama. This game founded a tradition for great stars and exciting football.

Penn State was led by coach Charles (Rip) Engle, Alabama by mentor Paul (Bear) Bryant. Galen Hall, study sophomore sub for All-American Richie Lucas, passed the Nittany Lions to a 7-0 victory over Alabama.

That was the first of the 11 thrilling chapters in the history of the Liberty Bowl Classic and the game has grown steadily since then to national prominence.

But there's much more to the story.

The Liberty Bowl Game was originally conceived by Ambrose F. (Bud) Dudley, a Philadelphia sports and business executive. Bud slowly enlisted support for his plan to stage America's first and only major bowl game north of the Mason-Dixon.

In July, 1957, the groundwork was started with the aid of a group of sports-minded Philadelphians—business and civic leaders—to stage the post-season classic in the City of Brotherly Love.

Under the guidance of Dudley, formal application was made to the National Collegiate Athletic Association. A committee of the Association, known as the Committee on Extra Events, is established to closely examine all notices of intent for the inauguration of such contests. Under NCAA By-laws, a proposing sponsor for the sanction only at a regular meeting of the Committee. Upon completion of its thorough investigation, the Committee either approves or disapproves at the succeeding annual Convention of the Association.

Having complied with the qualifications and other regulations of the NCAA, the Liberty Bowl was sanctioned at the Cincinnati Convention in January, 1959—two years after the idea was born.

The first project was to organize an executive council—distinguished figures in the athletic, business and civic worlds to serve as spokesmen and leaders in the campaign to arouse public interest in the game.

Then canvassing started for 500 Charter Memberships—individuals and organizations who would contribute $100.00 to get the project under way. For this investment, the member received special privileges including a certain number of preferred seats, special parking and invitations to certain Liberty Bowl social events.

Since the inaugural game in 1959, the succeeding years matched Penn State and Oregon, Syracuse and Miami, Villanova and Oregon State and Mississippi State and North Carolina State in Philadelphia's John F. Kennedy Stadium.

In 1964, the Classic was sought by the Atlantic City Special Events Committee and was ultimately shifted to mammoth Convention Hall at the sea resort. This provided the setting for a most unique football spectacular—"indoors" under the original domed wonder of the sports world. Utah and West Virginia shared the distinction of participating in the first such bowl clash.

Six years ago, the game was played for the first time in the new ultra-modern Memphis Memorial Stadium. Freezing weather in the North and limited seating in Atlantic City, were basic factors in the NCAA's decisions to allow a further move.

The aim of the Liberty Bowl is to secure an outstanding college team from the South, and match it against a formidable foe from another part of the country—providing intersectional competition with a national flavor.

The names on the list of Liberty Bowl stars hint at the fine football seen in the 11 renewals of the Classic—Richie Luchs, Dave Robinson, Billy Neighbors, Pat Trammell, Ernie Davis, Vern Burke, Terry Baker, Billy Joe, Bill Miller, George Mira, Ode Burrell, Joe Scarpati, Roy Jefferson, Ron Coleman, Dick Leffridge, Tom Bryan, Jim Heidel, Stan Hindman, Al Atkinson, Pat Watson, Kirby Moore, Archie Manning, Bob Anderson, Bill Brundig, Scott Hunter, Johnny Musso, and many others.

Fine football strategy has marked many Liberty Bowl Games and a list of participating coaches suggests the reason—Rip Engle, Bear Bryant, Len Casanova, Ben Schwartzwalder, Andy Gustafson, Tommy Prothro, Alex Bell, Paul Davis, Earle Edwards, Ray Nagel, Gene Corum, John Vaught, Ralph Jordan, Jerry Claiborne, Charlie Tate, Vince Dooley and Eddie Crowder.

Televised from coast-to-coast on ABC-TV, the Liberty Bowl is annually viewed by millions of sports fans throughout the United States.

Conceived by a man with a dream built upon a solid foundation of sound ideas and hard work, enjoyed by hundreds of players from coast-to-coast, and witnessed by millions of fans the nation over—the Liberty Bowl is one of the most highly regarded of all the bowl ventures.

In August of 1968, a group of civic minded Memphians and Mid-Southerners purchased the Bowl, and retained Mr. Dudley as Executive Vice-President.

Combining Dudley's experience and guidance with local spirited citizens has helped the Liberty Bowl make giant steps forward in its efforts.
Dunbar Abston, Sr.
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Earl H. Triplett, Sr.
President
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Not Pictured:
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John A. Cooper Co.
Cherokee Village, Ark.

Tim McCarver
McCarver's Restaurant

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Marks, Mississippi

Dr. Kenneth Walls
Freedoms Foundation at Valley Forge
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William King Self
Marks, Mississippi

Dr. Kenneth Walls
Freedoms Foundation at Valley Forge
Valley Forge, Penn.
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## 1970 LIBERTY BOWL FESTIVAL ASSOCIATION

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- Earl Pate
- Harold Sterling, Jr.
- David Weakes
- James Werkhoven
Left to Right Standing: Dr. E. W. Lambert, Donald Drinkard, Tom O'Ryan, William McElroy, Jr., 1970 President, Percy Roberts, Chauncey Barbour, Joseph Signaigo, A. F. "Bud" Dudley, Executive Director.

Unavailable for Group Photo:

T. J. Foley, Jr.  Castleman deT. Chesley  John Jamison
Join the 5th quarter huddle...

Shoney's — where you take time out for as long as it takes to enjoy the combination that wins you over: sandwiches, salads and shakes — dinners, drinks and cakes — chicken, shrimp and steaks — onion rings, fries and pies! Are you game?

Shoney's
Home of the BIG BOY

Fine Food With Fast Curb and Carry Out Service

All new 1971 ZENITH handcrafted COMPACT COLOR TV

SUPER-SCREEN 19" PICTURE

Full rectangular SUPER-SCREEN 19" diagonal Color TV picture! It lets you see more of the picture because it's as rectangular as a TV screen can be.

The DAVISSON • B4025W
Compact-size cabinet in grained Kashmir Walnut color. 5" x 3" Zenith Quality Twin-Cone Speaker.

Zenith Products Distributed By WOODSON & BOZEMAN, Inc.
Miss Linda Thompson
1970 Miss Liberty Bowl
FREEDOMS FOUNDATION AT VALLEY FORGE
... dedicated to the perpetuation of
THE AMERICAN WAY OF LIFE

POLITICAL AND ECONOMIC RIGHTS
WHICH PROTECT THE DIGNITY AND FREEDOM OF THE INDIVIDUAL

* Right to Worship God in One's Own Way.
* Right to Free Speech and Press.
* Right to Peaceably Assemble.
* Right to Petition for Redress of Grievances.
* Right to Privacy in Our Homes.
* Right of Habeas Corpus—No Excessive Bail.
* Right to Trial by Jury—Innocent Until Proved Guilty.
* Right to Move About Freely at Home and Abroad.
* Right to Own Private Property.
* Right to Free Elections and Personal Secret Ballot.
* Right to Work in Callings and Localities of Our Choice.
* Right to Bargain with Our Employers and Employees.
* Right to Go into Business, Compete, Make a Profit.
* Right to Bargain for Goods and Services in a Free Market.
* Right to Contract About Our Affairs.
* Right to the Service of Government as a Protector and Referee.
* Right to Freedom from Arbitrary Government Regulation and Control.

CONSTITUTIONAL GOVERNMENT
DESIGNED TO SERVE THE PEOPLE

FUNDAMENTAL BELIEF IN GOD

TO PERSONALLY UNDERSTAND AND MAINTAIN THE AMERICAN WAY OF LIFE, TO HONOR IT BY HIS OWN EXEMPLARY CONDUCT, AND TO PASS IT INTACT TO SUCCEEDING GENERATIONS IS THE RESPONSIBILITY OF EVERY TRUE AMERICAN.
PAST LIBERTY BOWL HALFTIME HIGHLIGHTS

Presented By FREEDOMS FOUNDATION

TO FIND OUT MORE about Freedoms Foundation, the American Freedom Center, teacher seminar scholarships, nominations and entries for National and School awards, school and group visitations, write to INFORMATION, Freedoms Foundation at Valley Forge, Pennsylvania 19481.
1971 Cadillac Coupe De Ville

MADISON CADILLAC, INC.
341 UNION AVENUE
526-5933
STADIUM FACILITIES

FOR THE CONVENIENCE OF FOOTBALL FANS, MEMPHIS MEMORIAL STADIUM HAS AMPLE FACILITIES . . .

PUBLIC REST ROOMS are located under Section 7 and 8 on the East side of the field, Sections 23 and 24 and D and E on the West side, Sections 3 and 4 on the South side and Sections 15 and 16 on the North side.

FIRST AID FACILITIES: The main First Aid Room is located under the West Stands near the Press Box elevator shaft. A Mobile First Aid Unit is stationed outside the Stadium Office on the East side and Ambulances are located at the North and South Entrances to the playing field.

CONCESSION STANDS are located throughout the Stadium. In addition, Venders will be moving up and down the aisles. There are four Vender's Stands underneath the Stadium. Please do not attempt to buy over the counter at these four stands. THEY ARE WHOLESALE OUTLETS ONLY.

PAGING SYSTEM: If your name is paged over the Public Address and you do not hear the entire message or desire more information, please come to the Stadium Office, which is located under the East Stands. DO NOT TRY TO CONTACT THE PUBLIC ADDRESS ANNOUNCER . . . DOCTOR'S EXCHANGE NUMBERS WILL ALSO BE HANDLED IN THIS MANNER.

GOLF CARTS are available to physically disabled people whose seats are located in Sections A through H. The carts will be stationed at the two ramps leading to the upper concourse on the West side of the field ONLY. Those desiring to make use of these carts should be at the Stadium no later than one hour prior to kickoff and should be prepared to remain in their seats for 20 to 30 minutes following the game, at which time carts will pick up on the upper concourse, only after the ramps have cleared of pedestrian traffic. Heart patients must have a letter from their doctor. Thank you.

—The Management
Liberty Bowl
HIGHLIGHTS
Football players have numbers. And should.
But at NBC, you're a name, not a number.
Neighbor.

NATIONAL BANK OF COMMERCE
The group pictured above, spelling out (LB) represents just a portion of the over 1,500 Liberty Bowl Charter and Associate Members who support the Annual Event.

OBJECTIVES OF THE LIBERTY BOWL FESTIVAL ASSOCIATION

1. Make the Liberty Bowl itself one of the outstanding football events in the whole country;
2. To see that the visiting teams, coaches, athletic staff, dignitaries and general visitors have a favorable impression of Memphis, and
3. Take advantage of the coast-to-coast television, radio and newspaper coverage that the Liberty Bowl enjoys to call attention to the many civic and cultural advantages of Memphis.
TULANE VS. COLORADO

We at P.S.I. and the Elgin National Watch Company salute your outstanding achievements on the gridiron and extend to you our warmest and most sincere best wishes. We congratulate too, the great city of Memphis on its 151st year of progress and their 12th annual Liberty Bowl Classic.

Promotional Services, incorporated

Company Awards / Premium Sales Promotions / Executive Gifts
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Offense

Joe Clark
Offense

Marv Kristynik
Offense

Frank Young
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Billy Tohill
Defense

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Defense

Andy Bourgeois
Freshmen

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BURGER KING®

THE BURGERS ARE BIGGER AT BURGER KING... HOME OF THE WHOPPER.

Burger King. Home of the Whopper.

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• 3220 S. Perkins

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Tulane Green Wave 1970

In MEMPHIS
THE FUN PLACE TO MEET

Admiral Benbow Inn

- AIRPORT—2201 WINCHESTER ROAD
- MIDTOWN—1220 UNION AT BELLEVUE
- EAST—4720 SUMMER AVENUE

mr. Pride
CAR WASH

Ride With Pride

• 7 • CONVENIENT LOCATIONS
- 814 SOUTH THIRD STREET
- 3960 PARK AVENUE
- 1389 POPLAR AVENUE
- 4211 SOUTH BELLEVUE
- 4349 SUMMER AVENUE
- 3002 AUSTIN PEAY HIGHWAY
- 2019 UNION AVENUE


**FOOTBALL:** Memphis State, Memphis Prep, AFL, major collegiate bowl games, Super Bowl.

**BASKETBALL:** Memphis State, Memphis Prep, Missouri Valley, SEC, NCAA.

**BASEBALL:** St. Louis Cardinals, NBC Game of the Week, All-Star Game, World Series.

**GOLF:** Memphis Open, professional golf specials. **RACING:** Indianapolis 500.

**PLUS:** Monitor Sports Weekends, NBC Sports Specials, and Channel 5 Sportscasts in the 6 O'Clock and 10 O'Clock Reports.
'71 Chevelle. How do you change America's most popular mid-size car?

Very carefully. You'd be surprised at all the advice we get.

Some of it comes from our engineers, our stylists, our safety experts, our dealers, our stockholders.

Even some from people we pay solely for advice: researchers.

But a lot of it comes from you.

There's a lot you've always liked about Chevelle.

Except one of the things you wanted for '71 was some new colors. We offer you 13 of them, all brand-new shades.

We carefully contoured a new grille, too.


You've also been giving us clear signals about even more safety features.

One result is side marker lights now flash with turn signal lights; parking lights light up with headlights.

You'll notice we also resculptured the bumper styling.

Again, carefully. Very carefully.

The whole idea was to keep Chevelle as popular with you as its price is.

1971. You've changed. We've changed.

Chevelle
Change. That's what putting you first is all about.

These are uneasy times. About pollution. About safety. About the economy. About your hard-earned dollar. We know.

For the past 10 years Chevrolet research people have questioned thousands of people on every subject from rising taxes to the size of the glovebox in their cars. We've found that price and maintenance costs, trade-in value and quality have become tremendously important.

Your car has to work. It has to last. And each new model must have more built-in value.

At Chevrolet, we understand.

You want meaningful change. And our aim is to give that to you, as you'll see in the 1971 Chevrolets.

Caprice. The biggest Chevrolet ever. The change is complete. Bigness in itself is nothing. But if it allows you to lengthen the distance between the front and rear wheels (which we did), then you've got something.

You've got a smoother ride.

The idea in the 1971 Caprice was to give you the looks and comfort of a six- or seven-thousand-dollar car, without asking you to pay that much for it. And above all, to build in as much dependability and
security as possible.

So we changed the body structure for 1971, too. We made it stronger. And we made it quieter by putting a double layer of steel in the roof.

Caprice, as you can see above, is a lot of luxury at a Chevrolet price.

Vega. The littlest Chevrolet ever. It wasn't changed from anything.

Before building Vega, we read everything we could get our hands on about little cars.

We talked to owners. We studied little cars up one side and down the other and, literally, tore them apart. We found out exactly what made them tick, or why they didn't tick.

What ticked were gas economy and dependability. What didn't were underpowered engines, cramped quarters and getting blown around in the wind.

In our little Vega, everything ticks. It's not just another little car. You didn't want that. It's one little car that does everything well.
Most cars just change. This one changes your driving.

It's a Camaro. Driving one is like nothing you've ever done before. Unless, of course, you've driven one before. It gives you a whole new outlook toward what a car should be. And how a road should feel.

For '71, we didn't change it very much. Just get behind the wheel of one and you'll see why. But be prepared. It might change you.

1971 Camaro Sport Coupe with RS package.

Camaro
1971. You've changed. We've changed.
TULANE GREEN WAVE FOOTBALL ROSTER

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Pos.</th>
<th>Ht.</th>
<th>Wt.</th>
<th>Class</th>
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**Letters earned**

COLORADO BUFFALOES FOOTBALL ROSTER

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**Letters earned**

GAME OFFICIALS: Referee: Joe Hicks, (SEC); Head Linesman: D. L. Claborn, (SEC); Back Judge: Gordon Tettus, (SEC); Umpire: Clifford Squares, (BIG EIGHT); Field Judge: Lawrence Crispell, (BIG EIGHT); Electric Clock Operator: James Campbell, Jr., (SEC).
Tulane Offensive Depth Chart

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Tulane Defensive Depth Chart

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Colorado Defensive Depth Chart

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This Flip Card Courtesy Of Coca-Cola

it's the real thing

KICKING SPECIALIST 47 Lee Gibson 36 Randy Muse

Colorado Defensive Depth Chart

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<td>WEAK SAFETY</td>
<td>12 John Stearns</td>
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<td>30 Gary Clark</td>
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<td>RIGHT CORNERBACK</td>
<td>16 Cullen Bryant</td>
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<td>21 Glen Bailey</td>
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</table>
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It's our Unibody. It comes across the board on Chrysler Corporation cars.

Unibody is a unique kind of automobile construction. The body and frame are combined in one integral unit. The car's strength is all around you. It rattles less, shakes less, flexes less. And lasts a lot longer.

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**EDDIE CROWDER**
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**MONTE SMITH**
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MIKE BENNETT, RB Colorado Springs, Colo.
CLIFFORD BRANCH, WR Houston, Texas
JIM BRATTEN, QB Anaheim, Calif.
LARRY BRUNSON, WR Cortez, Colo.
Colorado Buffaloes

CULLEN BRYANT, DB
Colorado Springs, Colo.

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Sunnyvale, Cal.

DAVE CAPRA, DT
Wheat Ridge, Colo.

GARY CLARK, DB
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RESUME OF THE
LIBERTY BOWL
HALF-TIME CEREMONY

Arranged and Produced by Freedoms Foundation at Valley Forge

ARLEN R. SAYLOR
Pageantry Coordinator
Freedoms Foundation
KENNETH D. WELLS, II
Sr. Vice President, Freedoms Foundation

Pageantry Coordinator
Postantry Coordinator

LOU GRECO
Vice President, Freedoms Foundation

Freedoms Foundation

Pageantry Coordinator

Officials of Freedoms Foundation at Valley Forge and the Liberty Bowl Association have joined hands in the presentation of a colorful, patriotic segment in this year’s halftime pageantry, color, glitter, melody and rhythm. The presentation will depict America’s struggle for peace since this country’s inception. Music taken from the various conflicts involving the United States has been specially selected leading up to the finale, which will once again be the singing of “God Bless America” and the waving of flags.

Special half-time guests today include: The United States Military Academy Glee Club led by Fred Waring, Mr. Pete Fountain, Hollywood’s Mr. Pat O’Brien, and Mr. Ed Nelson from ABC-TV’s “The Silent Force.”

You are especially asked to take part in the halftime ceremonies by joining in the singing and flag waving.

For the sixth straight year today’s pre-game and half-time activities are being coordinated and directed by Mr. Tommy Ferguson, Director of Bands at Memphis State University. This year Mr. Ferguson is coordinating activities between the Freedoms Foundation at Valley Forge, The Bands, The Liberty Bowl, and ABC-TV.

Many hours of hard work go into this spectacular entertainment, which Mr. Ferguson has built into one of the finest halftime shows in football.
<table>
<thead>
<tr>
<th>COLORADO</th>
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<tr>
<td>1970 Record (6-4)</td>
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Any lost person or article should be taken to the Stadium Office located on the East side, underneath the stands. Lost Articles may be claimed on the Monday following the game by calling the Stadium Office at 272-1214.
The American Flag lapel emblems distributed today were made available by the Society of Commissioned Officers and the American Legion. In so doing, these organizations are following a great patriotic principle—"Love of our Country and the Flag."

Society of Commissioned Officers is an organization of past and present commissioned officers of all the armed services of the United States. It was founded in 1960 in Tennessee, "for the purpose of encouraging, by all appropriate means, the continuing participation of commissioned officers—both active and retired, both reserve and regular—in the councils of those associations to make effective contributions for education, charity and patriotism in behalf of the United States of America and of the Free World"; and, for the institution of its programs to accomplish the same ends as may be found advisable. Today it has thousands of members living in every state of the Union and in foreign lands.

The American Legion, since its founding 50 years ago, has been notable for its devotion to Country and Flag; and, its readiness "To uphold and defend the Constitution of the United States of America."

The Society has been active in the encouragement, by all means at its disposal, of those acts and programs that contribute to a strong defense posture of our Country and for the preservation and development of those principles that have made this Country great. It has sponsored legislative action to this end and has participated with other patriotic organizations in their programs.

The Society maintains and finances a scholarship program for senior ROTC students to the end that they may complete their college education and be commissioned as officers in the armed forces of the United States. It has enabled many cadets to complete their educations and receive their commissions.

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Penn State 7
Alabama 0

1960
Penn State 41
Oregon 12

1961
Syracuse 15
Miami 14

1962
Oregon St. 6
Villanova 0

1963
Miss. State 16
N. Carolina St. 12

1964
Utah 32
West Virginia 6

1965
Ole Miss 13
Auburn 7

1966
Miami 14
Virginia Tech 7

1967
N. Carolina St. 14
Georgia 7

1968
Ole Miss 34
Virginia Tech 17

1969
Colorado 47
Alabama 33

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1. Offside (Infractio
   n of scrimmage or free
   kick formation)

2. Illegal Procedure,
   Position, or Substitution

3. Illegal Motion

4. Illegal Shift

5. Illegal Return

6. Delay of Game

7. Personal Foul

8. Clipping

9. Roughing the Kicker

10. Unsportsmanlike

11. Illegal use of
    Hands and Arms

12. Intentional
    Grounding

13. Illegally Passing
    or Handling Ball Forward

14. Forward Pass or
    Kick Catching Interference

15. Ineligible Receiver
    Down Field on Pass

16. Ball Illegally Touched,
    Kicked, or Batted

17. Incomplete Forward
    Pass, Penalty Declined,
    No Play, or No Score

18. Crawling, Helping
    the Runner, or Inter-
    locked Interference

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Players of both teams are presented special Liberty Bowl watches. The winning team receives the beautiful Liberty Bowl Trophy as a permanent token of its victory. Individual trophies include: GAMES OUTSTANDING PLAYER presented by THE WILLIAM G. LEFTWICH, SR. COMMITTEE, OUTSTANDING OFFENSIVE PLAYER FROM TULANE presented by THE COCA COLA BOTTLING COMPANY OF MEMPHIS, TENN., OUTSTANDING DEFENSIVE PLAYER FROM TULANE presented by DELTA AIRLINES, OUTSTANDING OFFENSIVE PLAYER FROM COLORADO presented by HUMBLE OIL AND REFINING COMPANY, OUTSTANDING DEFENSIVE PLAYER FROM COLORADO presented by HOLIDAY INNS OF AMERICA, INC., WINNING COACHES’ TROPHY presented by THE JOS. SCHLITZ BREWING CO.
SCHEDULE OF EVENTS

Liberty Bowl WEEK

Tuesday, December 8, 1970
Third Annual Liberty Bowl Track Meet—7:30 PM—Mid-South Coliseum
Kansas, Memphis State, Tennessee, Texas A & M

Thursday, December 10, 1970
Celebrity Golf Tournament—Noon—Chickasaw Country Club
Bierstube—6:30—First National Bank Downtown

Friday, December 11, 1970
Liberty Bowl Luncheon—Noon—Holiday Hall Rivermont
Press Party—6:00 PM—Hotel Sheraton Peabody
Black Tie Dinner—6:30 PM—Hotel Sheraton Peabody

Saturday, December 12, 1970
Cocktail Brunch—10:00 AM—Mid-South Coliseum
12th Annual Liberty Bowl—12:15 PM Kickoff
Awards Party—6:30 PM—Holiday Hall—Holiday Inn Rivermont

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ALABAMA: Pat Trammell (QB); Billy Neighbors (T); Johnny Musso (RB)
OREGON: Steve Barnett (T)
SYRACUSE: Ernie Davis (HB)
MIAMI: Bill Miller (E); George Mira (QB); Dan Connors (T); Ted Hendrix (E)
OREGON STATE: Terry Baker (QB); Vern Burke (E); Rich Koeper (T)
VILLANOVA: Al Atkinson (T); Larry Glueck (HB); Charlie Johnson (T); Billy Joe (FB)
MISSISSIPPI STATE: Pat Watson (G)
NORTH CAROLINA STATE: Don Montgomery (E); Fred Combs (DB); Dennis Byrd (T); Gerald Warren (K)
UTAH: Roy Jefferson (E)
AUBURN: Jack Thornton (T)
MISSISSIPPI: Stan Hindman (T); Archie Manning (QB); Glen Cannon (DB)
VIRGINIA POLYTECHNIC INSTITUTE: Tommy Francisco (HB); Mike Widger (LB)
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The Liberty Bowl Festival Association is extremely grateful to the following firms and groups for their efforts:

Memphis Metro-Chevrolet Dealers Association; Miss Liberty Bowl Contest Directors: Mrs. Geraldean Couch and Mrs. Gale Wilson.

Miss Liberty Bowl, Miss Linda Thompson received a 1971 Vega courtesy of Memphis Metropolitan Chevrolet Dealers: A Gold Rolex Watch from J. H. Mednikow and Co., Inc., a Wardrobe provided by Sister John, 1618 Union Avenue in Memphis, Gifts from Warren’s Beauty Salons, Wig Room Limited and Lynn Doyle Florist.

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Liberty Bowl Celebrity Golf Tournament: Chickasaw Country Club
Thursday Night Celebrity Party: A Biers-tube presented by The Jos. Schlitz Brewing Company
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It will be comforting to know that should anyone attending the Liberty Bowl have a heart attack (we hope and pray that it will not happen) resuscitation equipment is available in the First Aid Room. This equipment consists of a defibrillator to correct abnormal heart beat following a heart attack and an oscilloscope to monitor heart beat. This equipment is operated under the direction of two doctors in the final phase of their training for careers in cardiology.

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Financing for this equipment was arranged by Dr. Leland L. Atkins, a leading Memphis cardiologist, through Hoechst Pharmaceutical Company, Cincinnati, Ohio, a division of American Hoechst Corporation, and Mr. Kenneth G. Akin, Hoechst Research Associate. Mr. Akin is also a member of the Liberty Bowl Festival Association.

To our knowledge, no other stadium in the country has this type of equipment.

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### Liberty Bowl TEAM RECORDS

#### FIRST DOWNS
**MOST:**
- Rushing—24, Colorado (1969)
- Passing—9, Syracuse (1961)
- Penalties—4, Alabama (1969)
- Total First Downs—29, Colorado (1969)

**LEAST:**
- Rushing—3, Miami (1966)
- Passing—0, Ole Miss (1965); VPI (1965)
- Penalties—0, Several Teams
- Total First Downs—8, Alabama (1959)

#### RUSHING
**MOST:**
- Attempts—73, Penn State (1960)
- Gains—479, Colorado (1969)
- Losses—73, Alabama (1969)
- Net Yards Gained—473, Colorado (1969)

**LEAST:**
- Attempts—28, West Virginia (1964)
- Gains—118, Alabama (1959)
- Losses—6, Colorado (1969)
- Net Yards Gained—104, Alabama (1959)

#### PASSING
**MOST:**
- Attempts—34, Alabama (1969)
- Completions—17, North Carolina State (1967)
- Net Yards Gained—212, Alabama (1969)
- Percent Completed—68%, North Carolina State 17-25 (1967)

**LEAST:**
- Attempts—6, Mississippi State (1963)
- Completions—2, Penn State (1959); Alabama (1959)
- Net Yards Gained—24, Ole Miss (1965)

#### TOTAL PLAYS
**MOST:**
- Rushing and Passing—87, Penn State (1960)
- Total Offensive Yards—563, Colorado (1969)

**LEAST:**
- Rushing and Passing—47, Alabama (1959)
- Total Offensive Yards—131, Alabama (1959)

#### INTERCEPTIONS
**MOST:**
- Made by Team—4, Utah (1964)
- Net Yards Returned—70, Ole Miss (1968)

**LEAST:**
- Made by Team—0, Several Teams
- Net Yards Returned—0, Several Teams

#### PUNTING
**MOST:**
- Punts—11, VPI (1966)
- Blocked By—2, North Carolina State (1967)
- Average Yards Punted—43, Utah (1964)
- Returned—6, Miami (1961)
- Net Yards Returned—78, Miami (1961)

**LEAST:**
- Punts—1, Utah (1964)
- Blocked By—0, Several Teams
- Average Yards Punted—22, Mississippi State (1963)
- Punts Returned—0, Several Teams
- Net Yards Returned—0, Several Teams

#### KICKOFFS
**MOST:**
- Returned—8, Colorado; 8, Alabama (1969)
- Net Yards Returned—222, Colorado (1969)

**LEAST:**
- Returned—0, Penn State (1959); Alabama (1959)
- Net Yards Returned—0, Penn State (1959); Alabama (1959)

#### PENALTIES
**MOST:**
- Number of Penalties—12, VPI (1968)
- Total Yards Penalized—122, Mississippi State (1963)

**LEAST:**
- Number of Penalties—2, Oregon (1960); West Virginia (1964); Alabama (1969)
- Total Yards Penalized—12, Oregon (1960)

#### FUMBLES
**MOST:**
- Times Fumbled—7, Alabama (1959)
- Fumbles Lost—4, Alabama (1959); Penn State (1959); Villanova (1962)

**LEAST:**
- Times Fumbled—0, Ole Miss (1965)
- Fumbles Lost—0, Ole Miss (1965); Auburn (1965)

#### POINTS SCORED
**MOST:**
- Game (One Team)—47, Colorado (1969)
- Game (Both Teams)—80, Colorado vs. Alabama (1969)
- One Period—21, Penn State (1960)
- At Half—21, Penn State (1960); Colorado (1969)
- TD's in Game—6, Penn State (1960); Colorado (1969)

**LEAST:**
- Game (One Team)—0, Alabama (1959)
- Game (Both Teams)—6, Oregon State vs. Villanova (1962)

#### ATTENDANCE
- 50,042—Colorado vs. Alabama (1969)
# Liberty Bowl INDIVIDUAL RECORDS

## Rushing
Losses—45, Alex Bowden, Auburn (1965)

## Passing
Attempts—28, Allen McCune, West Virginia (1964); Archie Manning, Ole Miss (1968)
Completions—17, Jim Donnan, North Carolina State (1967)
Interceptions Against—4, Allen McCune, West Virginia (1964)
Net Yardage—178, Dave Grosz, Oregon (1960)

## Pass Receiving
Most Received—7, Milt Clegg, West Virginia (1964); Harry Martell, North Carolina State (1967)
Most Yards Gained—92, Milt Clegg, West Virginia (1964)
Touchdowns—1, Roger Kochman, Penn State (1959); Joe Mira, Miami (1966); Dick Easterly, Syracuse (1961); Milt Clegg, West Virginia (1964); Dick Pae, Penn State (1960); Doug Cunningham, Ole Miss (1965); Bill Morley, Utah (1964); Ray Barlow, North Carolina State (1963); Harry Martell, North Carolina State (1967); Johnny Musso, Alabama (1969); Griff Langston, Alabama (1969)

## Punting
Most Punts—9, Chuck Norman, Ole Miss (1965)

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<th>Record</th>
<th>Year</th>
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