RMC Film Prices Jumped To Cover Cash Concert Loss

By JIM DOYLE

Although final tabulation is incomplete, the Student Center Board has reported a tentative loss of five hundred dollars from the Johnny Cash Concert February 22.

With some tickets still out, sales for the two performances have been estimated at 700, bringing net receipts to just over $1000, falling far short of the $1750 fee Cash presented the board.

COUNCILMAN AT-LARGE
John Bonds, representing the board at the Student Senate meeting Wednesday night, attributed the loss to a “misjudging of student taste” by the board, in a chance the board had to take. Bonds explained the board’s decision to present Cash as an attempt to build a reserve fund for more expensive entertainers.

The Cash show was envisioned as a logical choice for this part of the country during “Go Texan” week, with non-Rice people welcomed. Cash’s last appearance in Houston drew 6000 to the City Auditorium.

The Senate which had advanced the Board $1,000 to be paid back February 27, agreed to $500 immediately and to allow the board to repay the remainder in installments over the next year.

THE MONEY FOR the installments will come principally from an increase in Sunday night movie revenue by raising the admission from a dime to a quarter. The Senate rejected a proposal to absorb part of the loss from Senate funds, explaining that Student Center users should bear the responsibility of paying for the show. Besides

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CASH—

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publicity on the Rice campus, he said, the concert was given radio spots and newspaper coverage, and a sound-truck had publicized it to Fat Stock Show visitors the afternoon before the show.

AS A RESULT, Bonds estimated that forty per cent of the attendance at the two shows was from outside the Rice community, helping to offset a scarcity of Rice spectators. The western show was apparently too specialized to appeal to the general taste of Rice students, Bonds observed.

Bonds also explained that the Student Center Board was limited in its initial attempt to bring outside talent to the Rice campus. Rice is the only major school in this area that does not have an entertainment fund drawn from blanket taxes.

The board had learned a lot that would be of use to them next year, he concluded.