Pay $4.00 Now

Ticket Prices Hiked

By KAY KELLY
Thresher Staff

Guest tickets for this year’s Rice football games have gone up to $4. Mr. Emmett E. Brunson, Rice Athletic Department business manager, stated that the new price would be charged for all home and out-of-town games. These guest tickets will be available at the Field House ticket window until the Friday before each home game, and on the Friday a week previous to each out-of-town game, or until the allotted supply runs out. Blanket taxes must be presented for purchase of guest tickets and out-of-town student tickets. Evasion of the guest ticket policy by using a borrowed blanket tax will result in denial of admission to the game and confiscation of the blanket tax.

Questioned as to the necessity of the increase, Mr. Brunson was noncommittal. He said the decision to raise the cost was made by an all Southwest Conference committee. Jess Neely, Athletic Director, and Dr. J. G. Waters, faculty advisor, attended the meeting but Mr. Brunson declined to say whether or not Rice voted for the increase.

Financial necessity was not given as the reason for the price lift. Mr. Brunson was unable to allow publication of profit figures for Rice Institute or the Southwest Conference. However, paid attendance for last year was approximately 346,000 or $1,211,000 gross, third highest gate in the nation.

Mr. Brunson’s only explanation for the 50-cent hike was, “Since everything else has gone (Continued on Page 8)
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up, we felt we should increase our price also. After all, the Southwest Conference has been the cheapest major conference. Other conferences’ prices range from $4.00 to $5.00.

Justifying the charge of $4.00 for non-reserved seats in the student section, Mr. Brunson said that “it was the Rice Institute’s policy.” He pointed out that some southwest conference schools reserved the guest area apart from the student section and said he didn’t know if any of them charged less for their tickets.

The Athletic Department business office reserved a section large enough to accommodate as many students and guests as past years average attendance indicates and holds these seats until the purchase deadline. The section is regularly taken in the lower East deck beginning at the 42 yard line.

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A word of warning to all girls—David Thorman killed a moose in Alaska, this summer, framed the horns to hang in his dorm room, and has already invited Judy Ley up to see them.

Be on guard for this dangerous approach.