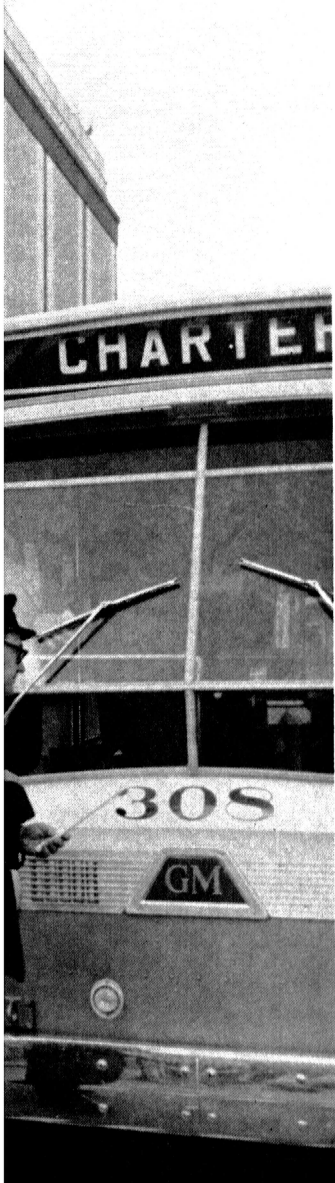




SUGAR TIME DOWN SOUTH

*Missouri fans by the thousands
descend on New Orleans to join the gaiety
and cheer for victorious Tigers.*



President and Mrs. Elmer Ellis at souvenir table.

TO GO ALONG with Missouri's triumph in the Sugar Bowl, followers of the Tigers scored a conquest of their own, on another front. They converged on New Orleans from far and near—and New Orleans loves to be converged on by holiday throngs. By their numbers and their spirit, the Missourians won favor and plaudits from those practical hosts down Delta way.

And no wonder. Missouri fans bought at least 11,000, possibly 15,000, tickets to the game, as compared to 5,000 bought by Florida fans. Two thousand Missouri followers occupied 900 rooms at the Jung Hotel, headquarters for the M. U. Alumni

Association. Approximately 4,000 signed in at the Alumni registration desk. More than 1,700 rode to the game in 35 special busses. About 650 attended the Saturday morning Alumni brunch preceding the New Year's Day game. All factors considered, Missouri's part in the Sugar Bowl festivities was the biggest and most successful off-campus activity ever conducted by M. U. alumni.

Naturally, a vast amount of advance work and detailed planning was involved. When the Sugar Bowl announced the Tigers' selection, wheels were set in motion in the Alumni Office. A trip was made to New Orleans immediately to line up hotel ac-

John E. Kuhlman photos.



In this group are W. S. Morris, Lucille Morris, Max Foust, Joseph J. Kelly Jr., Jerry Duggan, Dorothy Duggan, Cindy Duggan. In front row are Lisa Morris and Ann Foust.

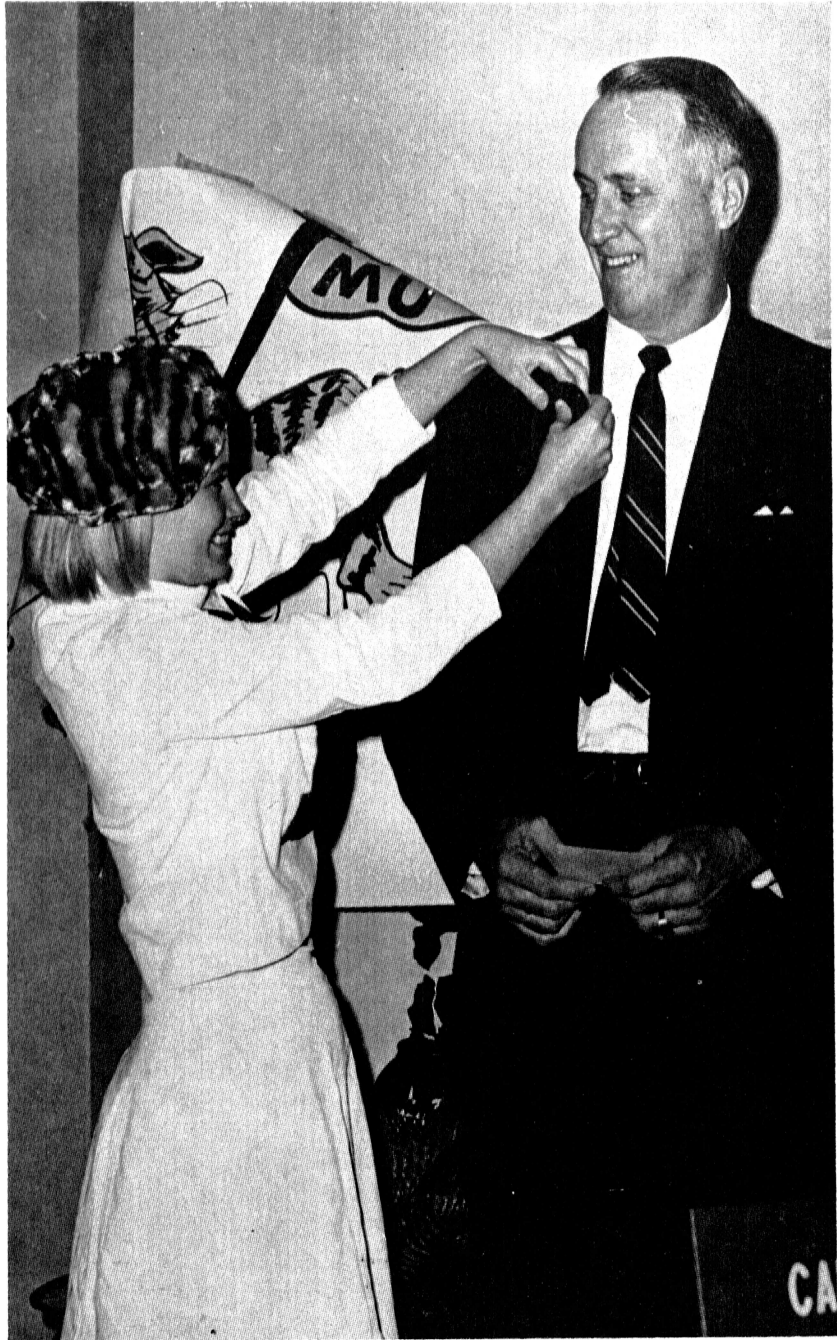


These early arrivals appear ready to cheer Tigers on. Photo by J. N. Pitts, Times-Picayune.





The John Tarpoff family, all set for the game, with a Tiger mascot, Barbara Brown.



Walter Cowan, B.J. '36, gets a Sugar Bowl button from Melinda Seymour. Cheerleaders and pom-pom girls sold souvenirs to help pay trip expenses. Cowan is managing editor, New Orleans States-Item. Photo by J. N. Pitts.



Sugar Time Down South concluded

commodations (not a simple matter) and bus transportation. A letter and brochure were mailed to 15,000 active members of the Alumni Association. While room orders went directly to the Jung, bus and brunch tickets were handled in the Alumni Office.

Leading representatives of the Missouri contingent included Governor and Mrs. Warren E. Hearnes, members of the Board of Curators, President and Mrs. Elmer Ellis, and Chancellor and Mrs. John W. Schwada.

The New Orleans press gave generous attention to the Missouri partisans. A J-School alumnus, Jules Fogel, reported on their activities for the Times-Picayune. Coach Dan Devine made a hit with New Orleans boosters by keeping his team in town for its training program. Marching Mizzou was just another of the favorite attractions. Altogether, Missouri had a lot of good will ambassadors working in its behalf during the four or five day visit to the Crescent City, and the reception could hardly have been better.



At left, Betty and Richard Dougherty, Clayton, Mo.; above, Dr. James Owens with Mr. and Mrs. William Hickok, Kansas City, Mo.