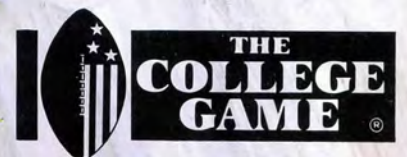
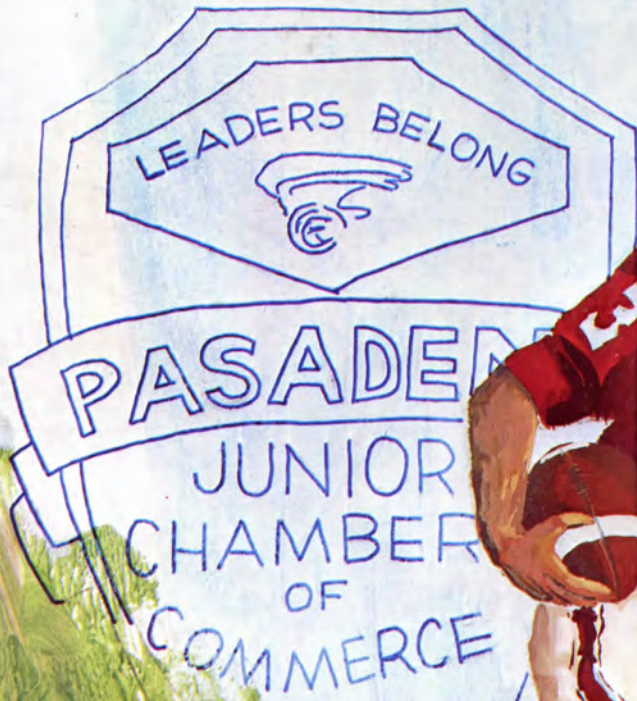


26th Annual



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TWENTY-SIXTH ANNUAL

PASADENA BOWL GAME



ROSE BOWL



DEC. 18, 1971

1 P.M.

SAN JOSE STATE COLLEGE

SAN JOSE, CALIFORNIA

VS.

MEMPHIS STATE UNIVERSITY

MEMPHIS, TENNESSEE

EDITOR

SHAVENAU GLICK

MANAGER

STAN NAKAMURA

This program is published
for the
Pasadena
Jr. Chamber of Commerce
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Pasadena, California 91101,
793-7169

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LONGINES

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Greetings from

Pasadena Junior Chamber of Commerce President

Don Mike Anthony



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December 18, 1971

Ladies and Gentlemen:

We welcome you, together with our visitors from San Jose and Memphis to the 26th renewal of the Pasadena Bowl.

The Pasadena Bowl Game annually brings to the Rose Bowl the champions of the Pacific Coast Athletic Association and the Missouri Valley Conference. The young men representing their respective institutions in today's game are among the finest representatives of inter-collegiate athletics in America, and will present an outstanding football game for your enjoyment.

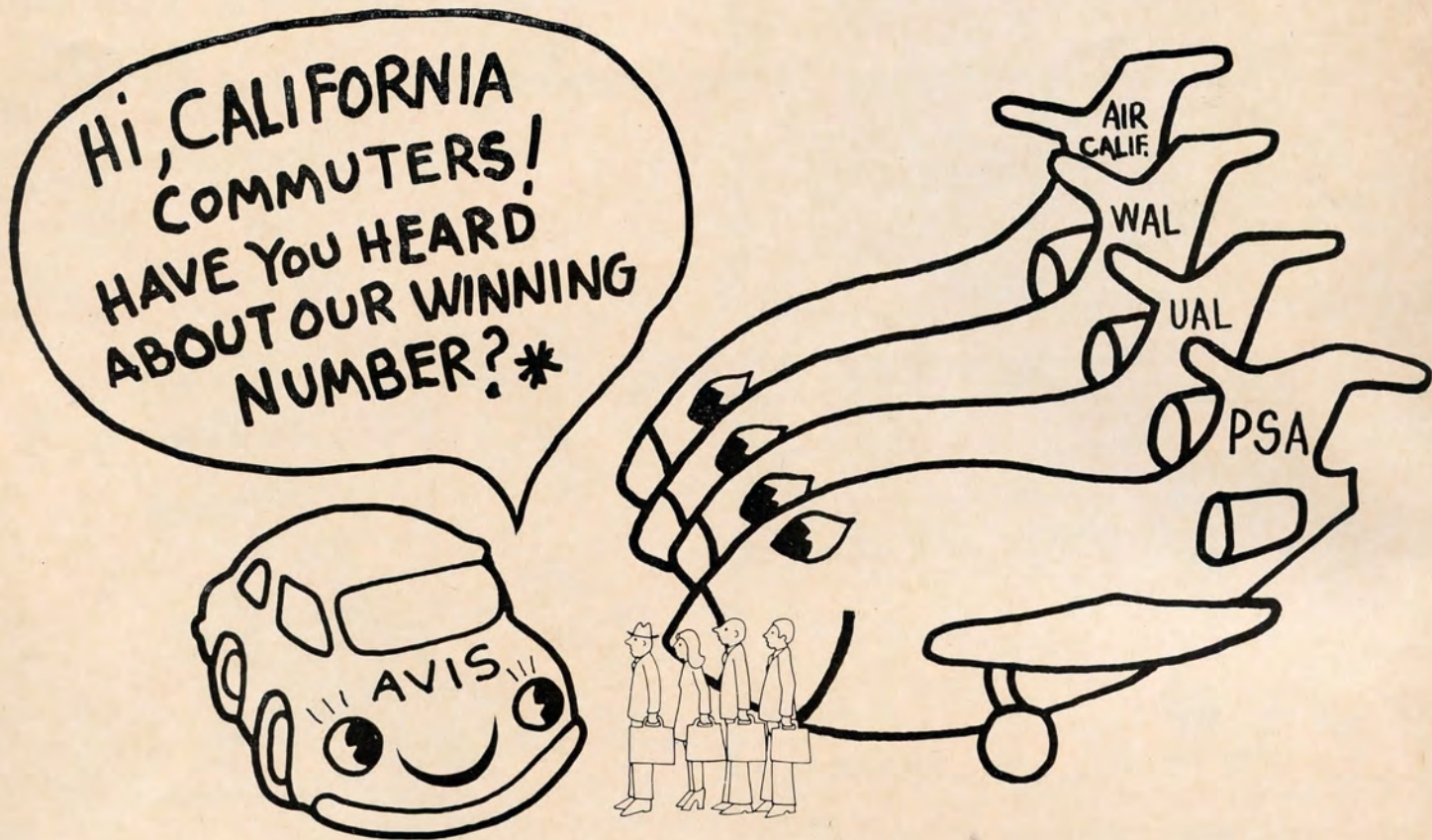
The Pasadena Jaycees have a long history of involvement with youth of our community. This involvement, to name a few specifics, has included sponsoring athletic events at the high school level, job counseling, fighting the use of narcotics, sponsoring the Junior Executives Club on the Pasadena City College campus, and being an intermediary between children and Santa Claus.

The Pasadena Bowl is one of the means by which we hope to be able to continue and expand our community involvement activities. Without your support, we would not be successful. Thank you!

Enjoy your day and have a Merry Holiday Season and a successful New Year.

Sincerely,

Don Mike Anthony
President



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A PASADENA TRADITION: 1946 – 1971

For its first 21 years, the Junior Rose Bowl matched the best junior college football team in California against the best from the rest of the country. The first game was played Dec. 7, 1946, when Compton (Cal.) defeated Kilgore (Texas), 19-0, before 43,000 fans. During that 21-year period junior college teams from eight states (California, Texas, Oklahoma, Minnesota, Arkansas, Washington, Idaho and Mississippi) played in the JRB.

Four years ago the format of the JRB was changed to bring four-year college and university teams to the game. A year later the name, too, was changed and it is now the Pasadena Bowl.

During the JC era, such famous players as Hugh McElhenny, Vern Burke, Dunn Marteen, Bob Stiles, Joe Don Looney, Earl Leggett, Ray Willsey (current California coach) and Larry Jackson (major league pitcher) played in the JRB.

In the four years of college competition, fans have thrilled to the play of Eugene (Mercury) Morris, who gained 173 yards in 19 carries and scored two touchdowns as West Texas State defeated Valley State, 35-13, in 1967; the awesome power and fantastic band brought West by Grambling College in 1968; the duel between quarterback Dennis Shaw of San Diego State and defensive back Bruce Taylor of Boston University in the game of 1969 won by San Diego, 28-7; and the rain-drenched 24-24 tie between Cal State Long Beach and Louisville in the first game of a conference pact between members of the Pacific Coast Athletic Assn. and the Missouri Valley Conference.

Four men are credited with originating and developing the idea of providing such a bowl game. The late Myron Thomas, Pasadena Junior Chamber of Commerce president in 1946, rallied the organization's members around the new project. Walter Hoefflin, who served as president of the 1966 Tournament of Roses, was assigned the responsibility of acting as game chairman. The late Pus Halbriter, a member of Signal Youth Foundation, provided financial backing, and energetic Bill Schroeder, a sports legend who was then — and still is — managing director of Helms Hall of Fame, took on the role of chairman of the governing board.



AT THE BEGINNING — These four men were instrumental in creating the Junior Rose Bowl game in 1946. Here, shown as they got together on the 10th Anniversary of the game in 1955, are Walter Hoefflin, the late P. H. "Pus" Halbriter, Bill Schroeder and the late Myron Thomas.

One year prior to the actual game's inception, the Jaycees sponsored a game in the Rose Bowl between two service ball clubs. Some 4,500 attended that Thanksgiving weekend clash of 1945.

The first JRB game was scheduled to be played between Roosevelt High School of Honolulu and Father Flanagan's Boy's Town of Nebraska. The tilt was to be called the Little Rose Bowl, and the team from the islands, undefeated and untied, was to be flown across the Pacific in one of the first commercial "Clipper" flights. Unfortunately, the high school format was cancelled as those in control of Southern California prep football would not sanction out of state teams to play. In-

stead, the Junior Chamber signed a contract with Junior college authorities. Nearly one million fans in 21 years viewed the exciting action.

When the junior colleges elected to go to a state playoff, Jaycees Bud Griest, Bill Leishman, John Nicoll and Mike Ward rushed to Houston where the National Collegiate Athletic Association convention was taking place. In January, 1967, they confronted the NCAA officials with a proposal for a bowl game for four-year colleges. The NCAA saw enough merit in the request to sanction such a game. The Pasadena Bowl is now one of 12 post-season affairs having such approval, and it appears the future is now brighter than ever.

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DAVE CHANEY 52, LINEBACKER



ALL AMERICAN CHANEY

Dave Chaney, a 21-year old linebacker from Greenfield, Calif., is San Jose State's All-American middle linebacker. Chaney, considered the finest linebacker in Spartan history, was named to the first defensive team All-America by both AP and UPI. In 11 games Chaney has accounted for 110 unassisted tackles, 78 assists, five forced fumbles, four fumble recoveries, three pass deflections, six quarterback sacks and seven interceptions which he has returned 136 yards for two touchdowns. Chaney has been invited to play in the annual East-West Shrine Game Dec. 31 at Candlestick Park in San Francisco. Playboy Magazine, in naming Chaney to a position on its pre-season All-America team, said: "The only difference between Chaney and Dick Butkus is 50 pounds."

SAN JOSE



SPARTANS

INDIVIDUAL STATISTICS

RUSHING	TC	YG	YL	Net	Avg.	TD	LG
Lawrence Brice, hb	123	578	40	538	4.3	4	37
Larry Lloyd, fb	88	301	8	293	3.3	3	24
Otis Cooper, hb	76	319	30	289	3.8	3	31
Jim Lassiter, hb	49	204	7	197	4.0	1	19
Robert Evans, fb	36	101	1	100	2.8	2	9
Joe Hicks, hb	18	78	15	63	3.5	0	9
Dale Knott, fb*	9	40	2	38	4.4	0	9
Travis McMichael, qb	7	10	26	-16	-2.3	0	5
Dave Ellis, qb	81	229	253	-24	-0.3	3	41
Brad Metheany, qb	18	60	98	-38	-2.1	1	16
Others	3	12	0	12	4.0	0	7

*Knott lost for season in first half of Fresno State game.

PASSING	PA	PC	HI	Yds.	Yd./Com.	Pct.	TD	LG
Dave Ellis, qb	159	73	13	997	13.6	.460	7	65
Travis McMichael, qb	20	10	3	206	20.6	.500	4	40
Brad Metheany, qb	23	9	3	107	11.9	.391	1	30
Joe Hicks, hb	1	1	0	32	32.0	1.000	1	32
John McMillen, p	2	2	0	17	8.5	1.000	0	12

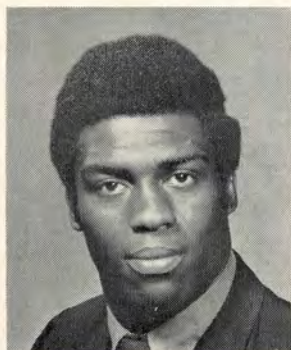
RECEIVING	No.	Yds.	TD	INTERCEPTIONS	No.	Yds.	TD
Eric Dahl, we	27	563	8	Dave Chaney	7	136	2
Lawrence Brice, hb	14	228	1	Bill Brown	2	4	0
Jim Lassiter, hb	14	164	0	John McMillen	1	53	1
Tim Alley, te	13	133	0	Emanuel Armstrong	1	25	0
Otis Cooper, hb	7	143	3	Al Harris	1	13	0
Dan Johnson, te	6	57	0	Brodie Greer	1	3	0
Robert Evans, fb	6	41	0	Others	5	0	0
Larry Lloyd, fb	2	25	1				
Everette Garmon, we	2	20	0				
Joe Hicks, hb	2	12	0				
Others	1	4	0				

PUNTING	No.	Avg. Blk.
John McMillen	73	40.4
Joe Hicks	2	30.0

TEAM STATISTICS

	San Jose	Opponents
Total First Downs	137	192
Rushing Attempts	509	541
Net Yards Gained Rushing	1443	1868
Passes Attempted	210	312
Passes Completed	96	140
Net Yards Gained Passing	1273	1859
Total Net Yards Gained	2716	3727
Passes Had Intercepted	19	18
Fumbles/Lost	32/15	29/19
Penalties/Yards	75/697	71/677
Punts/Average	83/38.5	64/36.8

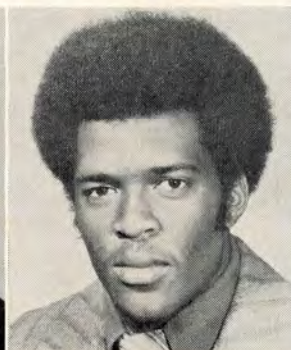
SAN JOSE STATE SPARTANS



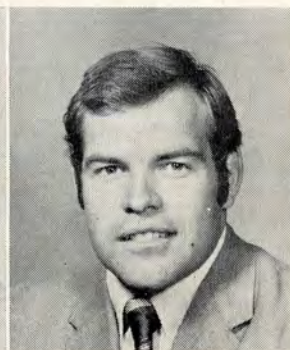
LARRY BARNES
81, Tight End



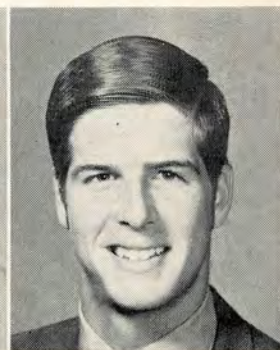
BRUCE PORTER
88, Defensive End



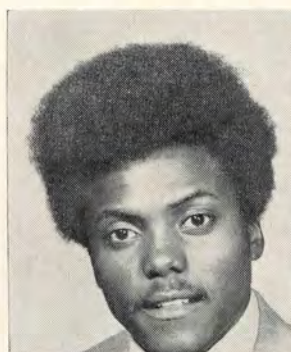
EMANUEL ARMSTRONG
54, Linebacker



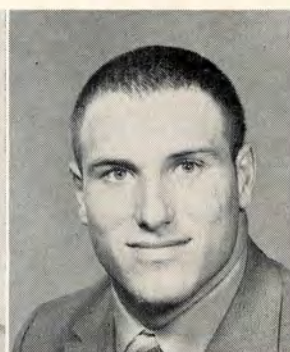
RICK ALPERS
68, Guard



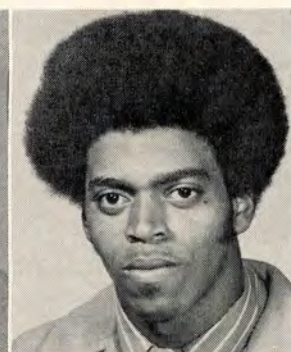
CHRIS MOYNEUR
17, Quarterback



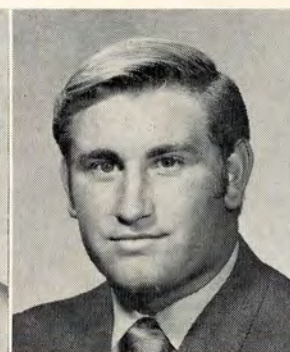
BERNARD MCGREW
27, Safety



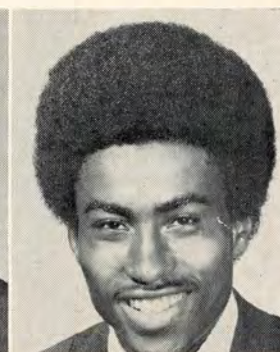
TIM ALLEY
82, Tight End



DAVID SCOTT
36, Linebacker



DICK ADAMS
62, Guard



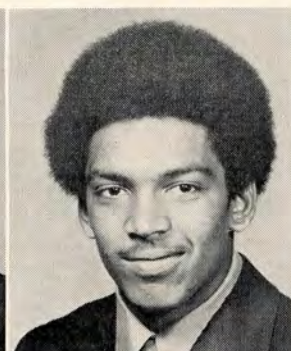
TRAVIS McMICHAEL
16, Quarterback



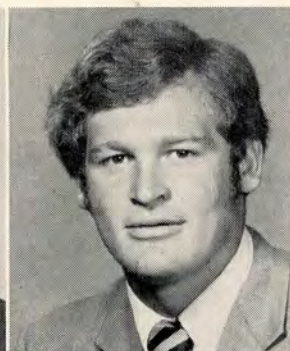
LARRY LLOYD
35, Halfback



RON CHRISTENSEN
87, Defensive End



PHIL DUNCAN
49, Defensive Back



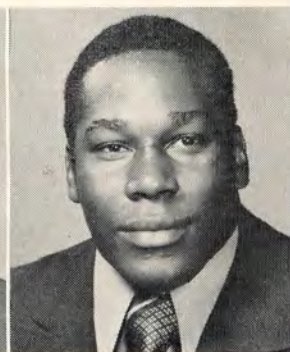
BOB EDWARDS
75, Tackle



ERIC DAHL
37, End



OTIS COOPER
21, Halfback



JEFF WILSON
71, Defensive Tackle



BOB TEAMES
79, Guard

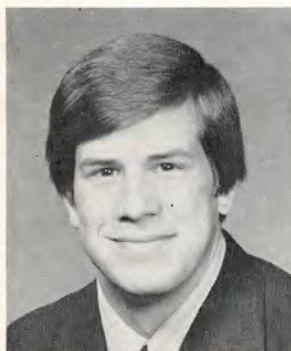


JIM TEAMES
65, Guard



DENNIS MONTGOMERY
20, Halfback

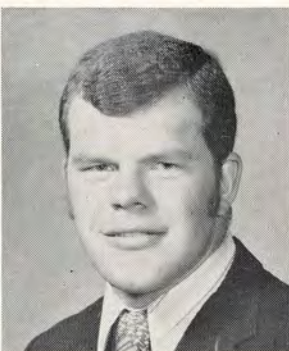
SAN JOSE STATE SPARTANS



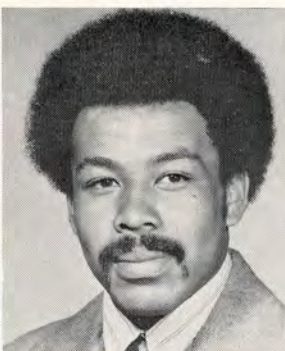
BRAD METHEANY
14, Quarterback



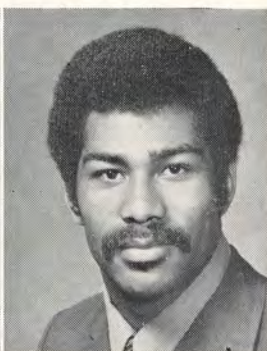
AL HARRIS
48, Defensive Back



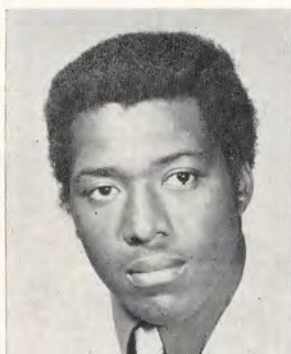
JOHN McMILLEN
86, Defensive End



JIMMIE LASSITER
32, Halfback



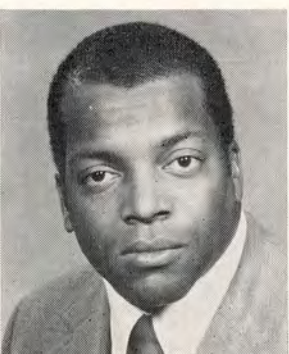
DALE KNOTT
33, Fullback



MacARTHUR KELLEY
76, Tackle



WAYNE JENNINGS
57, Center



MIKE GILES
74, Defensive Tackle



DAN JOHNSON
83, Tight End



CODY JONES
85, Defensive Tackle



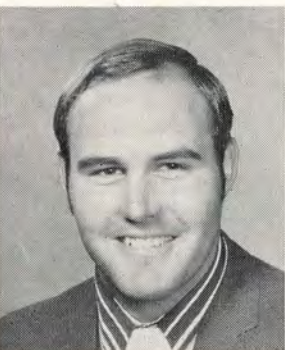
CHARLES GARDNER
66, Guard



BILL GIECK
56, Linebacker



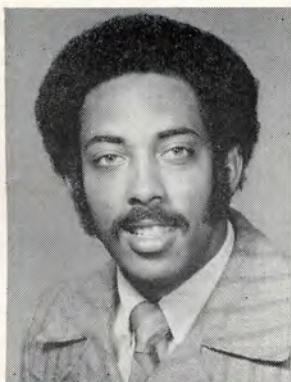
GARY EVANS
25, Halfback



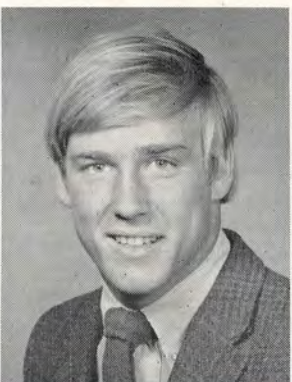
DAVE ELLIS
12, Quarterback



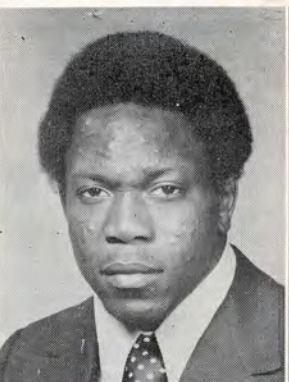
RANDY GAINES
19, Defensive Back



JOE HICKS
40, Halfback



BILL BROWN
55, Linebacker



LAWRENCE BRICE
30, Halfback



DAVE CHANEY
52, Linebacker



BRODIE GREER
29, Safety

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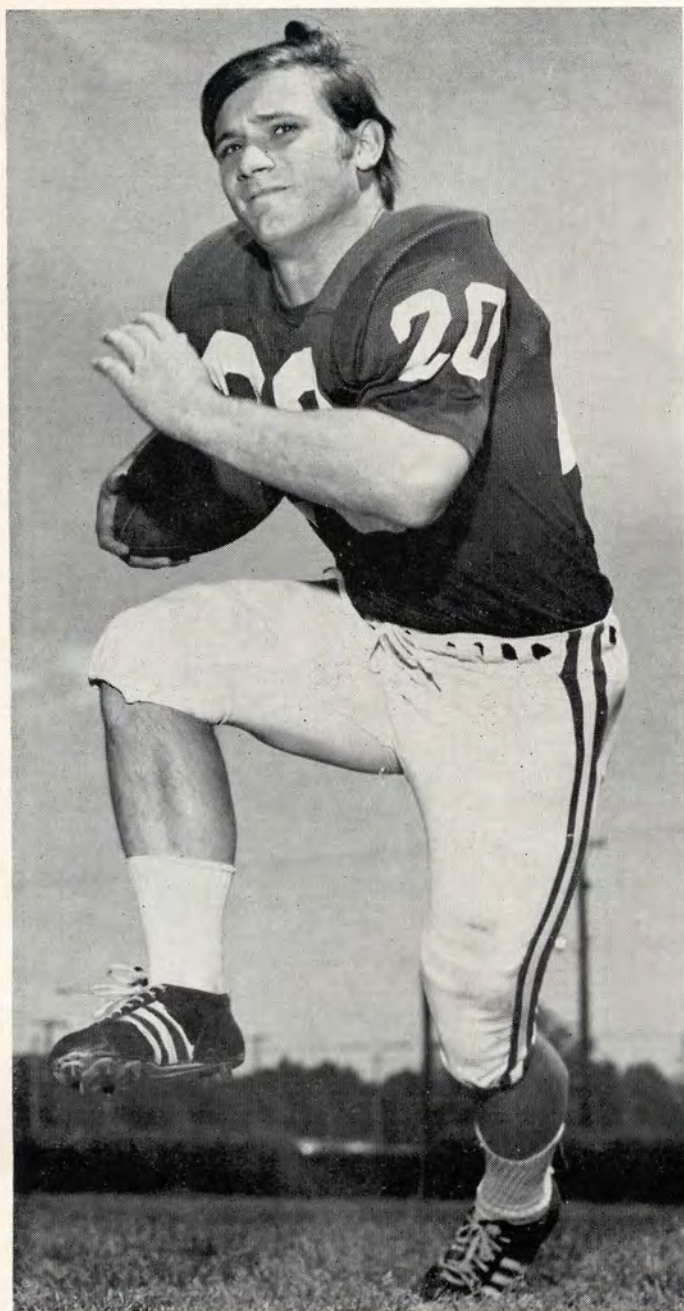
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PAUL (SKEETER) GOWEN 20, TAILBACK



MIKE (MULE) STARK 76, TACKLE

MEMPHIS



TIGERS

INDIVIDUAL STATISTICS

RUSHING	TC	Yds.	Avg.	TD
Paul Gowen, tb	136	581	4.2	5
Ray Jamieson, fb	117	527	4.5	6
Paul Wilson, fb	43	325	7.6	1
Dornell Harris, tb	51	292	5.7	2
Al Harvey, qb	70	203	2.9	0
Clifton Taylor, fb	34	104	3.1	2
Steve Leech, qb	19	101	5.3	0
John Robison, qb	45	83	1.8	1
John Quintal, tb	15	80	5.3	1
Stan Davis, wb	8	49	6.1	0
Mike Napier, qb	3	16	5.3	0
Rick Strawbridge, qb	8	-3	-0.4	0
Others	1	-6	-6.0	0

PASSING	PA	PC	HI	Yds.	Pct.	TD
John Robison, qb	76	31	3	496	.408	5
Al Harvey, qb	60	29	4	403	.483	4
Rick Strawbridge, qb	13	3	1	22	.230	0
Steve Leech, qb	11	4	1	38	.364	1
Stan Davis, wb	3	0	1	0	.000	0
Mike Napier, qb	2	0	1	0	.000	0
Paul Gowen, tb	2	0	0	0	.000	0

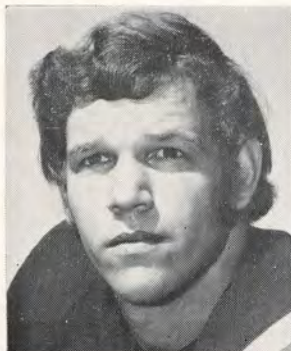
RECEIVING	No.	Yds.	TD	INTERCEPTIONS	No.	Yds.	TD
Stan Davis, wb	33	485	5	Walter Daggett	5	17	0
Pual Gowen, tb	6	110	1	Charlie Babb	3	104	0
John Kirschner, te ..	6	82	0	Butch Smith	2	5	0
Dornell Harris, tb ..	5	98	2	Jeff Bruner	2	0	0
Steve Leech, se	4	27	0	Ruben Melton	1	57	1
Al Harvey, se	3	51	1	Tom Carlsen	1	32	0
Paul Wilson, fb	3	49	1	David Johnson	1	8	0
Steve DeLong, te ..	3	33	0	Terry Jones	1	6	0
Guy Carter, te	3	19	0				
Ray Jamieson, fb ..	1	5	0				

PUNTING	No.	Avg.	Blk.
Paul Wilson	44	39.2	1
John Kidwell	5	37.4	0
Others	1	15.0	0

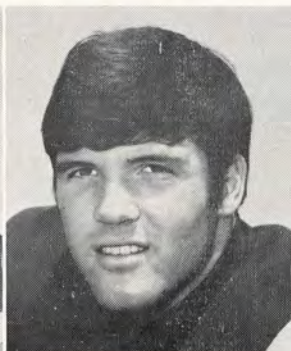
TEAM STATISTICS

	Memphis	Opponents
Total First Downs	182	158
Rushing Attempts	553	492
Net Yards Gained Rushing	2352	1891
Passes Attempted	167	200
Passes Completed	67	84
Net Yards Gained Passing	959	1112
Total Net Yards Gained	3311	3003
Passes Had Intercepted	11	15
Fumbles/Lost	44/19	22/15
Penalties/Yards	49/455	59/537
Punts/Average	50/38.6	60/35.0

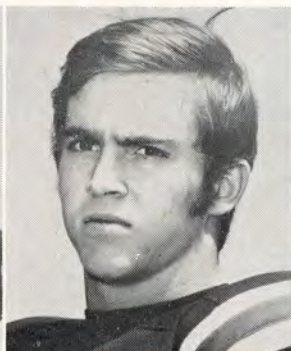
MEMPHIS STATE TIGERS



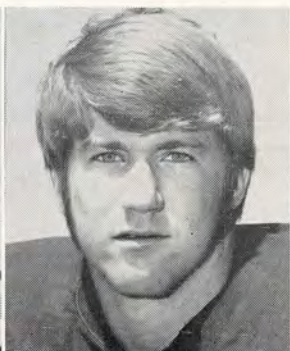
DAVID JOHNSON
14, Safety



DANNY HOSEA
66, Defensive End



WILLIAM KEBLER
24, Defensive Back



TERRY JONES
59, Linebacker



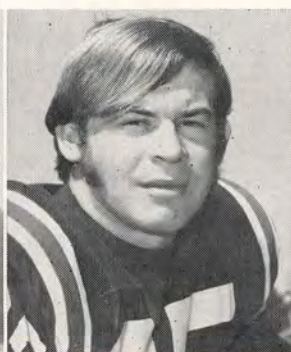
JEFF BRUNER
31, Defensive Back



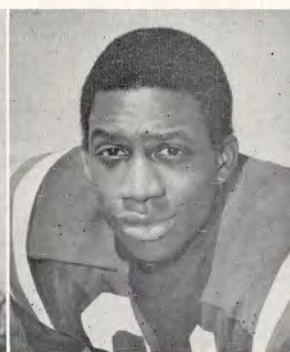
KEN ROACH
54, Defensive End



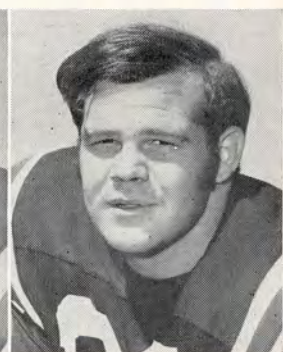
RUBEN MELTON
80, Defensive End



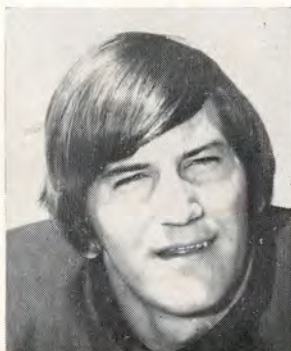
DARRELL HIGDON
85, Defensive End



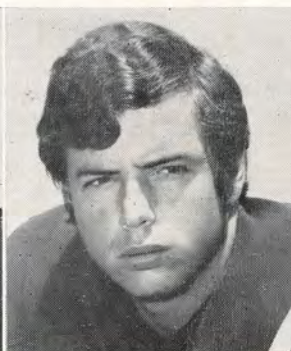
DORNELL HARRIS
21, Tailback



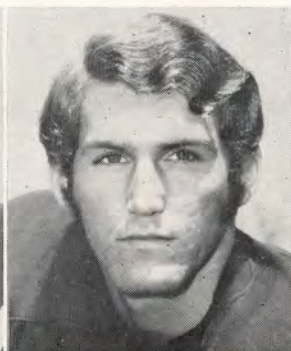
PAUL WILSON
36, Punter-Fullback



CHARLIE BABB
45, Safety



J. B. EASTERLIN
55, Guard



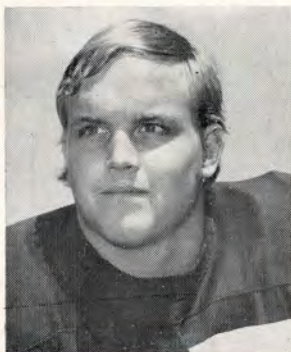
GARY BYRD
81, Wingback



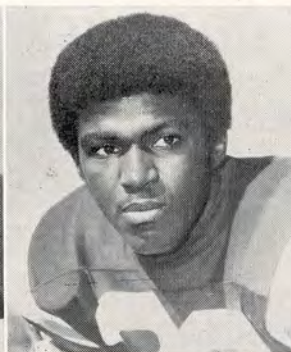
TIM BOREN
82, Split End



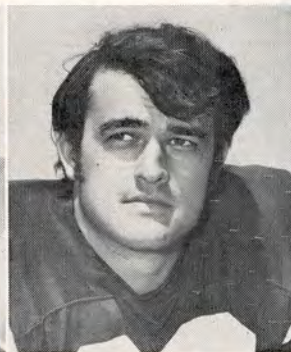
WALTER DAGGETT
10, Defensive Back



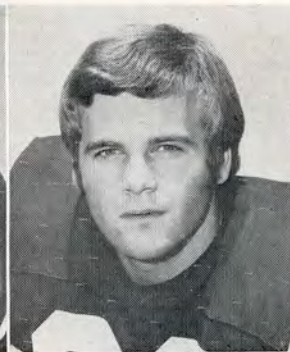
GLENN WHITMORE
77, Defensive Tackle



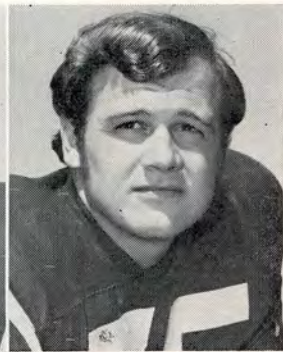
STAN DAVIS
22, Wingback



STEVE DELONG
83, Tight End

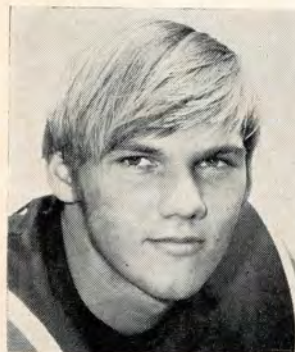


JOHN EVANS
16, Linebacker



JAY DOUGLAS
75, Left Guard

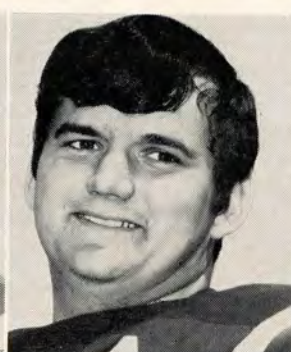
MEMPHIS STATE TIGERS



TOM CARLSEN
25, Linebacker



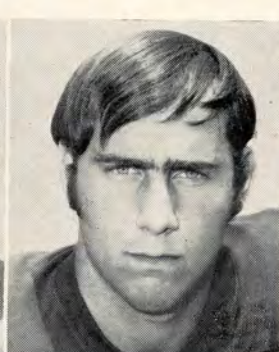
AL HARVEY
17, Quarterback



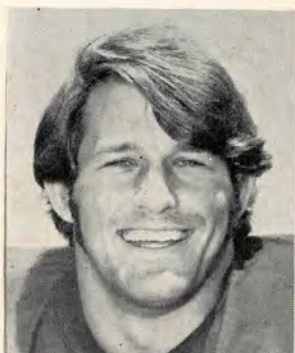
JAMES GOATE
78, Right Tackle



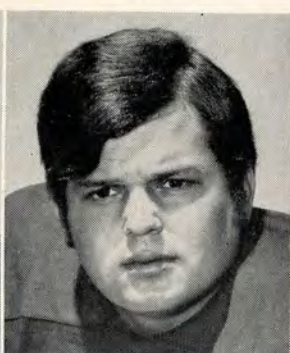
TOMMY THOMPSON
18, Defensive Back



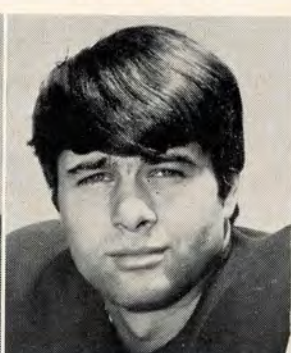
WILLIAM SOLOMON
70, Left Guard



CARL TAYLOR
62, Right Tackle



PALMER SMITH
68, Center



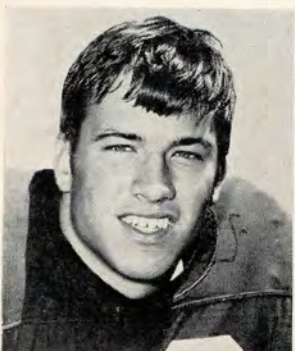
BUTCH SMITH
49, Linebacker



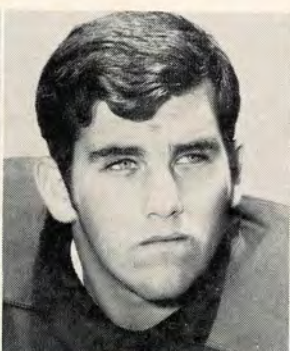
TOM PARKER
61, Right Guard



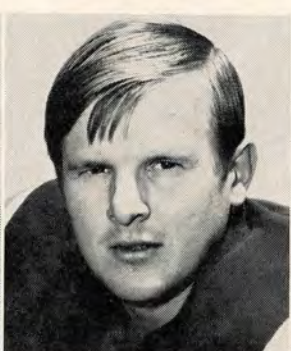
DAVE PAWLIK
44, Middle Guard



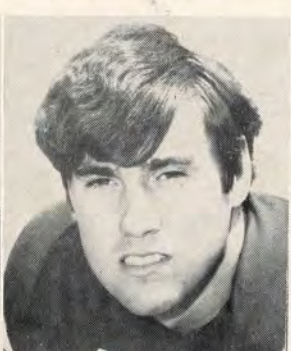
CAREY MULWEE
67, Linebacker



HAL McGEORGE
56, Center



BUDDY MAURER
65, Right Tackle



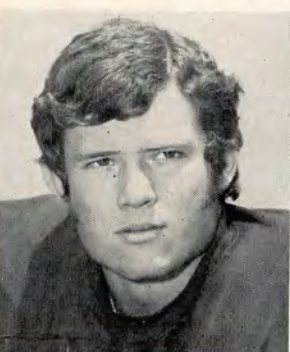
RICKY KALE
23, Linebacker



RICK STRAWBRIDGE
15, Quarterback



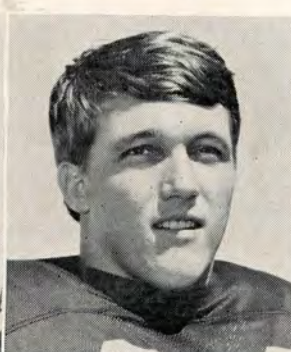
TOM TALBOT
63, Right Guard



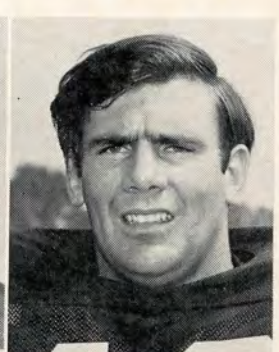
KEN VALENTINE
50, Defensive Tackle



DOUG CORDER
60, Left Tackle



JOHN KIRSCHNER
84, Tight End



RAY JAMIESON
43, Fullback

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MISS PASADENA BOWL



MARILYN WILLIAMS — 16-year old coed from Pasadena High School

Miss Pasadena Bowl wardrobe donated by BULLOCK'S, PASADENA

MISS PASADENA BOWL PLANS CAREER IN FIELD OF LAW

Our Miss Pasadena Bowl, 16-year old Marilyn Williams, is a charming 5-foot 7-inch brown eyed brunette who measures a nifty 34-23-34. Marilyn is an 11th grade student at Pasadena High School, where she has an excellent scholastic record with a 3.7 grade point average. She is planning on a career in law, either as a lawyer or legal secretary.

Marilyn has been honored by being a Sierra Madre Rose Parade Float princess and also was crowned Miss Viewfinder last year at Pasadena High School. She is also a busy model with the Adrian Teen Model Agency, and is the 12th Miss Pasadena Bowl (or Miss Junior Rose Bowl) to be selected from that agency.

During her reign as Miss Pasadena Bowl, Marilyn has appeared before many service clubs, the Sportswriters Luncheon and a meeting of the Los Angeles County Board of Supervisors. Her appearances have also included a parade, the opening of a shopping center and two television shows, as the official representative of the Pasadena Junior Chamber of Commerce.

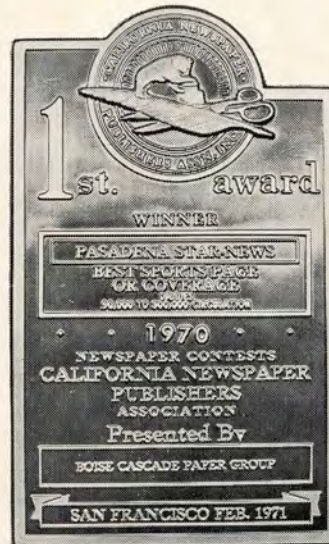
Marilyn was born in Pasadena in 1955 and has lived in Sierra Madre for 13 years. She spends her summers at the beach with her parents, Mr. and Mrs. Franklin Williams, where she is a surf enthusiast. Marilyn also enjoys dancing and bicycle riding.

Following her graduation from Pasadena High School, Marilyn hopes to attend the University of California at Irvine.

Other finalists in the Miss Pasadena Bowl contest were Debra Goeble of Arcadia, Robin Carr of San Gabriel and Carolyn Garcia of Los Angeles.



MISS PASADENA BOWL IN RELAXED MOOD

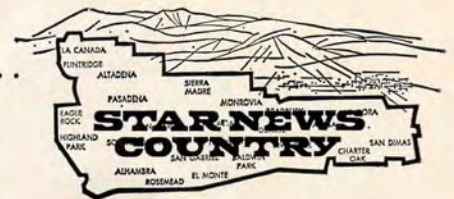


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Season Records

SAN JOSE STATE COLLEGE

7	Fresno State College	14
	Fresno, California	
10	University of California	34
	Berkeley, California	
20	University of Houston	34
	Houston, Texas	
30	California State, Long Beach	28
	Long Beach, California	
21	University of New Mexico	21
	Albuquerque, New Mexico	
14	University of Oregon	34
	Eugene, Oregon	
28	University of the Pacific	18
	Stockton, California	
45	San Diego State College	7
	San Diego, California	
13	Leland Stanford University	12
	Palo Alto, California	
6	Arizona State University	49
	Tempe, Arizona	
55	University of California, Santa Barbara	10
	Santa Barbara, California	
249	(5 wins, 5 losses, 1 tie)	261

MEMPHIS STATE UNIVERSITY

30	West Texas State University	0
	Canyon, Texas	
21	University of Mississippi	49
	University, Mississippi	
3	University of South Carolina	7
	Columbia, South Carolina	
20	University of Louisville	26
	Louisville, Kentucky	
6	Utah State University	7
	Logan, Utah	
27	University of Southern Mississippi	12
	Hattisburg, Mississippi	
45	University of Cincinnati	21
	Cincinnati, Ohio	
7	University of Houston	35
	Houston, Texas	
47	North Texas State University	8
	Denton, Texas	
21	Kansas State University	28
	Manhattan, Kansas	
227	(4 wins, 6 losses)	193

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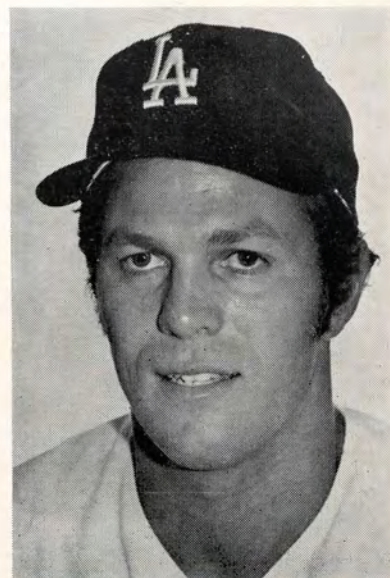
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AUTOGRAPH PAGE



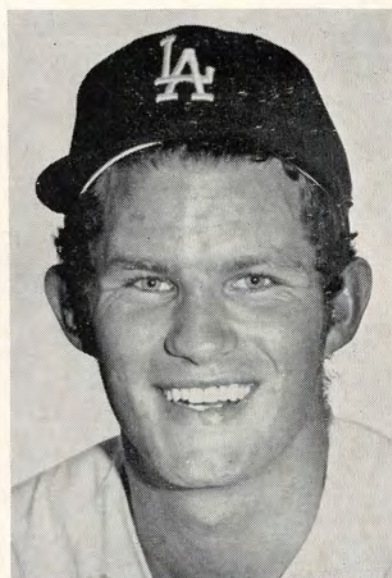
JIM McALISTER



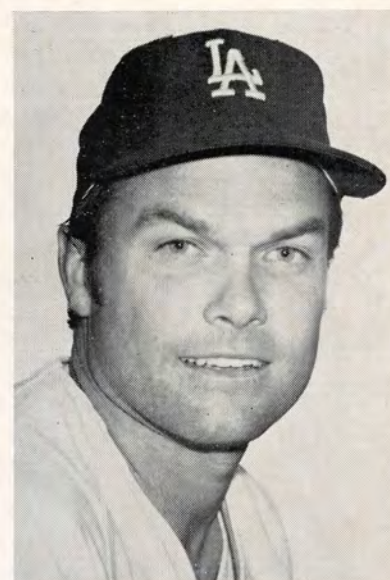
WES PARKER



SUGAR RAY ROBINSON



SANDY VANCE



JIM LEFEBVRE

PRE-GAME ENTERTAINMENT

"Americanism Through Athletics"



PASADENA ARROYO LEAGUE JUNIOR ALL-AMERICAN CONFERENCE PEE WEE CHAMPIONS

IVY LEAGUE BULLDOGS

10 Ganther, Curtis	51 Imes, John
11 Smith, Creswell	60 Johnson, Brian
12 Nelson, Reginald	61 Rowe, Bernard
20 Macmillan, John	62 Jackson, Gaylord
21 Bell, Henry	63 Merrill, Fred
22 Reliford, Chris	64 Milloy, Corneal
30 Booker, Rod	65 Johnson, Andre
31 Losey, Mike	71 Fuery, Victor
32 Riley, Ben	73 Carroll, Cris
40 Tate, Andre	80 Taylor, Mike
41 Bennet, Kevin	81 Downer, John
42 Grant, Eric	84 Walker, Tony
50 Bowlin, Craig	85 Grubbs, Ray

Head Coach: Luther Kelley

Assistants: Sylvano Houlemard
Walter Brown
Jay Green

Athletic Director: Rollin Toohey

ARROYO LEAGUE BULLDOGS

10 Cole, Kirk	61 Kalem, Craig
11 Iler, Gordy	62 Ortiz, Rick
12 Dearden, Allan	63 Macmillan, Andy
21 Nobles, Gary	64 Landy, Wally
22 Gauntlett, Todd	65 McIntyre, Sean
30 Henson, Clay	66 Winters, Craig
31 Hart, Dean	70 Capps, David
32 Taylor, Rickey	71 Macmillan, Tim
33 Dean, Todd	72 Horn, Mike
40 Haggins, Kimmy	75 Alexander, David
41 Jones, Ronnie	80 Hood, Keith
42 Henson, Cliff	81 Otis, Vince
50 Peterson, Rob	83 Guthrie, John
51 Wagner, Richard	84 White, Lanneau
52 Bonilla, Joey	85 Webb, Thomas
60 Bowman, Courtney	

Head Coach: Claude Brown

Assistants: Scott Brown
Dixon Brown
Jim Duenas

Athletic Director: Vic Bowman

ALL PLAYERS ARE BETWEEN 10 AND 12 YEARS OF AGE AND WEIGH BETWEEN 70 AND 95 POUNDS



PASADENA IVY LEAGUE JUNIOR ALL-AMERICAN CONFERENCE PEE WEE CHAMPIONS

SAN JOSE ROSTER

No.	Name	Pos.	Ht.	Wt.	Age	Class	Hometown
63	Adams, Dick	OG	5-10	224	21	Sr.	Cupertino
82	Alley, Tim	TE	6-1	198	21	Sr.	Monterey Park
68	Alpers, Rick	C	5-10	213	21	Sr.	San Jose
54	Armstrong, Emanuel	LB	6-2	217	19	So.	Los Angeles
81	Barnes, Larry	K-TE	5-10	193	22	Sr.	Stockton
77	Bradarich, Bob	OT	6-1	235	21	Jr.	San Pedro
30	Brice, Lawrence	HB	5-9	195	21	Sr.	Stockton
55	Brown, Bill	OLB	6-1	190	20	Jr.	Moraga
52	Chaney, Dave (co-c)	MLB	5-11	218	21	Sr.	Greenfield
87	Christiansen, Ron	DE	6-2	221	19	So.	Portola
21	Cooper, Otis (co-c)	HB	5-10	180	21	Sr.	Sacramento
34	Covington, Phil	DE	5-11	175	21	Sr.	San Diego
37	Dahl, Eric	WE	5-11	197	21	Sr.	Redwood City
24	Davis, Erick	HB	5-7	166	21	Sr.	Los Angeles
23	De La Rue, Ed	DB	6-0	175	19	Jr.	Santa Clara
57	Dial, Douglas	C	5-10	220	20	Jr.	Long Beach
18	Duncan, Phil	DB	5-11	186	20	Jr.	Altadena
75	Edwards, Bob	OT	6-2	241	21	Sr.	Oroville
78	Edwards, Walt	DT	6-3	214	21	Sr.	Santa Cruz
12	Ellis, Dave (co-c)	QB	5-11	190	22	Sr.	San Jose
50	Evans, Gary	LB	5-10	188	21	Jr.	Hinkley
38	Evans, Bob	FB	5-9	193	19	So.	Hinkley
19	Gaines, Randy	DB	5-10	190	21	Sr.	Stockton
66	Gardner, Charlie	OG	6-0	231	23	Jr.	Clearwater, Fla.
41	Garmon, Everette	WE	6-1	191	20	So.	Lynwood
56	Gieck, Bill	LB	6-0	202	21	Sr.	Rocklin
74	Giles, Michael	DT	6-3	253	24	Jr.	Los Angeles
29	Greer, Brodie	S	6-4	201	22	Sr.	Los Angeles
48	Harris, Al	DB	5-10	175	21	Jr.	Richmond
40	Hicks, Joe	HB-P	5-10	200	20	Jr.	Los Angeles
70	Jackson, Donnell	OT	6-1	241	19	So.	Lemon Grove
51	Jennings, Wayne	C	6-0	221	19	Jr.	Huntington Park
83	Johnson, Dan	TE	6-2	210	21	Sr.	Imperial Beach
72	Jones, Cody	DT	6-7	245	20	Jr.	San Francisco
80	Jones, Seymour	DE	6-2	222	21	Sr.	Palo Alto
76	Kelley, MacArthur	OT	6-5	237	20	Jr.	Brooklyn, N. Y.
32	Lassiter, Jimmie	HB	5-7	186	20	Jr.	Seaside
31	Lewis, Calvin	WE	5-11	160	22	Sr.	Beaumont, Texas
43	Lewis, Willie	OLB	5-11	183	21	Jr.	Newark, N. J.
35	Lloyd, Larry	HB	6-0	228	19	So.	San Jose
27	McGrew, Bernard	S	6-2	180	20	Jr.	Oakland
16	McMichael, Travis	QB	6-2	190	19	Jr.	Los Angeles
86	McMillen, John	DE-P	6-1	225	25	Sr.	Danville
11	Metheany, Brad	QB	6-4	207	19	So.	San Mateo
42	Montgomery, Dennis	HB	6-2	211	20	Jr.	Gilroy
85	Moyneur, Chris	WE	6-3	190	19	So.	Lynwood
61	Muller, Tim	OT	6-0	219	21	Sr.	San Jose
22	Owens, Calvin	DB	5-8	172	22	Sr.	San Bernardino
88	Porter, Bruce	DE	6-1	226	22	Sr.	Marysville
58	Scott, David	LB	6-3	205	20	Jr.	New Orleans, La.
64	Stephan, Jim	OG	5-11	240	20	Jr.	Sacramento
79	Teames, Bob	OG	5-11	210	21	Sr.	So. San Francisco
65	Teames, Jim	OG	6-0	213	21	Sr.	So. San Francisco
26	Tribble, Ron	S	5-8	157	22	Sr.	San Jose
71	Wilson, Jeff	DT	6-0	245	21	Jr.	Memphis, Tenn.

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OFFENSE

37	ERIC DAHL	WE
76	MacARTHUR KELLEY	OT
72	BOB TEAMES	OG
51	WAYNE JENNINGS	C
66	CHARLES GARDNER	TG
70	DONNELL JACKSON	TT
83	DAN JOHNSON	TE
16	TRAVIS McMICHAEL	QB
30	LAWRENCE BRICE	LH
35	LARRY LLOYD	FB
21	OTIS COOPER	RH

SAN JOSE

DEFENSE

86	JOHN McMILLEN	LE
72	CODY JONES	LT
54	EMANUEL ARMSTRONG	MG
71	JEFF WILSON	RT
88	BRUCE PORTER	RE
55	BILL BROWN	LLB
52	DAVE CHANEY	MLB
43	WILLIE LEWIS	RLB
26	RON TRIBBLE	LHB
22	CALVIN OWENS	RHB
29	BRODIE GREER	S

SPARTAN SQUAD

11	Metheany, QB	55	Brown, LB
12	Ellis, QB	56	Gieck, LB
16	McMichael, QB	57	Dial, C
18	Duncan, DB	58	Scott, LB
19	Gaines, DB	61	Muller, OT
21	Cooper, HB	63	Adams, OG
22	Owens, DB	64	Stephan, OG
23	De La Rue, DB	65	J. Teames, OG
24	Davis, HB	66	Gardner, OG
26	Tribble, S	68	Alpers, C
27	McGrew, S	70	Jackson, TT
29	Greer, S	71	Wilson, DT
30	Brice, HB	72	C. Jones, DT
31	C. Lewis, DB	74	Giles, DT
32	Lassiter, HB	75	B. Edwards, OT
34	Covington, DE	76	Kelley, OT
35	Lloyd, FB	77	Bradrich, OT
37	Dahl, WE	78	W. Edwards, DT
38	R. Evans, FB	79	B. Teames, OG
40	Hicks, HB-P	80	S. Jones, DE
41	Garmon, WE	81	Barnes, TE-K
42	Montgomery, HB	82	Alley, TE
43	W. Lewis, DB	83	Johnson, TE
48	Harris, DB	85	Moyneur, WE
50	G. Evans, LB	86	McMillen, DE-P
51	Jennings, C	87	Christiansen, DE
52	Chaney, LB	88	Porter, DE
54	Armstrong, LB		

OFFENSE

82	TIM BOREN	SE
76	MIKE STARK	LT
75	JAY DOUGLAS	LG
68	PALMER SMITH	C
61	TOM PARKER	RG
65	CARL MAURER	RT
84	JOHN KIRSCHNER	TE
20	PAUL GOWEN	TB
17	AL HARVEY	QB
22	STAN DAVIS	WB
43	RAY JAMIESON	FB

MEMPHIS

DEFENSE

80	RUBEN MELTON	LE
77	GLENN WHITEMORE	LT
44	DAVE PAWLIK	MG
62	CARL TAYLOR	RT
66	DANNY HOSEA	RE
49	BUTCH SMITH	SLB
46	BRUCE CHENAULT	WLB
25	TOM CARLSEN	MLB
10	WALTER DAGGETT	LHB
14	DAVID JOHNSON	RHB
45	CHARLIE BABB	S

TIGER SQUAD

8	Napier, WB	58	Baugh, DT
10	Daggett, DHB	59	Jones, LB
11	Leech, SE	60	Corder, OG
12	Robison, QB	61	Parker, OG
14	Johnson, S	62	Ca. Taylor, DT
15	Strawbridge, QB	63	Talbot, OG
16	Evans, DHB	64	Lawson, NG
17	Harvey, QB	65	Maurer, OT
18	Thompson, S	66	Hosea, DE
20	Gowen, TB	67	Mulwee, LB
21	Harris, TB	68	P. Smith, C
22	Davis, WB	70	Solomon, OG
23	Kale, LB	73	Fant, OG
24	Kebler, DHB	74	Russell, DT
25	Carlsen, DHB	75	Douglas, OG
26	Rogers, S	76	Stark, OT
31	Bruner, DHB	77	Whitemore, DT
33	Cl. Taylor, FB	78	Goate, OT
35	Quintal, TB	80	Melton, DE
36	Wilson, P-FB	81	Byrd, WB
42	Robbins, DHB	82	Boren, SE
43	Jamieson, FB	83	DeLong, TE
44	Pawlik, NG	84	Kirschner, TE
45	Babb, S	85	Higdon, DE
46	Chenault, LB	86	Lynch, TE
49	B. Smith, LB	87	McGoldrick, DE
50	Valentine, DT	90	Kirkpatrick, TE
52	Qualter, OG	91	Kidwell, P
54	Roach, DE	92	Purdie, K
55	Easterlin, NG	93	Benskin, SE
56	McGeorge, C		

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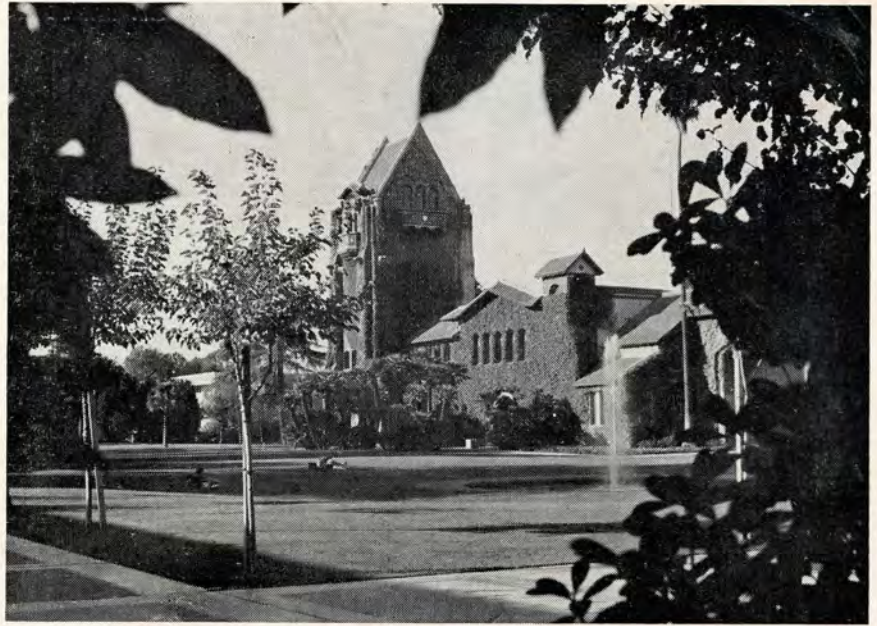
MEMPHIS ROSTER

No.	Name	Pos.	Ht.	Wt.	Age	Class	Hometown
45	Babb, Charlie (co-c)	S	6-0	190	21	Sr.	Charleston, Mo.
58	Baugh, Charlie	DT	6-2	225	20	So.	Bartlett, Tenn.
93	Benskin, Mark	SE	6-1	175	21	So.	Memphis, Tenn.
30	Bonnett, Curtis	S	6-0	180	19	So.	Poughkeepsie, N.Y.
82	Boren, Tim	SE	6-1	180	23	Jr.	Memphis, Tenn.
31	Bruner, Jeff	DB	6-2	175	21	Sr.	Stuart, Fla.
81	Byrd, Gary	WB	6-0	160	19	So.	Kingston, Tenn.
25	Carlsen, Tom	DB	5-10	175	20	So.	Miami, Fla.
46	Chenault, Bruce	LB	6-0	210	20	Jr.	Saltillo, Miss.
60	Corder, Douglas	OG	6-3	210	19	So.	Chattanooga, Tenn.
10	Daggett, Walter	DB	6-0	185	21	Sr.	Miami, Fla.
22	Davis, Stan	WB	5-11	175	21	Jr.	Memphis, Tenn.
83	Delong, Steve	TE	6-4	225	21	So.	Atlanta, Ga.
75	Douglas, Jay	OG	6-7	250	21	Jr.	No. Little Rock, Ark.
55	Easterlin, J. B.	MG	6-0	205	19	So.	Montezuma, Ga.
16	Evans, John	DB	6-0	185	19	So.	Dewitt, Ark.
73	Fant, Tom	OG	6-2	235	21	Jr.	Chattanooga, Tenn.
78	Goate, James	DT	6-2	235	20	So.	Clifton Heights, Pa.
20	Gowen, Paul (co-c)	TB	5-7	175	21	Sr.	Memphis, Tenn.
21	Harris, Dornell	TB	5-10	180	19	So.	Memphis, Tenn.
17	Harvey, Al	QB	6-2	185	22	Jr.	Memphis, Tenn.
85	Higdon, Darrell	DE	6-0	210	20	Jr.	Creve Coeur, Ill.
66	Hosea, Danny	DE	6-1	190	19	So.	Savannah, Ga.
43	Jamieson, Ray	FB	6-1	225	24	Sr.	Cranston, R. I.
14	Johnson, David	SE	6-0	180	19	So.	Camden, Tenn.
59	Jones, Terry	LB	6-3	200	19	So.	Nashville, Tenn.
23	Kale, Ricky (co-c)	LB	6-1	185	21	Sr.	Andalusia, Ala.
24	Kebler, William	DB	5-11	170	19	So.	East Walpole, Mass.
91	Kidwell, John	K	6-1	190	20	So.	Gaithersburg, Md.
90	Kirkpatrick, Daniel	TE	6-2	200	19	So.	Columbus, Ga.
84	Kirschner, John (co-c)	TE	6-4	225	22	Sr.	Lake Worth, Fla.
64	Lawson, Pete	LB	6-0	220	22	Jr.	Huntsville, Ala.
11	Leech, Steve	QB	5-10	175	21	Jr.	Memphis, Tenn.
86	Lynch, Mike	TE	6-0	200	23	Jr.	Linwood, N. J.
65	Maurer, Carl	OT	6-2	230	24	Sr.	Riverside, N. J.
56	McGeorge, Hal	C	6-2	215	20	So.	Memphis, Tenn.
87	McGoldbrick, Bob	DE	6-1	195	21	Jr.	Hatboro, Pa.
80	Melton, Ruben	DE	6-2	225	21	Jr.	Harriman, Tenn.
67	Mulwee, Carey	LB	6-2	215	21	Jr.	Memphis, Tenn.
8	Napier, Mike	QB	6-0	180	20	So.	Leesburg, Fla.
61	Parker, Tom	OG	6-1	230	21	Jr.	Taylorville, Ill.
44	Pawlik, Dave (co-c)	G	6-1	230	22	Sr.	Lancaster, N. Y.
92	Purdie, Neil	K	6-0	180	20	So.	Pittsburgh, Pa.
52	Qualter, Jimmy	OG	6-1	235	20	Jr.	Lawrence, Mass.
35	Quintal, John	TB	5-10	200	24	Jr.	New Bedford, Mass.
54	Roach, Ken	DE	6-3	210	20	Jr.	Memphis, Tenn.
42	Robbins, Michael	SE	6-1	170	20	So.	Charleston, Mo.
12	Robison, John	QB	6-0	185	19	So.	Butler, Pa.
26	Rogers, Glenn	S	6-0	180	22	Sr.	Memphis, Tenn.
74	Russell, Bobby	DT	6-0	235	21	Jr.	Hazelhurst, Miss.
49	Smith, Butch	LB	6-3	235	20	Jr.	Bowling Green, Ky.
68	Smith, Palmer	C	6-2	230	23	Sr.	Memphis, Tenn.
70	Solomon, William	OT	6-1	220	19	So.	Cleveland, Ohio
76	Stark, Mike (co-c)	OT	6-2	255	21	Sr.	Memphis, Tenn.
15	Strawbridge, Rick	QB	6-1	175	20	Jr.	Vernon, Ala.
63	Talbot, Tom	OG	6-2	230	21	Jr.	Nashville, Tenn.
62	Taylor, Carl	DT	6-3	230	21	So.	Mt. Juliet, Tenn.
33	Taylor, Clifton	FB	6-0	190	19	So.	Memphis, Tenn.
18	Thompson, Tommy	S	5-10	175	19	So.	Ashville, Ala.
50	Valentine, Ken	DT	6-2	210	20	Jr.	Miami, Fla.
77	Whittemore, Glenn	G	6-1	215	19	So.	Walpole, Mass.
36	Wilson, Paul	FB	6-0	210	22	Jr.	Philadelphia, Pa.

SAN JOSE



STATE COLLEGE



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San Jose State, an ever-expanding campus located in downtown San Jose, is the oldest of California's 19-campus state college complex. It was founded in 1857.



DR. JOHN H. BUNZEL
San Jose President

Some 25,000 students study for degrees in such varied fields as Engineering, Home Economics, Aeronautics, Journalism, Speech and Drama, Physical Education, Foreign Languages, Business and Ethnic Studies.

More than 65,000 persons have been granted degrees at San Jose State since it was first established as San Jose Normal School. Of these alumni, 60 percent live and work in the immediate Santa Clara Valley and 80 percent reside in the Greater San Francisco Bay Area.

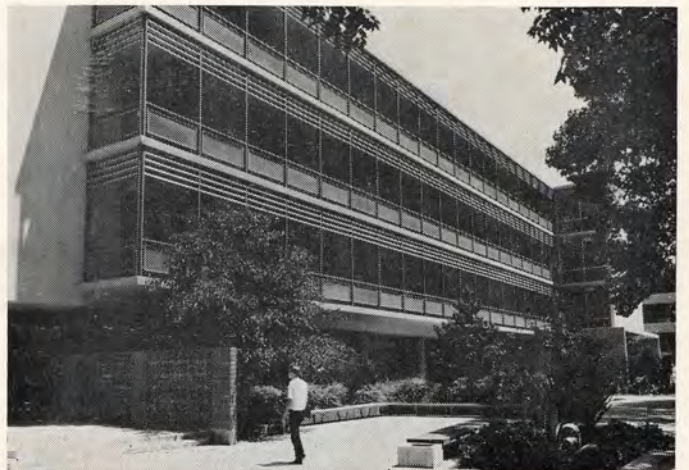
Recently completed facilities that have been opened include a \$4.5 million College Union, the \$5 million Duncan Hall of Science and a \$4 million School of Business. Under construction is a \$6.3 million second phase of the science complex. An 18-story \$10.3 million library is in San Jose State's near future.

An expanded Spartan Stadium, seating 37,500 is scheduled for completion by the first home football game of 1972. A \$200,000 all-weather, nine-lane track was finished recently and named "Bud Winter Field" in honor of the Spartans' famed track and field coach, who recently retired.

Dr. John H. Bunzel is the 19th president of San Jose State. He succeeded Dr. Robert D. Clark, who is now president of the University of Oregon in Eugene.



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ONE OF SAN JOSE'S MODERN EDUCATION BUILDINGS



SAN JOSE STATE SPARTAN COACHING STAFF — Head coach DeWayne (Dewey) King (with ball) poses with Pasadena Bowl staff. From left: George Dalington, defensive coordinator; Dwain Painter, offensive backs and receivers; King; Bob Loose, offensive line; Johnny Johnson, defensive backs; and Randy Cardin, linebackers.

DeWayne (Dewey) King's enthusiasm for football — and life in general — is a hallmark of the San Jose State College football mentor. His personal philosophy has long been "Play To Win!" and it has become the Spartan's slogan.

The Cando, North Dakota, native came to San Jose State in 1968 as a defensive coordinator and was appointed head coach November 18, 1970. He was named acting athletic director last August 6 upon the resignation of Bob Bronzan.

A nationally-recognized authority on defense, King coached with such teams as the 1953 Michigan Rose Bowl champions, Pennsylvania's 1959 Ivy League champions and Rutgers' undefeated 1961 squad.

King authored a football best-seller entitled "JERICHO — A Modern System of Pass Defense." "Jericho" is King's personal signal for an interception and he introduced it into football nomenclature.

The 43-year old head coach earned his B.S. Degree from the University of North Dakota in 1950 and his M. S. from UND in 1966. The District 8-representative of the American Football Coaches Association and his wife, Peggy, have two sons, Douglas, 10, and Bruce, 8.

This will be San Jose State's third post-season football bowl game. The Spartans have won twice in the Raisin Bowl in Fresno, defeating Utah State, 20-0, on January 1, 1947, and Texas Tech, 20-13, on December 31, 1949.



DEWEY KING, HEAD FOOTBALL COACH & ACTING ATHLETIC DIRECTOR

MEMPHIS



STATE UNIVERSITY

Memphis on the Mississippi is named for the Egyptian city of the same name on the Nile. The name means "Place of good abode." Andrew Jackson, seventh president of

the United States, is generally credited with naming Memphis when it was established in 1819.

Known as the "Cotton Capital of the World," Memphis, now the 17th largest city in the U.S., has a rich heritage having lived under five flags: Spain, 1541; France, 1682; Great Britain, 1763; United States 1784, the Confederacy, 1861-62.

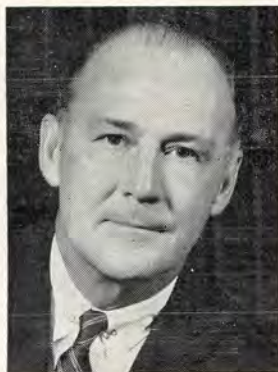
Today Memphis presents a full spectrum of sports, visual and performing arts, and special events for its 620,873 citizens. An all-new sports complex at the Mid-

South Fairgrounds includes the home of Memphis State's football team, the 50,164-seat Memphis Memorial Stadium.

During its six decades of service to the Mid-South area, Memphis State University has grown from a rural teachers college to a nationally respected institution with 20,000 students offering 27 separate degrees in 136 different areas of study.

Memphis State was founded in 1909 as West Tennessee State Normal School. It became West Tennessee State Teachers College in 1925 and Memphis State College in 1941. University status was granted in 1957.

The rapid growth of Memphis State University into its present role of education, research and service for this area has come under the leadership of its president since 1960, Dr. Cecil C. Humphreys.



DR. CECIL HUMPHREYS
Memphis President



AIR VIEW OF MEMPHIS MEMORIAL STADIUM



CLASSROOM BUILDING AT MEMPHIS STATE UNIVERSITY



NEW ATHLETIC FACILITY AT MEMPHIS STATE UNIVERSITY AS VIEWED FROM THE FOOTBALL PRACTICE FIELD



MEMPHIS STATE TIGER COACHING STAFF — Head coach Billy (Spook) Murphy is surrounded by 8-man coach staff preparing for the Pasadena Bowl game. From left: Jack Carter, defensive backs; John Cobb, freshmen; Bill Jasper, defensive coordinator; Richard Trail, offensive line; Murphy; John Townsend, defensive line; Murray Armstrong, offensive line assistant; Ollie Keller, quarterbacks and receivers; James Hoggatt, offensive coordinator.

Billy Jack (Spook) Murphy, Memphis State's head football coach and athletic director, has had a colorful career as a player, Marine lieutenant and coach. It was during his sophomore year at Mississippi State he earned the nickname "Spook." Murray Warmath, then the head coach at Mississippi State, called Murphy "Speed Spook" because, as Warmath recalled later, "he wasn't very fast but he was hard to hold on to." The nickname was later shortened to "Spook."



BILLY MURPHY

Murphy played two years at Mississippi State as a 168-pound tailback in 1941-42. Although he was captain-elect of the 1943 team, Murphy was a member of the Marine Corps reserve and was transferred to Duke University for V-12 training. He played a year of football for Duke, then headed for the South Pacific where he was decorated three times, with the Bronze Star, the Presidential Citation and the Navy Citation. He returned to Mississippi State, where he had a year's eligibility remaining, and captained the 1946 Bulldog team. During his three years at Mississippi State the Bulldogs were 24-5-1.

His first coaching job came at Memphis State where he became an assistant to Ralph Hatley in 1947. He remained at Memphis State for five years before returning to Mississippi State to become backfield coach under Warmath. When Warmath left to become head coach at Minnesota, Murphy went along as backfield coach. After four years with the Gophers, on his 37th birthday, Murphy succeeded Hatley as Memphis State coach.

Five seasons later, in 1963, the Tigers racked up their best record in history, winning nine, losing none and holding second-ranked Mississippi to a 0-0 tie. Murphy was also named Coach of the Year.

In 14 years at Memphis State, Murphy has had 11 winning seasons and his record of 90-44-1 places him 15th among all the nation's active coaches, and 11th among those coaches with 70 or more wins. In 1966 Murphy became athletic director when the man who held the position, Dr. Cecil C. Humphreys, became president of the university.

The Pasadena Bowl is Memphis State's first post-season bowl game.

THE "BILLY 'SPOOK' MURPHY STORY

1941... big year for "Speed Spook"... was unanimous selection to Associated Press All-S.E.C. Sophomore Team! The 168 pounder did excel-- plus!!

Spook is listed in the S.E.C. books with three interceptions in a game and a 78 yd. punt!

Murphy as a 2nd Lt. Marine was decorated 3 times in the Pacific... Bronze Star, the Presidential Citation and the Navy Citation...

Later, he was selected to play in the first Navy Day Game... following the victory of World War II.

... Memphis State's Billy J. Murphy is aggressive, dedicated & disciplined as they come!...

From early school sandlot games to high school games in Siloam Springs, Arkansas he was as tough as any of 'em!

During his 3 years at Miss. State as Capt. of the Bulldog team in '46... he scored 665 points-- giving up only 203!

The Murphy Record

Year	W	L	T	Points	Opp. Points
1946	4	5	0	142	144
1947	4	4	0	142	144
1948	8	2	0	302	125
1949	8	1	0	332	85
1950	5	5	0	271	57
1951	5	4	1	195	57
1952	7	2	0	215	103
1953	9	0	0	321	86
1954	8	4	0	286	150
1955	8	4	0	258	150
1956	6	6	0	236	191
1957	6	4	0	227	184
TOTALS	80-28-1	2,809	1,052		

During the past 10 years, the TIGERS under Coach Murphy... compiled 11th best national percentage! First in turnover gains! 5th in scoring!

Since Memphis State joined the major college ranks in 1960, five Tigers have earned All-America status. They are quarterback James Earl Wright (1961), offensive tackle Harry Schuh (1963), end Chuck Brooks (1963), fullback Dave Casinelli (1963) and defensive halfback David Berrong (1969). Schuh, possibly the best offensive tackle to ever come out of the South, is now with the Los Angeles Rams. Schuh was a member of the undefeated, once-tied 1963 Tiger varsity.



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P.-C.-A.-A. Is that some sort of a government regulatory agency?

Not on your life, it isn't. The letters stand for the Pacific Coast Athletic Association, the fastest growing intercollegiate organization in the country. Three years ago no one had ever heard of the P.C.A.A. That's because it did not exist. It does now, thanks to the groundwork of Cameron (Scotty) Deeds, the acting commissioner and founder of the association. And it will continue to grow in the future with Jess Hill, retiring director of athletics at USC, as the new commissioner, effective January 1, 1972.

Seven colleges and universities form the league. They are Cal State Long Beach, Cal State Los Angeles (formerly known as Long Beach State and Los Angeles State, respectively), Fresno State, San Diego State, San Jose State, University of California at Santa Barbara and University of Pacific.

Thumbnail sketches of the schools, excluding today's representative, San Jose State, follow:



SAN DIEGO STATE — Founded in 1897, San Diego State College has an enrollment of 26,000. The Aztecs represented the Pacific Coast Athletic Association in the 1969 Pasadena Bowl game. San Diego State plays its home games in 53,000-seat San Diego Stadium. Dr. Malcolm A. Love is the college's president.



CAL STATE LOS ANGELES — One of the youngest schools in the Pacific Coast Athletic Association, Cal State Los Angeles was founded in 1947, but it already has an enrollment of 23,000. Director of athletics for the Black and Gold-clad Diablos is John Hermann, President is Dr. John A. Greenlee.



CAL STATE LONG BEACH — With 28,000 students, this is the largest of California's 19 state colleges. CSLB was opened in 1949, but moved to its present site in 1959. The 49ers represented the PCAA in last year's Pasadena Bowl, and tied with San Jose State for the PCAA football championship this year. Dr. Stephen Horn is president of Long Beach.

FINAL CONFERENCE STANDINGS

	Conference			All Games				
	W	L	T	W	L	T	PF	PA
Cal State Long Beach	5	1	0	8	4	0	335	231
San Jose State	4	1	0	5	5	1	249	261
Fresno State	3	2	0	6	4	0	201	148
U. C. Santa Barbara	2	3	0	3	8	0	159	302
San Diego State	2	3	0	7	5	0	299	255
University of Pacific	1	4	0	4	7	0	182	198
Cal State Los Angeles	0	3	0	2	8	0	90	267

UNIVERSITY OF PACIFIC—The Stockton school, known as College of Pacific until 1961, is the smallest in the new conference with only 5,000 students. The school was founded in the first year of California statehood, 1851, and was the state's first chartered institution of higher education. President of the Tigers is Dr. Alistair McCrone.



U.C. SANTA BARBARA—The University of California, Santa Barbara, is celebrating its 27th year as a campus of the state University. The Gauchos had their beginning, however, as Santa Barbara State College, in 1891. Chancellor of the beautiful ocean-side campus is Dr. Vernon I. Cheadle. There are 13,500 students attending UCSB.



FRESNO STATE—Located in the heart of San Joaquin Valley, Fresno State College has 14,800 students. The college was founded in 1911 and is headed by Dr. Norman A. Baxter as president. The college occupies 1,410 acres in northeast Fresno. Bulldog coach Darryl Rogers is the only 'alumni' coach in the PCAA.



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SCOTTY DEEDS

JESS HILL

DEEDS, HILL TO GIVE LEADERSHIP TO GAME

The man most responsible for the formation of the Pacific Coast Athletic Association and the four-year college concept of the Pasadena Bowl is Cameron (Scotty) Deeds, executive secretary of the three-year old PCAA.

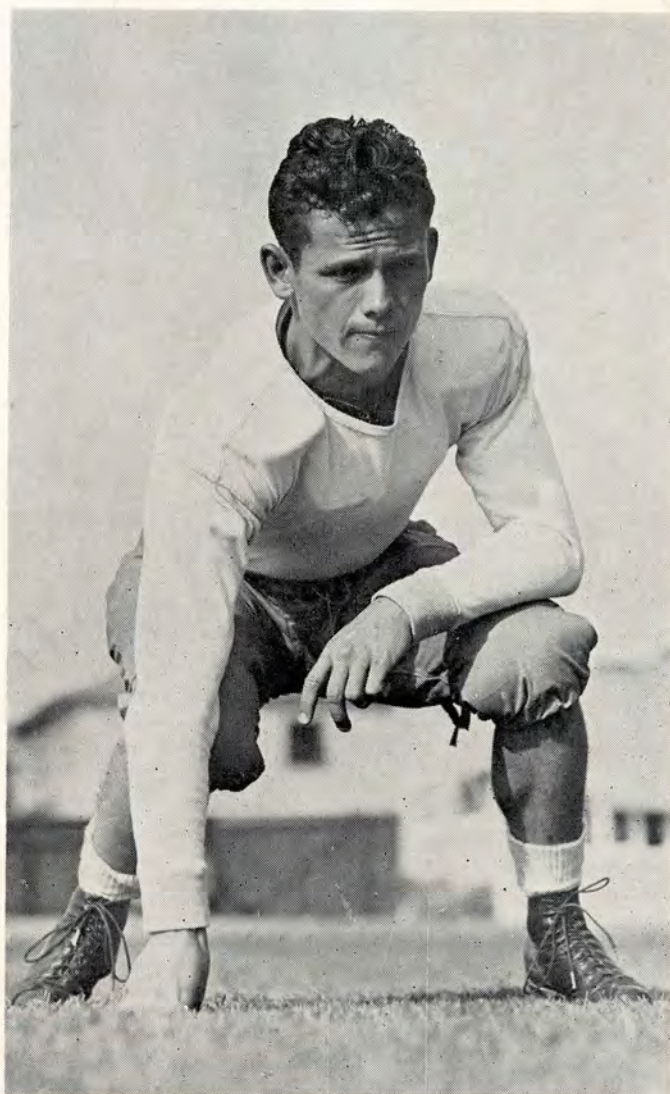
Scotty helped lay the groundwork for the new conference while serving as director of athletics at California State Los Angeles, a position he held from 1964 until late 1969. Deeds was the instrumental force in involving the Pasadena Junior Chamber of Commerce and its Junior Rose Bowl game (then played among two-year junior colleges) with the California Collegiate Athletic Association and later the fledgling PCAA to form a new post-season football classic.

Deeds, who engineered the conference tie-up with the Missouri Valley Conference, will have another strong hand at his side in the future.

Jess Hill, director of athletics at the University of Southern California, will become commissioner of the PCAA on January 3, 1972, after retiring from his post at USC.

Hill, who was named "Athletic Director of the Decade" for his distinguished career at USC, has been associated with the Trojans for more than 40 years as an athlete, coach and administrator. He was a national long jump champion, a fullback in the 1930 Rose Bowl game and a major league outfielder as an athlete. As a coach he led the Trojan football team to 45 wins and 17 losses in six years, twice bringing them to the Rose Bowl. During Hill's career as an athletic director USC won 29 NCAA championships.

With Deeds and Hill running the show, the Pacific Coast Athletic Association and the Pasadena Bowl should enjoy a long and illustrious life.



JESS HILL AS HE LOOKED FOR 1930 ROSE BOWL GAME

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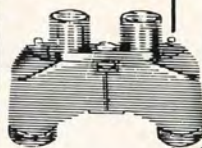
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PAST JRB, PASADENA BOWL SCORES

Year	Results	Attendance
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JUNIOR ROSE BOWL

1946	Compton (Cal.), 19; Kilgore (Tex.), 0	43,000
1947	Chaffey (Cal.), 39; Cameron (Okla.), 26	33,650
1948	Compton (Cal.), 48; Duluth (Minn.), 14	50,638
1949	Little Rock (Ark.), 25; Santa Ana (Cal.), 19	33,942
1950	Long Beach (Cal.), 33; Boise (Idaho), 13	37,500
1951	Pasadena (Cal.), 28; Tyler (Texas), 26	41,971
1952	Bacone (Okla), 20; Hartnell (Cal.), 20	35,392
1953	Bakersfield (Cal.), 13; NE Oklahoma A&M, 6	50,358
1954	Hinds (Miss.), 13; El Camino (Cal.), 7	54,623
1955	Compton (Cal.), 22; Jones (Miss.), 13	57,132
1956	Arlington (Tex.), 20; Compton (Cal.), 13	37,149
1957	Arlington (Tex.), 21; Cerritos (Cal.), 12	36,008
1958	Santa Monica (Cal.), 30; NE Oklahoma A&M, 12	50,797
1959	Bakersfield (Cal.), 36; Del Mar (Tex.), 14	46,923
1960	Long Beach (Cal.), 38; Tyler (Tex.), 16	38,064
1961	Cameron (Okla.), 28; Bakersfield (Cal.), 20	50,871
1962	Santa Ana (Cal.), 20; Columbia Basin (Wash.), 0	41,709
1963	Orange Coast (Cal.), 21; NE Oklahoma, 0	42,297
1964	Long Beach (Cal.), 28; Cameron (Okla.), 6	45,576
1965	Fullerton (Cal.), 20; Henderson (Tex.), 15	50,098
1966	Henderson (Tex.), 40; Pasadena (Cal.), 13	40,045
1967	West Texas State, 35; Valley State (Cal.), 13	23,814

PASADENA BOWL

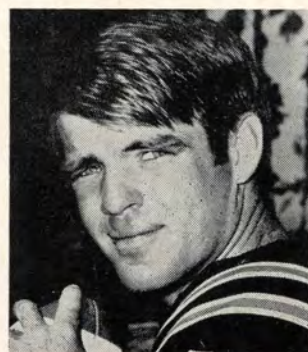
1968	Grambling (La.), 34; Sacramento State (Cal.), 7	34,127
1969	San Diego State (Cal.), 28; Boston University (Mass.), 7	41,276
1970	Cal State Long Beach, 24; U. of Louisville (Ky.), 24	20,472



HUGH McELHENNY
Compton, 1948



RAY WILLSEY
Santa Ana, 1949



DENNIS SHAW
San Diego St., 1969



LEON BURNS
Long Beach, 1970

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OFFICIAL SIGNALS & PENALTIES For PRO And COLLEGE FOOTBALL	 Ball Ready for Play	 Crawling 5 Yd. Loss Legal for Pro's to extent runner advances, except when grounded by opponent	 Time Out	 First Down	 Ball Illegally Touched, Kicked or Batted Loss of 5 Yds. and Down
 Incomplete Forward Pass	 Intentional Grounding Loss of 5 Yds. and Down, Coll. 15 Yds. and Down for Pro's	 Illegal forward Pass Loss of 5 yds. and Down	 Touchdown or Field Goal	 Safety	 Clipping 15 Yds.
 Illegal forward Pass Loss of 5 yds. and Down	 Pass Interference Loss of 15 Yds. and Down, Coll. Loss of 15 Yds. but Not Down for Pro's	 Ineligible Receiver Downfield Loss of 15 Yds. and Down, Coll. Loss 15 Yds. Only for Pro's	 Pass Interference Loss of 15 Yds. and Down, Coll. Loss of 15 Yds. but Not Down for Pro's	 Offside 5 Yds.	 Personal Foul, Pro's 5 Yds.
 Unsportsman-like Conduct 15 Yds.	 Roughing the Kicker 15 Yds.	 Illegal Motion 5 Yds.	 Illegal Shift 15 Yds. Coll. 5 Yds. for Pro's	 Ineligible Receiver Downfield Loss of 15 Yds. and Down, Coll. Loss 15 Yds. Only for Pro's	 Ball Dead



PASADENA *Junior Chamber of Commerce*

LEADERS OF TOMORROW TODAY



PASADENA GAMES—Exciting races and close competition on Muir High School athletic field are seen at Pasadena Games track and field meet for high school athletes of the San Gabriel Valley area.



YOUTH BANQUET—Among our illustrious list of speakers at the annual Youth Banquet is President Richard Nixon, shown in 1962 with chairman Pete Runyan and County Supervisor Warren Dorn.



GET OUT THE VOTE—Marilyn Smearcheck, 1969 Miss Pasadena Bowl, helps post signs throughout the city to stimulate voting.



CAMP PROJECTS—Two family work weekends help recondition and maintain Camp Norris for the Boys' Club and Bluff Lake for YMCA.



CHRISTMAS ACTIVITIES—A personal visit from Santa Claus to the homes of children in the Pasadena area on Christmas Eve brings joy to approximately 10,000 wide-eyed youngsters in this project.



PASADENA *Junior Chamber of Commerce*

OVER 40 YOUTH AND CIVIC PROJECTS



CARNIVAL — One of the enjoyable fund-raising projects is the annual Carnival, in which booths are set up by the Jaycees. The professional phase is handled by an organization specializing in promoting carnivals for charitable organizations.



QUEEN'S BREAKFAST — Tournament of Roses Queen Margo Lynn Johnson, left, helps chairman Jim Brooks herald Queen's Breakfast, traditional opening of the festivities leading up to New Year's Day. Princess Julie Ann Fleetwood is at right.



DEAR SANTA — Youngsters in the Pasadena area send Santa Claus a letter requesting him to drop by on Christmas Eve and Junior Chamber members devote evenings to visiting starry-eyed children.



YOUTH DAY — Students from Pasadena's three high schools work in and observe activities in the Pasadena City offices and private businesses throughout city, promoting understanding of business and government.

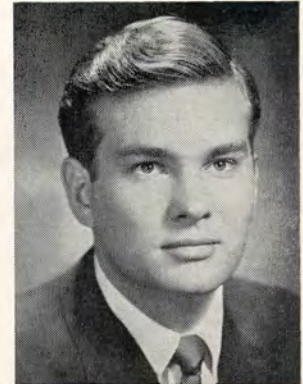
PASADENA JR. CHAMBER OF COMMERCE

1971 PASADENA BOWL COMMITTEE



DICK HEIMANN
Game Chairman

26th Annual



DON MIKE ANTHONY
Jaycee President



LORNE BROWN
Vice Chairman



BOB CHENEY
Past Game Chairman



GARY DORN
Advisor



BILL LEISHMAN
Advisor



PAT WICKHEM

SECRETARY—Arranges for all Pasadena Bowl committee meetings, awards dinner and trophies presented to schools and honored individuals. Maintains minutes of meetings.

FINANCE—Prepares budget, reports financial progress and establishes internal control over the game's finances. Selects auditors and assists in preparing CPA's financial report.



MIKE MACKIE



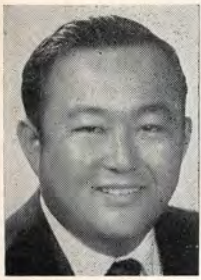
LARRY KAMINSKI

WESTERN SCHOOLS — Coordinates activities of Pasadena Bowl committee and schools of Pacific Coast Athletic Association. Arranges all details for the conference school's participation in the game.

EASTERN SCHOOLS — Coordinates activities of Pasadena Bowl committee and schools of the Missouri Valley Conference. Arranges all details for the conference school's participation in the game.



DICK HOWARD



PHIL ISHIZU

TICKETS — Responsible for design, printing and control of tickets. Employs ticket agent and stimulates Pasadena Bowl ticket sales in cities outside the greater Pasadena area.



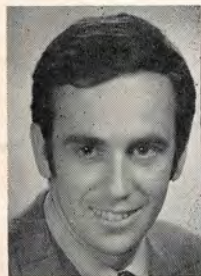
BILL SLOSS

LOCAL TICKET SALES—Concentrates on developing more substantial ticket interest in Pasadena, conducts contests to stimulate selling of more tickets by Jr. Chamber members.



BENNETT JACKSON

PRE-GAME & HALFTIME — Responsible for the Pasadena Bowl pre-game and half-time entertainment. Scheduled Junior All-America youth game for pre-game show and prepared an agenda for the half-time.



TERRY CHAPMAN

GENERAL PROMOTION — Handles preparation of promotional material, including radio and television commercial spots, and distribution of promotional objects to news media.



JOHN WATKINS

YOUTH PROMOTION — The results of this committee's work can be observed in the North end zone. Chairman is responsible for promotion of the Free Football for Kids program.



STAN NAKAMURA

GAME PROGRAM—Composition, advertising sales and distribution of Pasadena Bowl program are responsibility of this chairman. It requires about 70 JCC members to do the job.

HOSPITALITY—Makes arrangements for visiting dignitaries during their stay in Pasadena. Included are trips to various places of interest. Also maintains hotel hospitality rooms.



KEN BEAM

MEDIA RELATIONS—Responsible for broadcast and telecast rights of Pasadena Bowl game, acts as liaison with news media. Handles Rose Bowl press box facilities during game.



STEPHEN REED

GAME MANAGEMENT—Responsible for day of game facilities, including police and traffic control, rental of Rose Bowl, game officials and procuring footballs. Timing of the day's activities is his chief responsibility.



DICK BIGGAR

MISS PASADENA BOWL—The most delightful chairmanship of the Pasadena Bowl committee. Makes arrangements for the selection and appearances of Miss Pasadena Bowl.



DON MURPHY

TRANSPORTATION — Obtains cars for transporting teams and officials. Cars used during preparation for today's game were donated by individual auto dealers in this area.



DAVID BURDICK

JAYCEES—Operation of the Pasadena Bowl is made possible through the cooperation and enthusiasm of the entire manpower of the Pasadena Junior Chamber of Commerce.



The Pasadena Jr. Chamber of Commerce Gratefully Acknowledges Participation in its Program of FREE FOOTBALL FOR KIDS

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ROD SHEPHERD
M. L. BRAZIL
LARRY MENDELSON
ROBERT SUMMERRISE
GEORGE KRESL
JACK T. BELL



The Free Football for Kids program enables thousands of youngsters under 16 to have an opportunity to see (often for the first time) the excitement and pageantry of a major football game. This facet of the youth services program of the Pasadena Junior Chamber of Commerce is in addition to the regular donations of time and money given annually to youth groups. The Free Football for Kids program is made possible by donations from individuals and firms such as those listed above. For each dollar donated, four children were given tickets to today's Pasadena Bowl game. Tickets have been distributed through the facilities of various youth groups and commercial businesses. The Pasadena Junior Chamber of Commerce is extremely appreciative of the support from the community for helping make the Free Football for Kids program such a success.



26th Annual
PASADENA
BOWL

SAN JOSE STATE SPARTANS

VS

MEMPHIS STATE TIGERS

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Dick Schad with play by play and Ned Skaff on color.

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