

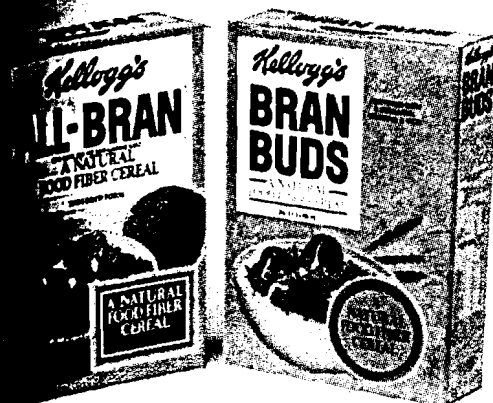
-THE SUPER BOWL

Oddly enough, the game of the year is seldom a real rouser. With much at stake (\$15,000 per man for the winners, \$7500 for each loser) both teams are wont to employ conservative tactics rather than razzle-dazzle plays that excite onlookers but risk fateful fumbles. Even so Super Bowl V was such a comedy of errors—the ball was bumbled away a record 11 times—that one writer accused the players of “indecisive exposure.”

For true football fanatics, however, the lure of the gridiron's holy grail is mightier than money. Despite anti-scalping laws, speculators charge and get exorbitant sums for tickets. One dealer in Miami stuck a pair in his hatband, then peddled the fedora for \$250. Another in Houston gave out “free” tickets, not only to people who paid \$115 each for the pups of his mongrel dog. Wherever the game is held, hotels get solidly booked up months ahead of time. Unable to obtain regular accommodation for the 1972 Super Bowl in New Orleans, a healthy and wealthy Texan had a physician-friend check him into one of that city's finest hospitals (\$100 daily) for unconfining “observation.” Super Bowl tickets have prompted fights and figured in divorce settlements, but the game itself resulted from a marriage. In 1960, when the 13-team NFL was already 40 years old, the infant AFL touched off a costly battle for players, fans and TV exposure. By 1966, both leagues agreed to end it by merging

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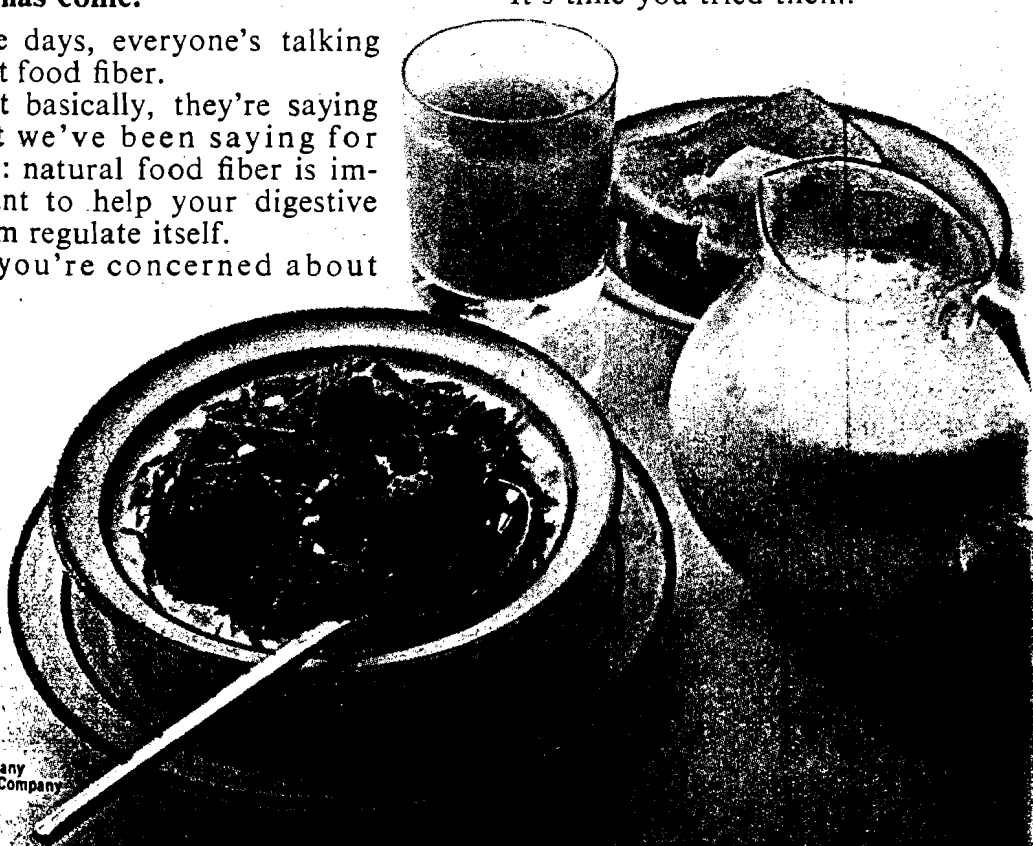
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