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1200 Cheerleaders Expected For School

UNIVERSITY, Miss. (Special) —Some 1200 cheerleaders from a dozen states are expected here Sunday for the opening of the nation's largest cheerleader school.

Held through the Department of Conferences and Institutes at Ole Miss, the 5th Annual Mid-South Cheerleaders Institute has attracted a record number of yellsters.

"We've had such a flood of applications that we have had to turn down a number of persons," Bill Jones, director of Conferences and Institutes, said.

According to Jones, the institute has taxed housing facilities for Summer School students to the extent that registration had to be "cut-off."

The week - long institute, sponsored by the National Cheerleaders Association, is under the direction of Lawrence R. Herkimer, "Mr. American Cheerleader," of Dallas, Tex. Over 300,000 cheerleaders from 42 states have attended his clinics.

The institute program is designed to enable individual yell groups to "organize the fans in the stands" to a greater advantage of the game.

Courses of instruction include mass demonstration in the stands; crowd management; tumbling; chants; novelty yells; bonfires; pep squads; stunts uniform; musical yells; pep lies; skits; parades; ship; and routines sy with yells.

Clinic director Kerkimer has assembled a staff from all sections of the country for the institute.

The clinic will feature daily contests between groups with trophy awards going to winning teams at the close of the institute. In addition, the pepsters will participate in various recreational programs including a special dance and Stunt Night.

Participants are automatically given membership in the National Cheerleader Association, the only group that specializes in teaching cheerleading as a full time vocation.

The institute will close August 2.