

Frisbee flies past Pluto Platter

United Press International
LOS ANGELES — They might have been Pluto Platters — those enormously popular discs that hover almost constantly over the country's parks, beaches and backyards. We might have experienced Pluto Platter World Championships, Pluto Platter T-shirts and Pluto Platter madness.

But Pluto Platter insanity never overcame America. The time wasn't right. But, 10 years later, Frisbee madness did. Now the fad has matured and may become an actual sport.

Frisbee championships attract hundreds of participants and thousands of enthusiasts worldwide. A movie depicting the plastic disc's simplistic grace was nominated for an Academy Award, and the Smithsonian Institution in Washington

displays what essentially started out as a child's toy in an exhibition devoted to flight for the fun of it.

In fact, if it hadn't been for another American craze — the Hula Hoop — Frisbees might have gone into cornerstone time-capsules with photographs of Dwight Eisenhower instead of Richard Nixon.

The idea for the toy came to a midway pitchman named Fred Morrison who traveled the California carnival circuit in the 1950s selling what he called "invisible string." Morrison convinced skeptical customers that 100 feet of the string was a bargain by sailing a pie plate down it to a planted accomplice in the crowd.

Invisible string didn't make Morrison a millionaire, but he thought the sailing pie plate might. In a softer, less dangerous material, it

would be a fantastic toy. Morrison took his idea to the Wham-O Manufacturing Company in San Gabriel, Calif.

In 1956, Wham-O introduced a plastic flying disc called the Pluto Platter and another toy that looked like a stiff section of garden hose joined at both ends: the Hula Hoop. The Hula Hoop became an American craze and the Pluto Platter never got off the ground.

Ten years later, the company tried again. They renamed the toy and decided to promote it aggressively. Instead of a planet, this time Wham-O named it after a pie company, the Frisbie Pie Company of Bridgeport, Conn.

Over 100 million Frisbees have been sold since 1967, and executives at Wham-O have no intention of allowing the Frisbee — which accounts for 25 percent of its annual business — to become a nostalgic bit of memorabilia like the Hula Hoop.

Dan Roddick, head of the International Frisbee Association, said the company is now attempting to convince school administrators the time is ripe for Frisbee education in America's schools.

Roddick, a former Frisbee world champion who still competes, said Wham-O organized the association and pays him a salary to run it. He recently organized the fifth annual World Frisbee Championships at the Rose Bowl in Pasadena, Calif., and is currently promoting what he refers to as the "sport" of Frisbee to physical education teachers nationwide.

"Title 9 forces schools to allow men and women to play on the same teams and insurance costs for the more physical sports are skyrocketing," Roddick explained. "We think Frisbee sports fit perfectly in the schools."

Frisbee sports? If you think throwing it and catching it are the only things to do with a Frisbee, you're mistaken. There is Frisbee Golf, Frisbee Guts and a tennis-like game called Double Disc Court. Freestyle competition involves a five-minute routine to music, and there also is international competition in distance and maximum time aloft.

For the world championship this year Wham-O imported competitors from the U.S., Japan, Sweden, Canada, Great Britain, Belgium, Finland and Australia. Roddick said the extravaganza easily cost the company, which paid all expenses, \$130,000.

"The Rose Bowl football game is easier to organize than that thing," said Roddick, who devoted countless hours to the event. "We had people coming in from everywhere."

And even Fido wasn't left out. The Rose Bowl event this year, which attracted over 50,000 spectators to the Frisbee freebie, featured the world finals of the Gaines K-9 Catch and Fetch competition. This year Dink, a Maryland mixed-breed, dethroned an Ashley Whippet and took home top honors.

Dink is probably unaware he is a Frisbee champion, but 18-year-old Laura Engel isn't. She hopes to parlay her Frisbee prowess into an acting career. Engel started throwing Frisbees when she was 10.

"When I first caught it under my leg I thought it was the greatest thing possible," said the Venice, Calif., woman. "Now I have a disc with me everyday and everywhere I go."

Engel is presently the stage manager for a rock group, The Mystic Knights of the Otango Boingo. "When I first got to California everybody said, 'Gee, you should be an actress, but you need an in.' Now I figure I've got my gimmick."

This year Engel won the championship with her performance in five events.

"The Rose Bowl is so big and there were so many people," she said. "It's very exciting with all those people in the stands, and the crowd makes so much noise when



Frisbee-throwing has advanced from a novelty to a "serious" sport in the years since it was introduced in 1966. International Frisbee competitions are becoming more well-

known and popular. But some sportsmen, like this one, still like to just throw and catch the plastic disc.

INTERSTATE Theatres
845-7111 & 845-1151
UNIVERSITY SQUARE SHOPPING CENTER
PLUTO THEATRE GROUP SALES TICKETS WILL BE ACCEPTED

CINEMA I
OPEN 6:45
SHOWS 7:20
9:30
ADULT \$3.00
CHILD \$1.50

EYES OF LAURA MARS
No one admitted without the film program.

CINEMA II
It was the Deltas against the rules...
OPEN 6:45
SHOWS 7:30
9:40

NATIONAL LAMPOON'S ANIMAL HOUSE
R-35
TLS 6:45 UNIVERSAL PICTURE. TECHNICOLOR TO 7:15

HANOR EAST 3 THEATRES
HANOR EAST HALL 828-0000

7:15-9:35
FOUL PLAY

7:35-9:50
UP IN SMOKE

7:20-9:45
THE BOYS IN COMPANY C

Skyway Twin
828-0000

WEST CONVENTION GIRLS PLUS NAKED RIDER

EAST DUTCHESS & DIRTWATER FOX PLUS MOTHER, JUGS & SPEED

Campus
845-0117
COLLEGE STATION

HOOPER

Jerry Reed
PLUS SPECIAL GUEST STAR

The Joe Ely Band

TAMU MSC TOWN HALL SERIES ATTRACTION #1
SEPTEMBER 29, 1978
G. ROLLIE WHITE COLISEUM
8:00 P.M.

Tickets	Reserved	General Admission
A&M Student	4.00/4.50	Free w/ticket
Non A&M Student Date	4.00/4.50	3.00
General Public	6.00/6.50	4.00

TICKETS & INFO: CALL MSC BOX OFFICE 845-2916

PRESERVATION HALL JAZZ BAND

	Zone 1	Zone 2	Zone 3
Gen. Public	\$6	\$5	\$4
Student	\$4	\$3	\$2

TAMU MSC TOWN HALL SPECIAL ATTRACTION
October 11, 1978
Rudder Auditorium
8:15 p.m.

Tickets & Info: MSC Box Office 845-2916

MSC Cafeteria

At Last Year's Price, You Will Be Pleased With These Carefully Prepared and Taste Tempting Foods. Each Daily Special Only \$1.69 Plus Tax. "Open Daily"

Dining: 11 A.M. to 1:30 P.M. — 4:00 P.M. to 7:00 P.M.

MONDAY EVENING SPECIAL Salisbury Steak with Mushroom Gravy Whipped Potatoes Your Choice of One Vegetable Roll or Corn Bread and Butter Coffee or Tea	TUESDAY EVENING SPECIAL Mexican Fiesta Dinner Two Cheese and Onion Enchiladas w/chili Mexican Rice Patio Style Pinto Beans Tostadas Coffee or Tea One Corn Bread and Butter	WEDNESDAY EVENING SPECIAL Chicken Fried Steak w/cream Gravy Whipped Potatoes and Choice of one other Vegetable Roll or Corn Bread and Butter Coffee or Tea
THURSDAY EVENING SPECIAL Italian Candle Light Spaghetti Dinner SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese - Tossed Green Salad Choice of Salad Dressing - Hot Garlic Bread Tea or Coffee		
FRIDAY EVENING SPECIAL BREADED FISH FILET w/TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee	SATURDAY NOON and EVENING SPECIAL Chicken & Dumplings Tossed Salad Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee	SUNDAY SPECIAL NOON and EVENING ROAST TURKEY DINNER Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread - Butter - Coffee or Tea Giblet Gravy And your choice of any One vegetable

"Quality First"

Sun Theatres
333 University 846-9808

The only movie in town
Double-Feature Every Week
Open 10 a.m.-2 a.m. Mon.-Sat.
12 Noon - 12 Midnight Sun
No one under 18
Escorted Ladies Free
BOOK STORE & 25c PEEP SHOWS

Tower Dining Room

TRR EATING OUT IS FUN

Serving Luncheon Buffet Sunday through Friday 11:00 A.M. to 1:30 P.M. \$3.50

Top Floor of Tower Dining Room Sandwich & Soup Mon. thru Fri. \$1.75 plus drink extra

Open to the Public
"QUALITY FIRST"

ROSEWOOD JUNCTION

FEATURING...
LUNCH 11:00-4:00
HAPPY HOUR 2 FOR 1 MIXED DRINKS AND HORS D'OEUVRE 4:00-7:00
LIVE Entertainment
8:00-12:00 MIDNIGHT SUNDAY-THURSDAY
8:30-1:00 FRIDAY & SATURDAY
NOW PLAYING: ROSEWOOD JUNCTION THRU SEPTEMBER 30
COMING: HICKORY AND MORNING NO COVER CHARGE
Serving Great Food 11:00 A.M. - Midnight

CULPEPPER PLAZA 693-3399

THE Charley Pride SHOW

TAMU MSC TOWN HALL SPECIAL ATTRACTION
Friday, October 6 8:00 p.m.
G. Rollie White Coliseum

	A&M Student/Date	General Public
General Admission	\$4.00	\$4.75
Reserved	\$5.75/ \$6.00	\$5.75/ \$6.00

Tickets available September 27 at MSC Box Office 845-2916