

## SMU ticket sales up

# Ponies create support

By MARK PATTERSON  
Battalion Staff  
Big time college football has finally returned to Dallas. And the product of the rebirth is the 1978 SMU Mustangs.

For the past nine seasons, since 1968 when the Mustangs finished with an 8-3 record and won a berth to the Bluebonnet Bowl, SMU has been like a stepchild to the rest of the Southwest Conference. The Mustangs have a combined record of 42-54-1 since the 1968 bowl year.

In that same nine-season span SMU has employed three different coaches in hopes of regaining the magic once associated with Mustang teams of the past. Hayden Fry was fired following a 7-4 season in 1972, a year in which SMU finished second in the conference behind the University of Texas. It wasn't a good enough finish for Fry to remain a Mustang.

Dave Smith took over for Fry for the 1973 season and took the Mustang athletic program straight to the dumps. In his short three-year stay Smith managed to get the SMU program on NCAA probation for recruiting violations while directing the team to a 16-15-2 mark. Even

cheating, the best season Smith could salvage was 7-4 in his first year and a fourth-place tie with Arkansas.

Smith was released following the 1975 season and in stepped Ron Meyer. Meyer was hired away from the University of Nevada Las Vegas where the 37-year-old had compiled a 27-8 three-year record in his first head coaching position. He came to Dallas as no stranger to the area, having been a scout for the Dallas Cowboys in 1971 and 1972, when they won Super Bowl VI. SMU hoped he could bring his magic to its program.

And finally, after a 3-8 season in 1976 and a 4-7 season in 1977, the magician seems to have found the secret to success. And it's time for the conference to sit up and take notice of Meyer and the Mustangs.

Going into their Ohio State game Oct. 6 the SMU Mustangs are 2-1 on the year. Impressive when you consider the games they've played.

The Ponies opened against TCU and won with relative ease 45-14. But that could be expected considering the opponent. The next week the Mustangs convinced some skeptics of their worth by upsetting the University of Florida 35-25. But still

some doubted. All doubt was shed after last week's narrow loss at the hands of Penn State. SMU held the lead throughout most of the contest until losing 26-21. And after three impressive games people are finally noticing the Mustangs.

"Now people believe in the SMU Mustangs and are beginning to support our program," said Bob Farrell, ticket manager of athletics at SMU. "With our performance so far this season we're getting more exposure than ever."

"The Dallas community has finally gotten behind us and is backing our program. The 40,000 people we had at the TCU game (SMU's only home game thus far this season) was the largest crowd we've had at a TCU-SMU game in over 20 years. Most people in this area have never even seen SMU play or haven't gone to see them in years. We're trying to change that under Ron Meyer."

"We have an enrollment of between nine and 10,000 student and we sold 7,000 student tickets to the TCU game," Farrell added. "The students have even begun to support us this season. And there's no question that the Penn State game helped us. Since last weekend we've been swamped with ticket orders for our last three home games."

"We were sent only 1,500 tickets for the Ohio State game and those were sold long ago," Farrell continued. "But with the orders that have kept coming in we could have sold over 5,000 more tickets."

"The increase in interest has come with Meyer upgrading our program along with Russ Potts' (SMU's athletic director) improved marketing of our product. Stores all around the Dallas area are posting our schedules and helping with our support. Now everyone knows at least who and when we're playing. SMU is back on the football map."

And it's time for the SWC, along with the rest of the country, to take notice of the new-born Mustangs.

## Yankees uniformed for press

United Press International  
NEW YORK — The New York Yankees clubhouse will never be the same.

A small group of women reporters from local TV stations appeared Tuesday night for the first time in the Yankees' clubhouse following a U.S. District Court decision saying they could not be barred.

There were no incidents and the Yankee players present were all clothed when the women reporters appeared before the game at Yankee Stadium with the Toronto Blue Jays.

Most of the questions the women reporters asked did not deal with the pennant race, but rather the decision by Judge Constance Baker Motley allowing women reporters access to baseball dressing rooms for the first time.

"When I get undressed there'll be no ladies around," said reserve outfielder Jay Johnstone to one of the women reporters. "Why don't you get in your uniform now?"

"I'm in my uniform," the woman replied. Yankee outfielder Lou Piniella said, "I don't care what they do, it won't have any effect on the pennant race or how we play. All I know is when the man says 'play ball,' they won't be on the field, will they?"

Melissa Ludtke, the Sports Illustrated reporter who brought the court proceedings after last year's World Series, was not among the initial group of pioneer women reporters.

Baseball commissioner Bowie Kuhn has appealed the court ruling.

## Football team experiences extraordinary kind of week

By SEAN PETTY  
Battalion Staff

As the first home football game of the 1978 season approaches, a certain amount of tension begins to build up around the Texas A&M University campus. The students become a little livelier and the campus is generally buzzing with activity.

But for the football team, the week starts the same way it has since the beginning of August, just another week of practice. The only differences are the practices will be geared towards a different team and the Aggies will not have to get on a plane or bus and travel thousands of miles to play in a foreign land.

For the students, the week starts early Monday morning with the seniors flocking to G. Rollie White Coliseum to pick up their first tickets of the season, tickets that will hopefully be in the upper deck after sitting in the horseshoe for three years.

The football team begins to loosen up on Monday, trying to get over the various bumps and bruises received in the last game. It is the worst day for the coaches as they find out how well a certain player will be able to play Saturday or if he will be forced to sit this one out due to injury. On this particular Monday, head coach Emory Bellard watched and waited to see if

halfback Curtis Dickey's thigh injury would hamper him in any way. As the practice went on, Dickey ran better and better, much to Bellard's relief. Split end Doug Teague was another Aggie who received an injury. After Monday's practice, Teague showed that he would be able to play on Saturday.

By Tuesday the juniors start picking up their tickets which will probably be in the horseshoe. Now the

gripping starts. The juniors cannot understand how the seniors can gobble up all those tickets in the upper deck. Also by Tuesday, class attendance begins to drop as the excitement becomes too much for some students who must rest in order to be ready for the weekend of parties.

Tuesday afternoon the Aggies work long and hard. The offense runs plays against the scout team which lines up in the opponents defensive formations. Another part of the scout team runs the opponent's offense against the first team defense.

Wednesday the sophomores pick up their tickets which are sure to be in the horseshoe. Everyone finalizes their plans for the weekend. The students that are in class do not have their minds on classwork. There are more important things to think about. "What will I do before yell practice? I wonder if my date is going to get here Friday? What can I do after the game? Who's bringing the beer? What time was I supposed to pick up the keg?"

The problems become too much for the average student who must take all these questions into consideration. This explains the high absenteeism close to the end of the week.

Thursday finds the freshmen practically in tears over the tickets they have picked up for the game. How can anyone even see the game from those end zone bleachers?

Thursday afternoon the Aggie football team is taking it easy. The

Aggies are as prepared and led as they are going to be for today's showdown with the State.

By now there is almost a pitch on campus as Friday is the last classes of the week to come to an end.

It's Friday afternoon everyone is ready to watch games play on Saturday. Students and apartment dwellers to their humble abodes, then up after three weeks and clothes have built up will more than likely be at the weekend.

By Friday night there are Good Ags running around everyone seems to be their friends under the influence of magical mystical brew. The ment is at its height for those who have made it to the another week and are celebrating the fact.

But over in Cain Hall a hush silence falls over the entire football team in the dorm. Their minds are on one thing and one thing only on Saturday. All visitors are to leave C wing and shortly after managers lock the doors. Physical preparation is left is left is the mental preparation which is up to each individual.

So while the rest of the going full speed and screaming yelling and singing, the team thinks, sleeps and waits for the chance to show the fruits of their labors.

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**G. ROLLIE WHITE**  
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**8:00 P.M.**

Tickets	Reserved	General
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Student	4.00/4.50	3.00
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**MSC ARTS Committee**  
**Place Rudder Auditorium**  
**Time Oct. 2, 8 P.M.**  
**Price \$1.00**

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Friday, October 6 8:00 p.m.  
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	A&M Student/Date	General Public
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