

Maroon Madness

Arp ready to fire up Aggies

By KURT ALLEN
Battalion Sports Staff

You see it on bumper stickers all the time now. There's "Mustang Mania," "Frog Fever," and even "Orange Crush." But is the world ready for "Maroon Madness?"

Well, Jerry Arp thinks so, although he may not want to refer to it in such carnival-like terms.

Arp, Texas A&M's new assistant athletic director for sports promotions, says he thinks a promotion program for the university's teams would be readily accepted by both students and the surrounding community, but that it must be done in a first class way.

"While slogans might work to build up enthusiasm in the short run, as shown by other Southwest Conference schools, I don't think they're good for building up a long term interest, especially here at Texas A&M. The student body here is loyal and intelligent. This school gets the scholastic cream of the crop in Texas, and they deserve to be treated in a first-class manner."

The 34-year-old Arp said the best way to build a long-term interest is through community involvement.

"If we're going to get anywhere at all, I think we need to have the support of the local community. I feel like that means we have to start on the campus and create some enthusiasm to get the students involved."

Arp should have plenty of ideas on how to involve students more in Aggie athletics. Before joining Texas A&M's athletic department September 1st, Arp was sports promotions

"I think we need to have the support of the local community," said Texas A&M's new assistant athletic director for sports promotions.

tions director at Clemson University for five years. During that time, he supervised a number of projects aimed at building student enthusiasm.

"For instance," Arp said, "one year we were looking for ways to increase student attendance at basketball games. Finally, one day, I came across the idea of having a basketball shooting contest during halftime.

After randomly selecting a list of names, we picked three students to compete out on the court."

"The winner was the best overall shooter and he won a new car donated by a local dealership."

Another successful tool used by Arp was having students make banners before the games.

"I found the student body really got excited about the banners," Arp said. "It got to the point that student organizations like fraternities and sororities were competing against each other to see who could come up with the best banner. Of course, the enthusiasm shown by the students and banners helped the team get up for a game, especially when it was televised."

Once he gets the Aggie student body more involved, Arp said his job won't be done until he does the same with the surrounding community, especially businesses.

"When I was at Clemson, we found ourselves spending \$30,000 a year on plastic drinking cups for football games. Needless to say, that's a lot of money to spend just for cups."

"We were looking for a way to re-

duce that cost and I came up with the idea of having a local advertiser pay the cost of the cups. In exchange for the advertiser paying the cost, he was given the right to put a small version of his logo on the cup in an inconspicuous place."

Arp says the goal his promotions are aimed at is filling every seat at every Aggie athletic event.

"I would like to be able to create such enthusiasm that seats would be filled on the basis of season ticket holders and students alone. At Clemson, we created such a demand for season tickets that we got to the point that we couldn't sell any more. I think we can do the same thing here."

Arp stresses he is dedicated to becoming involved in not just athletics, but all Aggie activities.

"I want to get to know the students, that's why I attend everything I can. In the short two weeks I've been here, I've been to a lot of events including Silver Taps. I'm really impressed how the students here turn out for things. Why there were more people at Silver Taps than I've seen at many basketball games."

Once he gets to know students,

Chamberlain back on court to lead the Volcanos

United Press International
HONOLULU — Wilt Chamberlain, who holds most of the NBA's scoring records, will come out of retirement and return to professional basketball as a part-owner and part-time player for the fledgling Hawaii Volcanos of the United Basketball Association, the team announced Tuesday.

A Volcanos' spokesman said the 43-year-old Chamberlain "will be involved in ownership, promotion, competition and many other aspects currently being negotiated."

Bruce O'Neil, general manager and head coach of the team, said Chamberlain was one of 25

players who took part in a Los Angeles tryout last week. "Wilt feels he's in better shape now than during his last 10 years in the NBA," said O'Neil. He said Chamberlain made a 58 field goal attempts during the three-day camp.

The five teams in the United Western Division are the Great Falls, Mont., San Francisco, Anaheim, Calif., and Alaska.

Originally, the division had eight teams scheduled, but two of them — the Fresno, Calif., Stars, the Reno Bighorn and Las Vegas — decided to sit out to reorganize.

Reds sweep Astros; Texas bombs Seattle

United Press International
CINCINNATI — Sparked by the heavy hitting of Ray Knight and Doug Collins, the Cincinnati Reds routed 18-game winner Joe Niekro and whipped Houston 7-4 Wednesday night to move 1½ games ahead of the Astros in the National League West.

Knight and Collins each had three hits as the Reds pounded six pitchers for 12 hits. Frank Pastore, 4-6, took over for Mike LaCoss in the fourth inning and pitched 3innings to get the victory.

Tom Hume worked the ninth to get his 15th save.

Trailing 1-0 in the first inning, the Reds ripped Niekro for three runs in

their half of the inning on a 2-1 Collins, a passed ball by catcher Pujols, run-scoring doubles by Morgan and Dave Conner, another passed ball, a walk by Foster and a double play by Dan Driessen's sacrifice fly, scoring singles by Ray Knight and Collins.

Houston made it 6-4 with runs in the fifth on Terry Parrish's fly and Jose Cruz's double, but Cincinnati got a hit in the sixth when Driessen was a pitch, went to third on a single and scored as Cesar Geronimo hit into a double play. In the seventh Willie Montanez drove in with the second grand slam of his career and a single Wednesday to spark an 18-hit attack that won the Texas Rangers to a 13-4 victory over the Seattle Mariners.

Montanez connected off Honeycutt, 10-11, in the fourth inning to cap a five-run rally. He singled home a run during a sixth that featured a home run by Richie Zisk.

Buddy Bell went 3-for-4 and drove in two runs. Bell hit a single in the fourth, was hit by a base hit of the year, setting a record.

Doc Medich, 9-6, pitched 6innings to get credit for the

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The first general assembly will be held on Thursday, September, 13 at 7:30 p.m. in Room 504 Rudder. All interested persons are encouraged to attend.



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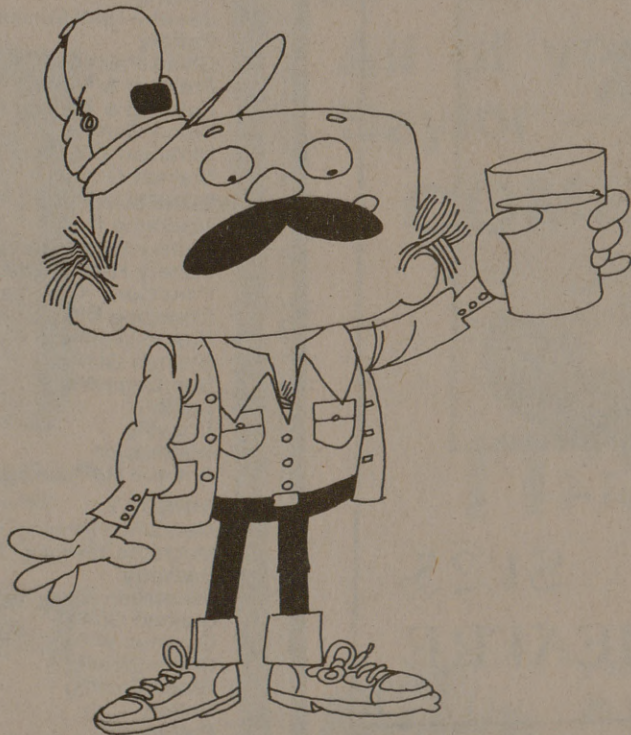
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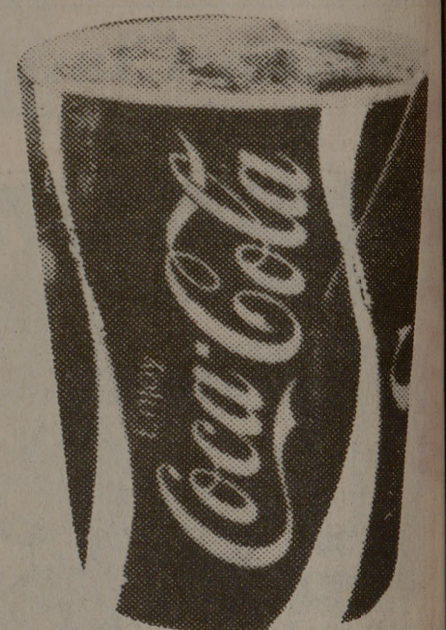
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