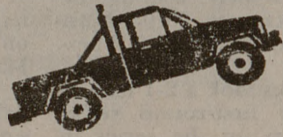


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# Dallas fans answer newspaper poll, offer \$100 each for local ownership

DALLAS (AP) — With the Dallas Cowboys' owner looking for somebody to buy the team, thousands of fans threw more than their two cents' worth in, saying they would spend \$100 apiece to keep the club under local ownership.

But buying a piece of the Cowboys' action could be harder than they think; the total "pledged" amounts to only a fraction of the team's reported \$150 million asking price.

Dallas Times Herald readers decided if people can send \$20 to a radio station without knowing where it's going, a little more could be well spent preserving local ownership of America's Team.

After columnist Skip Bayless asked Monday how many readers would cough up \$100, 6,396 responded "yes" to a call-in poll.

Cowboys owner H.R. "Bum" Bright has been looking for a buyer because of financial losses from last October's stock market plunge and Texas' soft economy. But team officials deny that any deal for the team's sale is imminent.

The total amount the newspaper poll "pledged" — about \$639,600 — would only come to slightly more than four-tenths of 1 percent of the reported asking price for the team and its home, Texas Stadium in suburban Irving.

The newspaper quoted sources as saying that Bright has lowered his sale price for the team and Texas Stadium Corp. from \$160 million to \$150 million.

A few weeks ago, a disc jockey for Dallas radio station KVIL asked listeners to mail in a \$20 check for no reason at all. Ron Chapman, two weeks later, had collected \$243,120 from 12,126 people.

"If people can send in \$20 to KVIL for no good reason, \$100 for the Cowboys wouldn't be that bad," Andy Brown of Denton wrote the newspaper. "In fact, it would be a better investment."

Other media organizations expressed interest in finding out what fans thought about buying the team. Reasons for wanting to buy a piece of the Cowboys ranged from wanting to ensure beer sales at Texas Stadium to wishing to correct team management inadequacies.

Several callers claimed they would be willing to pay more than \$100 to ensure local ownership

## Walker considers, decides against making offer to purchase Cowboys

IRVING (AP) — Dallas Cowboys' millionaire running back Herschel Walker said Tuesday he had considered and abandoned an idea to try to buy the team for which he plays.

"I thought about getting me a couple of guys together and putting in a bid," Walker said. "I thought how much fun it would be to be the first owner-player in the NFL."

However, Walker said he decided not to do it after negotiations between owner H.R. "Bum" Bright and billionaire Marvin Davis began to heat up.

Walker said he even talked to billionaire Donald Trump about the idea. Trump was the owner of the now-defunct New Jersey Generals of the USFL.

"Mr. Trump and I talk all the time and he's always wanted to own a team in the NFL," Walker said. "He has too many other things going right now, though."

"I think he would love to own the Cowboys. He'll get back into football someday."

Walker said he had never met Davis, whom he likes what he has heard about him.

"Davis reminds me a lot of Trump," Walker said. "He's a mover and a shaker and a lover. I think it would be great to see an owner-practice."

"I'm not saying a new owner should be involved in day-to-day practice but he should be about his players."

Bright was refusing to return telephone calls after a San Antonio television reported that he had sold the team to Davis for \$150 million, given approval by the NFL owners.

Club President Tex Schramm said the announcement was imminent. The next NFL meeting is May 24-25 in Miami.

Walker said the Cowboys weren't being attracted by the sale talk.

"There's a lot of interest, of course," he said. "We do want to know who the owner is going to be when we go out there and put our life on the line."

and thwart any team sale to Los Angeles billionaire Marvin Davis.

The Cowboys have denied reports that team was sold to Davis.

"I would go more than \$100," said Ed Taylor of Grand Prairie. "I want (the Cowboys) owned by Texans, not Yankees."

Ironically, some of the fans who would \$100 to keep the Cowboys in Texas didn't port them last year for \$24.85 a ticket.

## Dorsett says he's probably staying with Pokes

IRVING (AP) — Running back Tony Dorsett, who has demanded to be traded because he became a bench-sitter in 1987, said Tuesday that the odds favor him wearing a Dallas Cowboys uniform this season.

"I'd say the odds of my being traded are 50-50, but it's stronger that I will be here," Dorsett said at the Cowboys' three-day mini-camp. "If the Cowboys don't trade me, I certainly wouldn't ask to be released. There's no way on God's green Earth I'd ask to be released."

Dorsett pledged to give the Cowboys his all even in a backup role to Herschel Walker.

"I always go 100 percent," said Dorsett, who still has two years left on his contract. "However, I don't see how valuable I can be to the Cowboys sitting on the bench."

Dorsett, 34, said he gave Dallas credit for trying to trade him.

"Nobody wants to take a shot at my salary," Dorsett said. "It's not talent — it's economics."

Dorsett will make \$800,000 with the Cowboys in 1988, and Dallas also will be funding his annuity.

"I thought something could be worked out with Denver during the draft but it just didn't happen," Dorsett said. "I'm disappointed, but I have to be realistic. You have to look

at the total picture, and I certainly would if I was the owner of a franchise. I was hoping something would happen during the draft but it just didn't. I wasn't surprised."

Dorsett said he showed up at training camp because "it's business as usual. I'm ready to rip and tear in 1988 no matter where I am. I hope I get to rip and tear for another team. But I'll be ready in August."

Dorsett's apparent change in attitude was welcomed by Cowboys officials, who say they are still trying to trade him but are finding no takers.

"We want to do what's best for Tony and the Dallas Cowboys," said Club President Tex Schramm.

All the Cowboys' free-agents showed up for the mini-camp Tuesday, including free safety Michael Downs, who missed work last month ago.

"It was a gesture of good faith on my part," Downs said.

The Cowboys watched a demonstration of Juko-Kai, an orientalist of karate, and punched and kicked at several of the instructors who didn't faze them.

"That's bad for your confidence," said defensive tackle Randy White, who hit one un-budging instructor in the chest. The Cowboys will be taking lessons from the instructor several days.

## Psychology

(Continued from page 9)

Friend and LeUnes are trying to determine if there is a set of tests that can help determine how well baseball players are going to perform and apply it to the decision-making process of major league organizations across the board.

"It can be used in a fine-tuning process. Without a doubt, coaches and scouts at the professional level of baseball do a pretty good job. They can weed out who's got the physical skills or not. The psychological things will really be a fine-tuning process where you can pick up, perhaps, who might have a tendency toward drug use or abuse or who might have problems under pressure," Friend says.

The research could be useful to someone working as a consultant to a general manager on the professional level, to a national governing body for a sport on the Olympic level, and to a coach on the college or high school levels, Friend says.

"We're looking at defining and measuring what is always referred to as intangibles. We're tapping into those intangibles. It's not so much that we're trying to predict performance on a given day, but more on a cumulative basis. Over an entire season or over a greater length of time," Friend says.

Although any team sport could benefit from the research, baseball is the only sport Friend and LeUnes are focusing on at the present. Baseball coaches are easier to approach because they are not as visible as football coaches at colleges and larger numbers of

people are needed for the research, Friend says.

The study focused on baseball teams from A&M, the University of Houston, the University of Georgia, Sam Houston State, Stephen F. Austin State, Texas Christian, Baylor, Brenham Junior College and Bryan High School participated in last year's study.

"We wanted to do some cross-sectional comparisons between the different levels and see what differences there might be," he says.

Differences between players included higher personality scores for the university players in areas like vigor, which may be related to motivation. Friend added there were also differences in areas such as locus of control.

"Someone with an external locus of control believes a lot in fate or chance. Someone who has a very high internal locus of control feels they are in control and they call the shots. We found the university players had a higher internal locus of control," Friend says.

He says his interest in the subject of personnel management psychology stems from his work on the subject for a doctoral study here at A&M. Friend's background is in management consulting for industries and he says he would like to move in to sports management consulting.

To explain the possible effects of this new approach, Friend says the studies should help management make better decisions about 10 percent of the time based on the psychological data. The other 90 percent of the time decisions based on ability and performance will

suffice in the selection process.

"This (personnel management psychology) is an additional increment that would be useful to a general manager or president of operations or a scouting director. It's not a tremendous amount, but that 10 percent might be the difference (between winning a division title and second place). Over the course of one season we might effectively be able to change seven or eight games from losses to wins just by using this information," Friend says.

A&M sports teams, other than the baseball team, have not had experience with this new approach to performance prediction and rely on the traditional methods of sports psychology.

A&M Women's Basketball Coach Lynn Hickey says the team uses counselors on campus to help players cope with life on and off the court.

"We use a counseling service here on campus," Hickey says. "They do things with us concerning motivation, how to set goals and learning how to communicate. Things that a coaching staff we want to handle, but can't. There are some things that the kids need to handle alone with somebody else."

Hickey says the approach has helped her team become more cohesive as a unit and has given the team members an outlet for any problems or frustrations they may not be able to talk about with the coaching staff.

Friend says he would like to use the research he has done with LeUnes to become a consultant to major league baseball organizations on a full-time basis.

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