



Ken Rudolph upended Rennie Stennett but Pirates moved to within 1/2 game of the NL East lead

Bucs belt Cubs 11-3, close to within 1/2 game

CHICAGO (AP) — Richie Zisk got into the swing of things yesterday and did what seems to come naturally for the Pittsburgh Pirates whenever they face the Chicago Cubs.

Zisk pounded out five hits and Willie Stargell collected four more to lead a 21-hit assault in an 11-3 victory which lifted the Pirates within one-half game of the idle first place St. Louis Cardinals in the National League East.

"I've only been around parts of two seasons," said Zisk, "but everybody talks about how they like to hit when they come to this park. Our bats just seemed to wake up."

"It wasn't really unusual hitting for the Pirates since they matched their season high," he said.

The last time they got 21 hits in the game was against the Cubs in Wrigley Field earlier this year. The league high was 22 hits in a nine-inning game by the Cardinals against the Pirates.

The Pirates wasted a couple of singles in the second inning, then scored three runs in the third on singles by Stargell, Zisk, Sanguillen and

Rennie Stennett plus a couple of Chicago errors.

Stargell, who boosted his league-leading RBI total to 105, singled home Oliver in the fourth and doubled in another in the sixth. Zisk followed Stargell's double with a triple and scored on a sacrifice fly by Sanguillen.

The Pirates added two runs in the seventh when Stargell, Zisk, Sanguillen and Bob Robertson hit successive two-out singles.

The Cubs picked up a run in the ninth on a pinch-triple by Jim Hickman and a single by Peter Lacoek.

Roundup: Nastase fined

NEW YORK (AP) — Ilie Nastase, Romania's fiery-tempered tennis ace, was fined \$5,500 and given a stiff reprimand yesterday for his conduct in two U.S. tournaments.

Nastase was fined by the U.S. Lawn Tennis Association for arguing with linesmen and allegedly throwing his match at the U.S. Indoor Championships at Salisbury, Md., and for using profane language and bullying linesmen at the Western Championships at Cincinnati.

James Harrison "Babe" McCarthy has been named coach of the Kentucky Colonels, the American Basketball Association club announced yesterday.

McCarthy, who was head coach at Mississippi State for 10 years before joining the ABA as coach at New Orleans in 1967, announced his resignation as cage boss at the University of Georgia two days ago.

He succeeds Joe Mullaney, who quit several weeks ago to become head coach of the ABA's Utah Stars.

The Selling of Bobby Riggs

NEW YORK (AP) — Want to buy a piece of the Bobby Riggs action? Okay, just have a checkbook handy. And be prepared to put a lot of zeroes back of the first number you write — like, say, \$10,000 or \$100,000.

"Bobby is one of the most marketable commodities in show business," Dick Rubin, president of Dick Rubin, Ltd., said Saturday. "But he doesn't come cheaply and he's not being sold all over the lot."

Rubin should know. A one-time executive vice president of Music Corporation of America responsible for television, he now heads a worldwide corporation dealing in management of show business personalities, whom Bobby now is not the least.

If you're weary of seeing Bobby's hawkish, bespectacled face and hearing incessant chatter in that high-pitched voice every time you turn your TV dial to a talk show or ball game, send a letter of protest to Rubin.

He's the booking agent. "I don't know how much money Bobby will make before he's through," Rubin said. "A quarter of a million dollars? That estimate may be low."

From an obscure over-the-hill former tennis champion who has trouble beating his senior pals, Riggs has hustled his way into being one of the country's most controversial and



talked-about personalities, and into a gold mine.

"It all started with Jerry Perenchio," Rubin said. "Jerry and a roomful of friends were watching the Riggs-Margaret Court match on television in Palm Springs. Jerry was amazed at the excitement of his friends. Everybody was making bets."

"When the match ended, Jerry said, 'I've got to meet that guy.' I think he arranged an introduction through Tony Trabert, the tennis pro."

"The next thing I know, Jerry calls me and asks if I could help in handling

Bobby. I agreed."

Perenchio, a one-time Hollywood publicity agent, is president of Tandem Productions, which produces such popular TV shows as "All in the Family" and "Maude." He also is well known as the man, who with Jack Kent Cooke, put together the \$20 million Joe Frazier-Muhammad Ali fight, in which each boxer got a \$2.5 million guarantee.

One of the first things Perenchio did was promote a similar package for a match between Billie Jean King, the Wimbledon winner, and the 55-year-old Riggs at the Houston Astrodome Sept. 20.

Using big prize fight techniques, Perenchio set about making the event a super production. He sold television to ABC for a reported \$700,000. He made deals for beaming the show to 40 foreign countries. He scaled tickets at \$6 to \$100 and predicted a live gate of \$1,000 and \$689,000.

The prize was to be \$100,000 winner-take-all. But each player was promised \$100,000 in ancillary fees.

This is only part of the potential fortune that has accrued to Riggs, the loquacious little man from Newport Beach, Calif., who triggered it all by boasting, "I can beat any woman tennis player alive. They ought to stay home and tend to babies."

Bobby has been busy making public appearances to help promote the extravaganza — in most cases, for a price.

He did a commercial for a hair curler in an old movie lot at Culver City, Calif. They hauled up a big 747 plane. Eight men were made up to look like Riggs. Billie Jean walks in and says, "These men all look alike. I really wish they would break the mold."

At Forest Hills, prior to the U. S. Open Championships, Bobby donned a dress and played in a charity celebrity tournament.

Perenchio has set up a companion company called "Tandem Sports, Inc." The whole thing is built around Riggs. He's not Perenchio's client, he's not his partner. He's Jerry's new pot of gold.

Meanwhile, Rubin acknowledges he's busy getting Bobby on the proper television shows and in lucrative commercial spots. Bobby already has appeared on the Johnny Carson and Merv Griffin shows. He will reappear with Carson Sept. 17 and will be a guest of Bob Hope Sept. 26.

He has an acting role in the "Odd Couple," for showing in October. On Oct. 19 he will be featured in a CBS Special entitled "Shape of Things." He's to be Dean Martin's guest Dec. 28.

These brief appearances are the next thing to raiding a bank. Fees for most television shows range between \$5,000 and \$10,000.

The bandy-legged little tennis old-timer also has done a commercial for Hai Karate, an after shave lotion.

AP wirephoto

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The Penn State Folklore Society announces its Membership Drive

Where: HUB Ground Floor
When: Tues., Sept. 11 to Fri. Sept. 15
Memberships \$2.50 each

Members get discounts at Record Bar, for all Folklore Concerts, the Newsletter, and have access to our Record Library.

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Placement Service Introductory Meetings

Placement Orientation Meetings - Tuesday, Sept. 11 through Friday, Sept. 14 5th Period (2:20-3:30) 362 Willard EXCEPT Thursday (262 Willard)

Interview Skills Tape - 5th period:
Sept. 20 in 111 Chambers
Sept. 26 in 207 Chambers
Sept. 27 in 111 Chambers

EVENING SHOWINGS
7:00 P.M.
— all in 301 Boucke —
Sept. 19, 20, 26 and Oct. 4

University Calendar
Tuesday, September 11, 1973

SPECIAL EVENTS

Naiads Try-Out, 7 p.m., White.
Sports: Entries for intramural touch football, tennis singles, and team golf, Room 206 Rec Hall.

MEETINGS

Education Student Council, 7-8:30 p.m., Room 303 Boucke.

INTEREST GROUPS

Gamma Sigma Sigma, 7 p.m. Room 309 Boucke.
Campus Crusade for Christ, 7-10 p.m., HUB main lounge.
PSOC Main Club, 7:30 p.m., Room 10 Sparks.
Ukrainian Club, 7:30 p.m., Room 303 Boucke.
Orchests Try-Out (men and women), 2:30 and 7 p.m., South Dance Studio, White.
Women's varsity golf team, 2 p.m., White.

OFFICIAL

Drop-Add station open in HUB.

EXHIBITS

Kern Gallery — Shirley Sturtz, jewelry, prints, paintings. Paul Jay, pottery.
Museum of Art — Gallery A, PSU Faculty Show.
Zoller Gallery, Visual Arts — New Faculty Show.
Pattee Library — Circulation Lobby, "Retrospect," Janet I. Dougherty, multi-media drawings and paintings.