

Penn State faces Lock Haven

Lady Lions brace for brutal battle

By LIZ KAHN
Collegian Sports Writer

It just might be an all out, nothing-held-back, offensive battle.

When the undefeated field hockey team (3-0) travels to meet the venerable Lady Eagles of Lock Haven (2-0) at 3 this afternoon, virtually anything could happen — at least from an outsider's point of view.

The Lady Eagles began the defense of their 1981 Division I national championship title by downing Bloomsburg State last week 1-0, and Indiana of Pennsylvania 2-0 on Tuesday.

During its season last year, Lock Haven suffered from a loss only once, to register an impressive 18-1-2 record. But that single loss was dealt on Lady Lion Field when the Lady Eagles bowed to Penn State in a tight 2-1 match.

According to Lock Haven Coach Sharon Taylor, her team is up and aiming to get back that win.

"Every time we play Penn State it's a close game," Taylor said, "and hopefully we can perform in the best way we know how, to reverse last year's decision so it's in our favor this year."

But Penn State promises to be tough against Lock Haven, a team which has registered a 12-5-1 record against the Lady Lions since 1964.

Penn State began a six-game road swing last weekend when they beat Purdue and Ohio State in Columbus. Although they are coming away from three straight wins (one at home against Princeton), the play just might have been a little too close for the comfort of Head Coach Gillian Rattray and her two-time Division I national championship team.

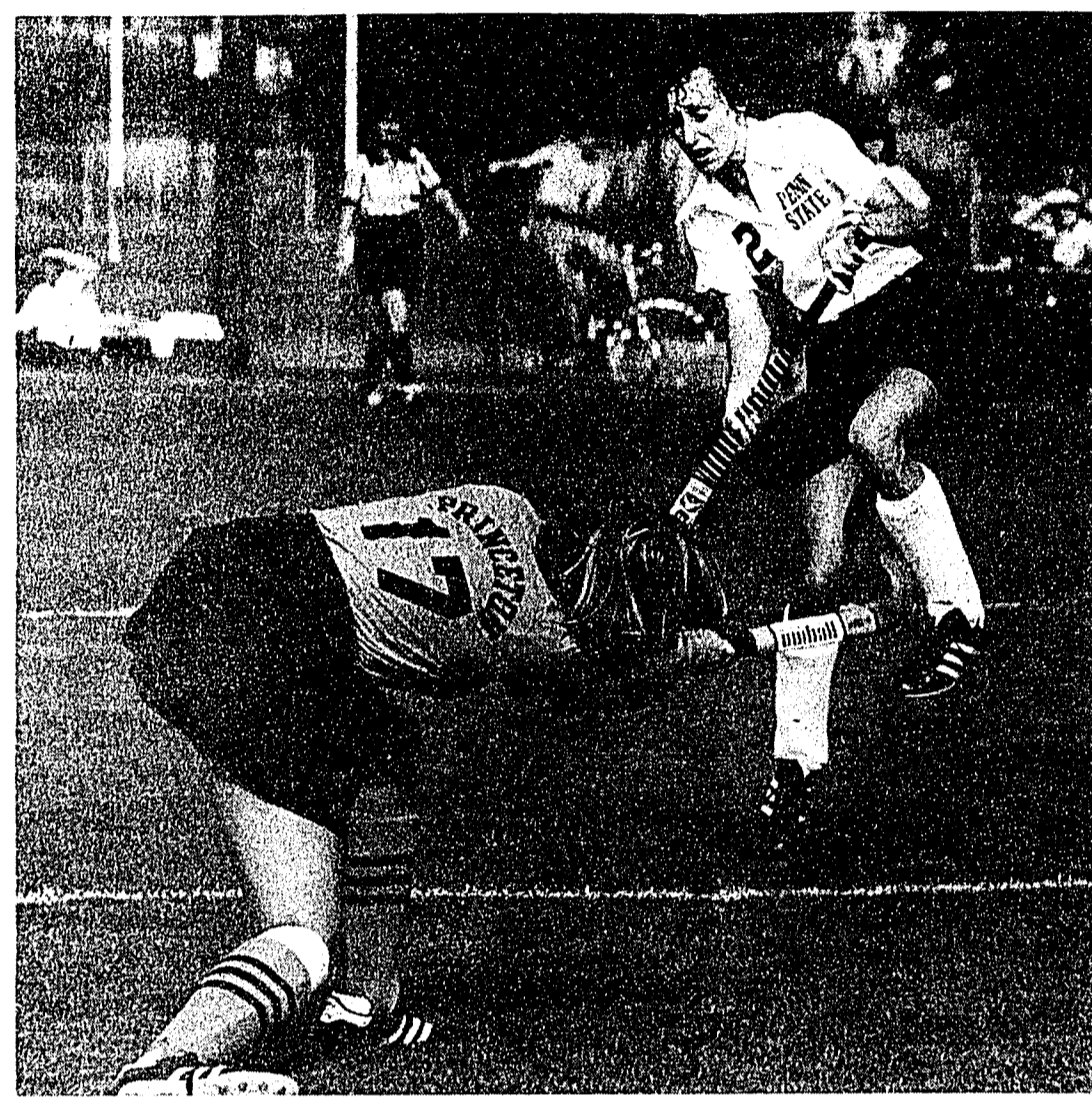
In all three of its matches this season, Penn State has failed to score in the first half. And contrary to their performance in other years, the Lady Lions so far haven't been the fast shooting, high scoring team that most of their opponents expect them to be.

Senior Tracy Houston said she thinks, for that reason, today's game will be very important.

"The ball just hasn't been going in the cage," she said. "We have to penetrate more and have good, concise angled shots without being too anxious. Lock Haven is always ready for us, so we have to concentrate and be ready for them, as well as for every game."

According to Houston and senior midfielder Judy Mahaffey, the Lady Lions have been practicing a lot of role play, or shooting on goal, in order to build up their offense.

"We've dominated every team, but we just



Senior Tracy Houston (2) and the field hockey team (3-0) hope to continue in its winning ways as the Lady Lions travel to Lock Haven to battle the Lady Eagles at 3 this afternoon.

have to work hard offensively to score a few more points." Mahaffey said. "We really need a good game and Lock Haven wants us. We just have to find that cage."

So, it appears that each team knows what it will have to do in order to come out the victor in today's "battle." Scores, goals, and goals again.

An important factor in this afternoon's match, aside from the need for strong offense, is the location of the game.

NFL strike feared to affect beer sales

By TOM JORY
Associated Press Writer

NEW YORK — Advertisers for beer and other products pitched to the millions of men who watch professional football on TV were looking yesterday for new ways to push their wares as the players' strike headed toward its first weekend.

"We're going to look at alternative programs, but for now we plan to stay with whatever substitute programming the networks offer," said Jerry Solomon, an executive vice president at the Darcy, McManus & Masius advertising agency, whose clients include the Anheuser-Busch Cos.

"It would be nice and easy and better if there were no strike," Solomon said, "but a limited strike — two or three weeks? — won't have any real effect on us."

NFL players began their first in-season strike after ABC's broadcast of the New York Giants-Green Bay Packers game Monday night. An ABC game between Atlanta and Kansas City, scheduled for tonight, would be the first affected by the walkout.

ABC announced plans to broadcast a theatrical film, "The Cheap Detective," and a special edition of the network's "20/20" newsmagazine, instead of the game.

NBC planned to substitute live professional football from Canada for its regular slate of NFL games, and Curt Block, a network vice president, said, "When we thought it was NFL, we were sold out, and no one has pulled away yet."

Chrysler Corp., which planned to spend 25 percent of its fall advertising budget on NFL football, was the first to announce an advertising arrangement with cable TV entrepreneur Ted Turner.

Turner's Atlanta-based superstation, WTBS, would carry a series of all-star games now being considered by the NFL Players Association.

Other auto manufacturers expressed anxiety, but indicated a willingness to wait. "We're going to play it loose for a while," said Doug McClure, Ford division advertising manager for Ford Motor Co.

There are alternatives — college football, magazines like Sports Illustrated — but for some sponsors like Budweiser Light, an Anheuser-Busch product, a prolonged strike could be damaging.

The networks would be affected by a long strike, too. The three — ABC, CBS and NBC — recently signed a \$2.1 billion, five-year contract with the NFL, and would not pay the league for canceled games. See related story, Page 12

Penn State may benefit in latest TV development

In living rooms coast-to-coast, weekly Penn State football on cable video may eventually be more than a possibility.

In a court decision on Sept. 15, U.S. District Judge Juan Burciaga held that "the right to telecast college football games is the property of the institutions participating in the games, and that right may be sold or assigned by those institutions to any entity at their discretion."

Burciaga further held that, "The contracts for the televising of college football for the 1982-1985 seasons between National Collegiate Athletic Association and American Broadcast System, Columbia Broadcast System and Turner Broadcast system violate . . . the Sherman Antitrust Act . . . and are therefore void and of no effect."

Schools appearing more often than others would also have a tremendous recruiting asset. What first class athlete with professional potential would resign himself to the relative obscurity of small-time football without the kind of publicity and exposure frequent television coverage could bring?

So, with all these obvious benefits to Penn State and other major football schools, why should there be any reluctance to plunge into the college television market?

One of the more important reasons is that some of the smaller schools are going to take a real beating if and when the scramble for the big money really starts.

Some schools are just not going to be able to compete in a marketplace where popular winning teams are available for broadcast every week. The lost revenue from television broadcast contracts previously ensured by membership in the NCAA could be devastating to small college athletic programs.

On the surface this would seem to provide the Penn State athletic department with a real opportunity. The primary bonus of negotiating your own TV contracts is, of course, the money. However, this would not necessarily benefit only the football team.

"We want to be able to generate enough money to protect our intercollegiate program," Penn State football Coach Joe Paterno said yesterday at his weekly press conference. "Because, unless we can generate more income, we're not going to be able to buy field hockey sticks for the women's field hockey team, we're not going to buy tennis rackets, we're not going to travel, we're not going to do a lot of things."

"I don't think it's fair to constantly raise (football) ticket prices so that we can support the other 27 sports. We have to find some way to protect the facilities we have, all the tennis courts, all the things that are maintained by athletic funds, by football. Period."

Penn State also stands to benefit in terms of exposure because under NCAA regulations schools were only permitted to be televised six times in two years. With that regulation out of the way the more popular college teams would be able to appear as often as they were able to sell themselves.

All the resulting chaos of the television contract negotiation problem was forseen last year by Paterno and others with the formation of the College Football Association. The CFA was formed by major college football powers looking for a more equitable television contract package than was being offered by the NCAA.

"We wanted to put together a package that protected the people we felt it was important to protect, like Rutgers, Virginia, Iowa State, Kansas State, people like that," Paterno said.

Unfortunately, some of the larger institutions never gave full support to CFA. As a result, college football programs now face the challenge of independent negotiations.

Independent negotiation of college football television contracts has some very serious implications. Not all of which bode well for college football specifically and collegiate athletics in general. The decisions reached in the courts in the upcoming months will affect every institution with a sports program.

While the chaos of mid-season television negotiation has been temporarily averted, the issues it involves still remain to be resolved. Independent negotiations are not the answer to the NCAA's restrictive contract provisions. Persons responsible for collegiate athletics would do well to examine the CFA's contract proposals rather than enter the arena of independent negotiation.

"I have three telephone calls right now," said Paterno holding up some message forms. "I have three people waiting to talk to me about coming up here and making some deals."

But Paterno has long been aware of the chaos that would result if each school were free to negotiate its own multi-million dollar deals.

"I hope the NCAA gets a stay so that people can sit down . . . and negotiate a package with a fairer share of the money," Paterno said. "I don't think Penn State wants to be out on the street right now negotiating our . . . games when its going to affect other people. We don't want to get rich at the expense of other people."

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

Eric Ewing is a 10th-term administrator of justice major and a sports columnist for The Daily Collegian.

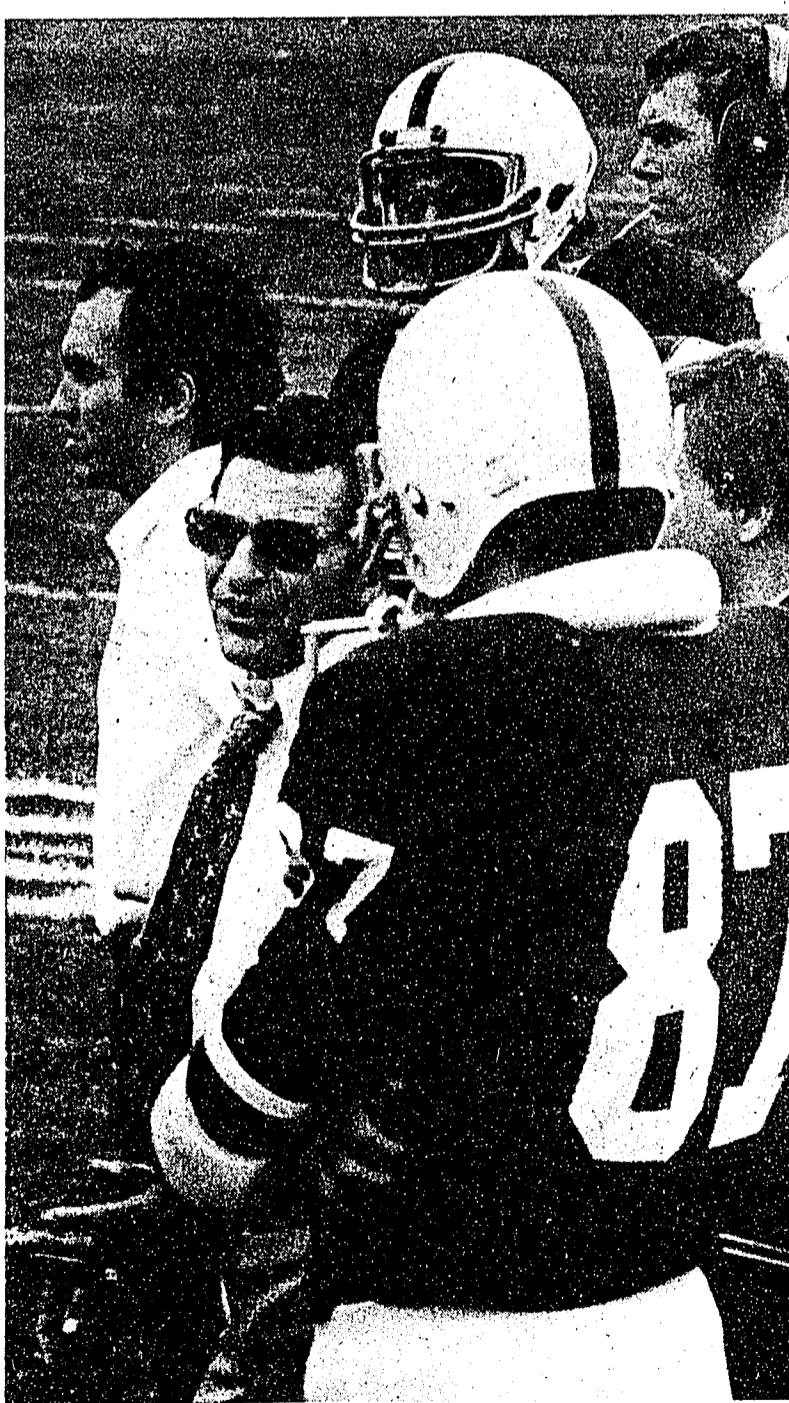


Photo by Robert Hammer

"I don't think it's fair . . . to constantly raise (football) ticket prices so that we can support the other 27 sports. We have to find some way to protect the facilities we have."

— Penn State Coach Joe Paterno

Sullivan looks to salvage year at Open

By TOM SALADINO
AP Sports Writer

COLUMBUS, Ga. — Fortunately for Mike Sullivan, whose year has been a virtual disaster, the touring golf pros are in Columbus this week for the Southern Open, a tournament that has been a savior for the former University of Florida star in the past.

And Sullivan, who is far down on the money list with less than \$25,000 this year, is anxiously awaiting today's opening round after winning here in 1980 and losing in a playoff to defending champion J.C. Snead a year ago.

"Hopefully I can get back my game here,"

Sullivan said. "Right now I don't have an awful lot of confidence but I have played well here and anywhere you play well, you have good feelings about the course."

Favorites in the field for the \$45,000 first prize in the \$250,000 event over the par 70, 6,791-yard Green Island Country Club course include Snead, Andy Bean, George Burns, Hale Irwin, Larry Nelson, Bobby Clampett and Payne Stewart.

Sullivan, 25, earned his only four victory here in 1980 when he won nearly \$148,000 — his best season — and lost here last year when he bogeyed the second playoff hole but still earned \$95,000 for the year.

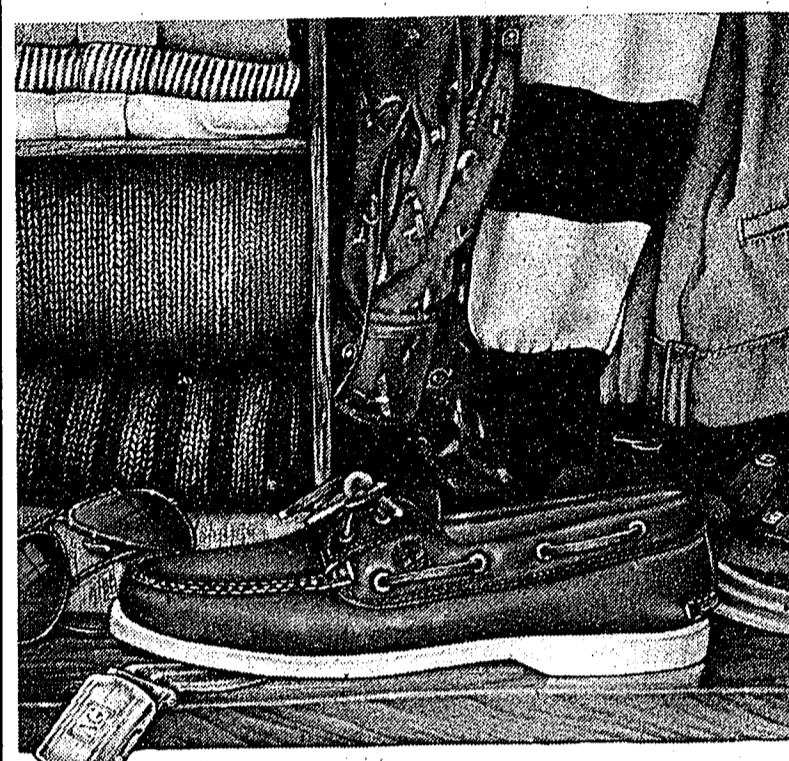
But, this year has been the most frustrating

ever for the 6-foot-2, 210-pound blond, he admits. "I expected to have a good year," he said. "I won a pro-am at home in Gainesville and in the first tournament this year, hit it close but couldn't make any puts."

"Then I tried to hit it closer and ended up hitting it worse. I say it's been my putting but still I think it's just been kind of like I've been behind the 8-ball from the start."

Still, Sullivan has not lost confidence in his ability to come back again.

"I think, more than anything else, I can learn from this year," Sullivan said. "To be patient and put things into proper perspective, realizing it's not a life or death matter."



THE ONLY SHOE THAT'S FITTING.

The Timberland® boat shoe is the perfect addition to any wardrobe. It has waterproof brown leather uppers that stay soft and supple, solid brass eyelets that won't rust, and a permanently bonded soft, white Vibram® sole for longer wear.

It's the classic boat shoe with one big difference: Timberland quality. Available in styles for men and women.

THE SHOE FACTORY

Self-Service Discount Prices
College Ave. Under The Campus Casino
238-0321 Open daily 10-8 Sat. 10-6

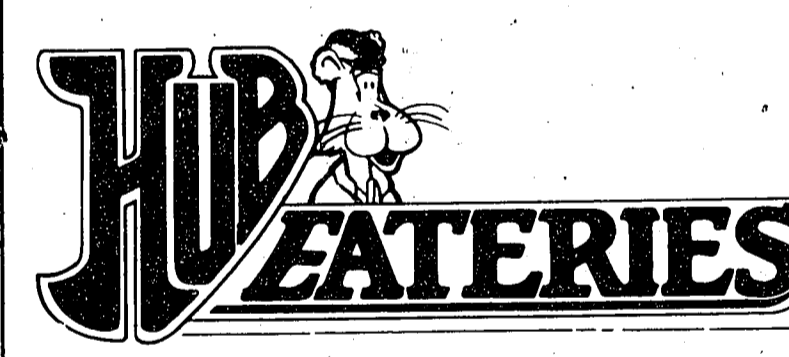
Student Foundation for the Performing Arts presents:

SKFA

The Chestnut Brass Co.

Saturday, Sept. 25 at 8
After the game
Schwab Auditorium
Free with I.D.

Concerned consumers read Collegian ads. Right?



The Founders Room announces . . .
The first of our Thursday night special dinners, September 23, 4:30 to 6:30 pm.

- Featuring:
- Seafood O'Brien on bed of rice 4.10
 - Maryland Style Chicken 3.75
 - Pot Roast of Beef 3.90

above entrees include salad bar, potato, choice of vegetable, rolls, and beverage.

Antipasto Platter 3.15

includes salad bar, rolls, and beverage.

Appetizers and Desserts a la carte.

Founders Room Special Dinner Coupon

Any appetizer or dessert free with entree purchase with this coupon

Good 9/23/82 only. Limit one per customer

The Daily Collegian Thursday, Sept. 23, 1982-11

FRESHMEN intending to Major in Journalism

Scholarships Available — \$300

Application Deadline — Thurs. Sept. 30
Fill out an application form NOW in Room 216 Carnegie Building

Wake up with the daily **Collegian**

When there finally isn't any Question

We have the Answer.

Moyers. The diamond engagement ring specialists. Get to know us.

moyers jewelers
COLLEGE AND ALLEN, OPPOSITE OLD MAIN

Registered Jeweler American Gem Society IJO Diamond Importer Independent Jeweler Organization

BANK WITH US AND WE'LL BUY YOU LUNCH!

Service with the personal touch is yours at Farmers Community Bank. Visit our convenient offices, including the downtown State College office on Pugh Street, just a block from campus, for:

- CHECKING made easy with monthly statements.
- STATEMENT SAVINGS at 5 1/4% interest . . . the highest allowed by law.
- PLUS CERTIFICATES OF DEPOSIT, Money Market Plans, IRAs, Personal Loans, Cash Management, and Trust Department; everything you need your bank to be.

You deserve a break today

LUNCH AT McDonald's IS ON US

when you open a new checking or savings account at Farmers Community Bank.*

*Minimum savings deposit \$500. Other equities 100.00. One per customer.

WHEN YOUR BANKING WON'T WAIT TILL MONDAY . . .

Farmers Community Bank is open Saturday, 9 to noon. PLUS . . . use your COMBINATION card anytime, day or night. The COMBINATION is located next to our Pugh Street office.

FARMERS COMMUNITY BANK

STATE COLLEGE LEMONT • PORT MATILDA • BOALSBURG • MILLHEIM Member FDIC