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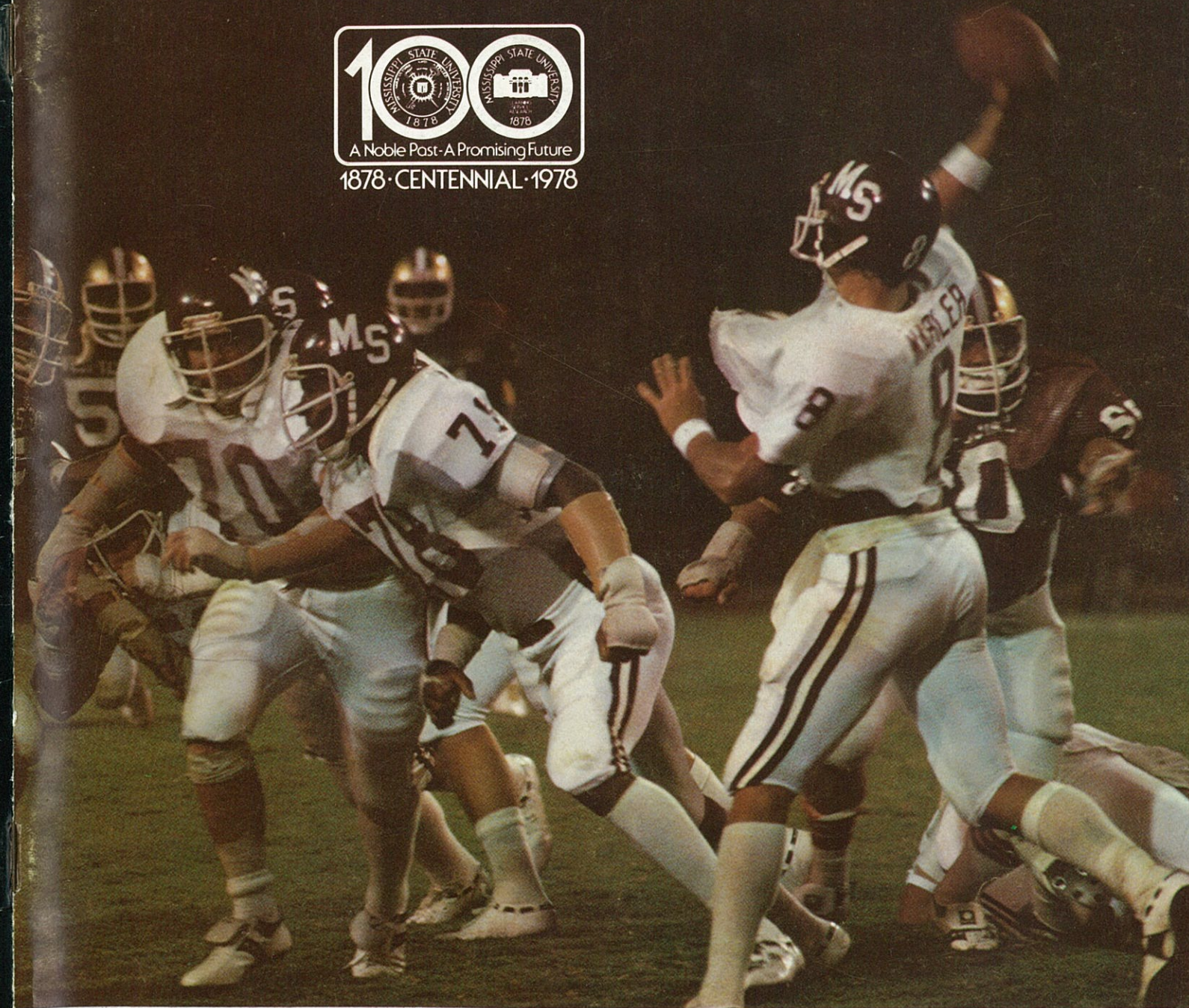
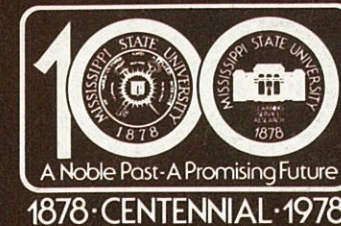


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MISSISSIPPI STATE UNIVERSITY

OFFICIAL SOUVENIR
MAGAZINE / ONE DOLLAR

BULLDOGS



MISSISSIPPI vs. FLORIDA
STATE STATE

HOMECOMING / SCOTT FIELD

1978

OCTOBER 14

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- Van Landingham Lumber Company
Starkville/323-2212
- Universal Steel Buildings, Inc.
Grenada/226-4512
- Simmons Building Systems, Inc.
Starkville/323-1630
- Coleman Construction Company
Hattiesburg/582-2237
- Belzoni/247-1642
- Harpole Steel Buildings
Columbus/327-1476
- Deco Construction Company
Gulfport/863-5615

We're doing what you need, and have been since 1890.



Some branches aren't that old, but then heritage stays in the family no matter where you go.

And Merchants & Farmers has been going places. In Starkville, many local residents, alumni, students and faculty members of Mississippi State University regard us as "their bank". However proud we are of this fact, it's not unusual for a bank that responds to peoples' needs to grow. We were first in Starkville with charter free checking, longer hours and Saturday banking.

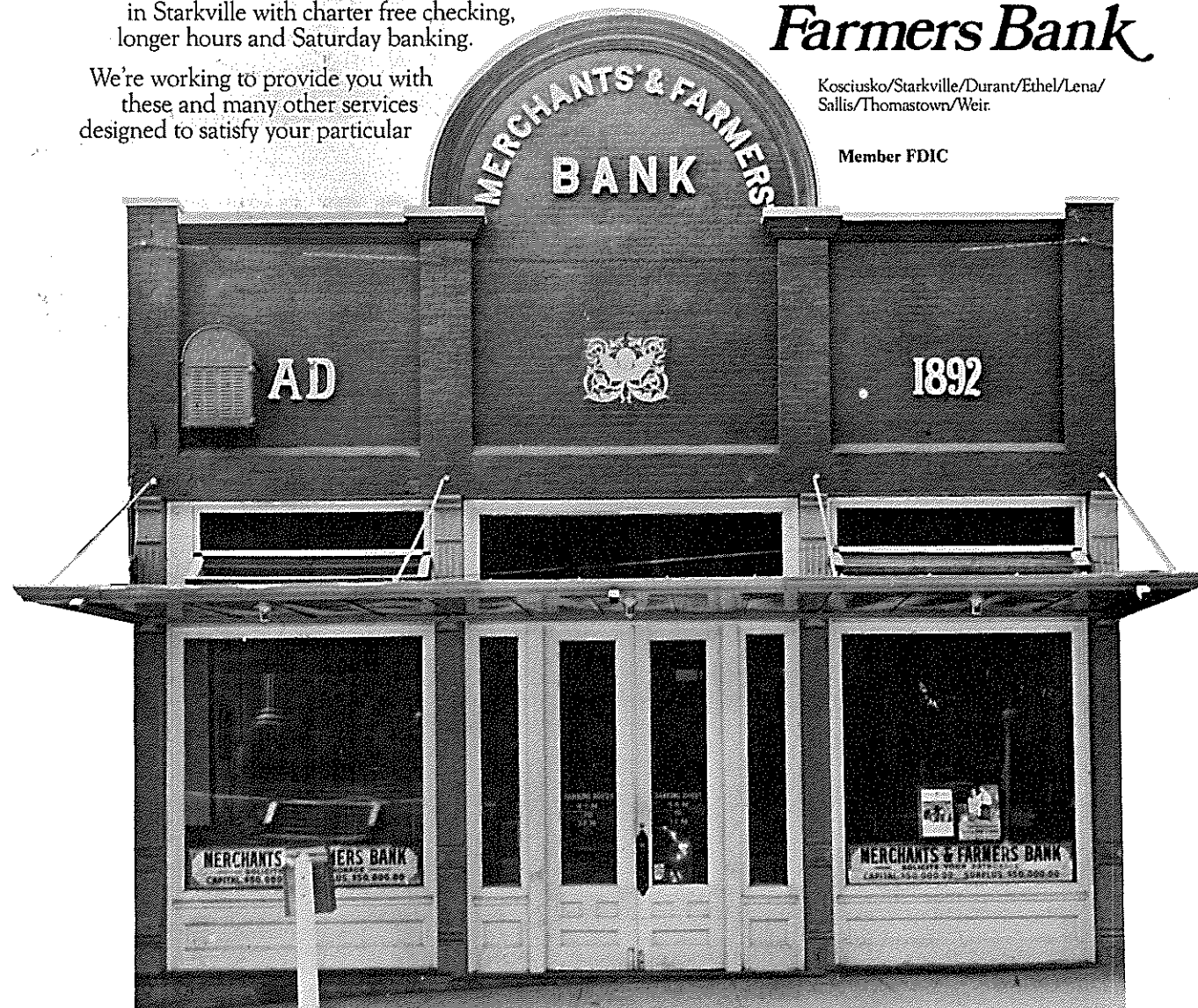
We're working to provide you with these and many other services designed to satisfy your particular

banking needs. That's why at Merchants & Farmers, we say our services are "total" . . . because you couldn't ask for more.

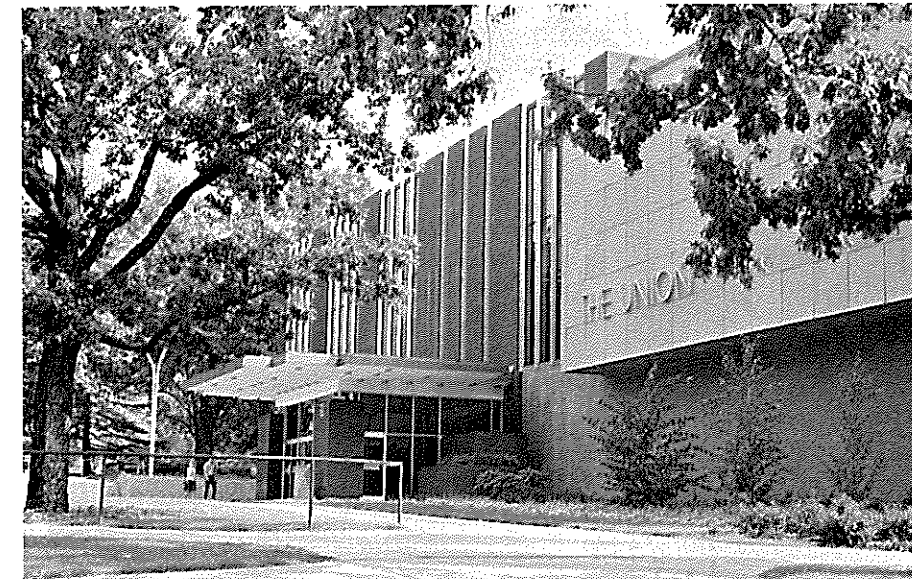
Merchants & Farmers Bank

Kosciusko/Starkville/Durant/Ethel/Lena/
Sallis/Thomastown/Weir.

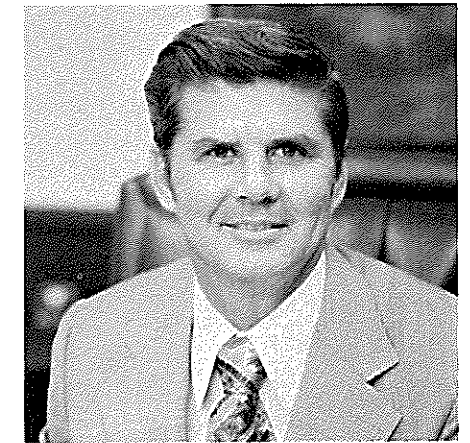
Member FDIC



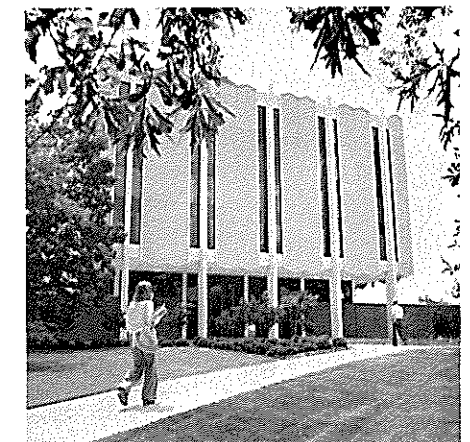
MISSISSIPPI STATE UNIVERSITY



The Union



Dr. James D. McComas
President



Allen Hall
Administration Bldg.

Currently in its Centennial year, Mississippi State has gained a far-reaching reputation for its innovations, research, and an expanding curriculum since it was founded on Feb. 28, 1878.

Its first president, Stephen D. Lee, took the first small steps which led to today's giant strides at MSU in the field of education in Mississippi. But the university has not rested on its past laurels.

The addition of the College of Veterinary Medicine and the School of Agriculture represents an investment of \$30 million and gives the university one of the most well-rounded curricula in the country. Located in the rolling hills of Northeast Mississippi's prairie region, just a few hours drive from the most distant point in the state, Mississippi State University is the largest institution of higher learning in the Magnolia State and one of the fastest growing schools in Dixie.

When Mississippi State's first football team (then Mississippi A&M) made its debut under a student coach in 1895, only two courses,

agriculture and mechanical arts, were available to the 213 students then enrolled.

Prior to that date, agriculture was the only course offered from the initial opening on October 6, 1880 (the school actually was founded two years earlier), when 136 students of college grades came by train, buggy and on foot, to launch Mississippi's land grant college on an eventful career.

Appointed Mississippi State's 14th president in July, 1976, Dr. James McComas was formerly Dean of the College of Education at the University of Tennessee, Knoxville. Dr. McComas succeeded Dr. William L. Giles, former President of the Southeastern Conference, who retired after serving as the university's chief administrator from 1966-76.

During the past decade MSU has enjoyed its greatest building program. Recently occupied is the \$2 million McCool Hall, which houses the School of Business and Industry. McCool Hall faces the parade grounds, adjacent to the Union. The Cobb Institute of Archeology, opposite Hilbun Hall, has also been oc-

cupied in the mid-1970's.

Work was completed late in 1975 on the \$6 million George D. Humphrey Coliseum, which seats 10,000 in air-conditioned comfort. This structure is located north of McArthur Athletic Dormitory, adjacent to Dudy Noble Field, the Bulldogs' sparkling baseball park, which was the home of the NCAA South Regional championship from 1973-75.

The much-needed multi-purpose building houses all offices of the MSU Athletic Department. Near the Coliseum is the recently-completed MSU Physical Fitness Complex, which includes one of the nation's finest indoor workout areas.

Many new buildings have been completed in the past several years and others have undergone complete renovation. Major projects recently finished include the new Extension Service Building, located west of Scott Field, and the new Simrall Electrical Engineering Building, adjacent to the Seed Lab.

A new hospital building for the College of Veterinary Medicine will be the next addition to the MSU skyline.



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1978 Bulldog Schedule

SEPTEMBER 2



MISSISSIPPI MEMORIAL STADIUM
JACKSON, MISSISSIPPI

WEST TEXAS STATE
"Buffaloes"

7:30 p.m.

SEPTEMBER 9

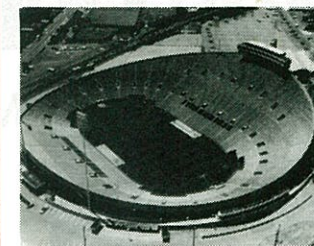


TEXAS STADIUM
IRVING, TEXAS

NORTH TEXAS STATE
"Mean Green"

7:05 p.m.

SEPTEMBER 23



LIBERTY BOWL
MEMPHIS, TENNESSEE

MEMPHIS STATE
"Tigers"

7:30 p.m.

SEPTEMBER 30

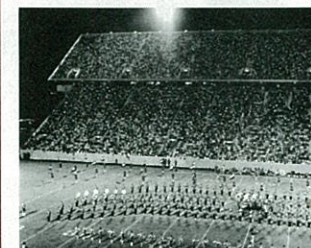


FLORIDA FIELD
GAINESVILLE, FLORIDA

FLORIDA
"Gators"

7:00 p.m. (EDT)

OCTOBER 7



ROBERTS STADIUM
HATTIESBURG, MISSISSIPPI

SOUTHERN MISSISSIPPI
"Golden Eagles"

7:30 p.m.

OCTOBER 14



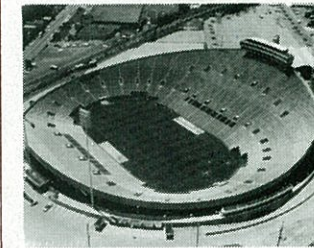
SCOTT FIELD
STARKVILLE, MISSISSIPPI

Homecoming

FLORIDA STATE
"Seminoles"

1:30 p.m.

OCTOBER 28



LIBERTY BOWL
MEMPHIS, TENNESSEE

TENNESSEE
"Volunteers"

1:30 p.m.

NOVEMBER 4



LEGION FIELD
BIRMINGHAM, ALABAMA

ALABAMA
"Crimson Tide"

1:30 p.m.

NOVEMBER 11

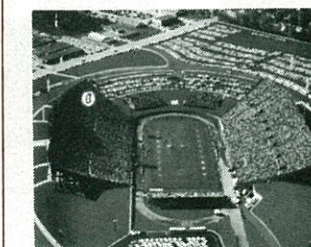


SCOTT FIELD
STARKVILLE, MISSISSIPPI

AUBURN
"War Eagles"

1:30 p.m.

NOVEMBER 18

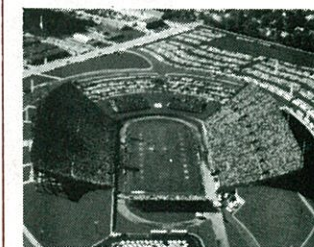


MISSISSIPPI MEMORIAL STADIUM
JACKSON, MISSISSIPPI

L. S. U.
"Tigers"

1:30 p.m.

NOVEMBER 25



MISSISSIPPI MEMORIAL STADIUM
JACKSON, MISSISSIPPI

OLE MISS
"Rebels"

1:30 p.m.

BOZEMAN FARMS

P. W. BOZEMAN AND DUDLEY BOZEMAN (Alumnus '63)

... PUREBRED CHAROLAIS CATTLE
... COTTON
... SOYBEANS

MAIN OFFICES IN FLORA, MADISON COUNTY
"THE HEARTLAND OF MISSISSIPPI"



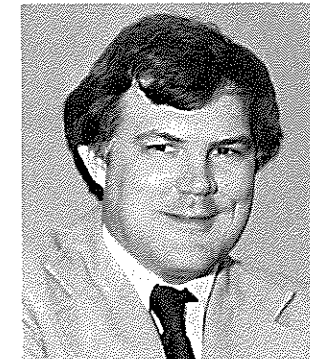
"AGRICULTURE IS THE BACKBONE OF OUR NATION
AND OUR COMMUNITY—AND WE'RE PROUD TO BE
A PART OF IT"



MISSISSIPPI STATE ATHLETIC ADMINISTRATION



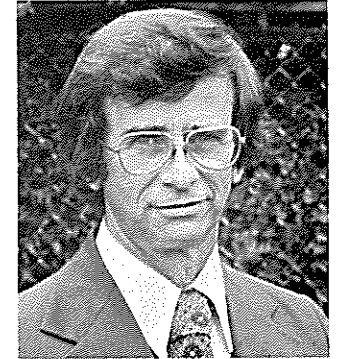
Bob Tyler
Athletic Director



Alan Jones
Associate Athletic Director



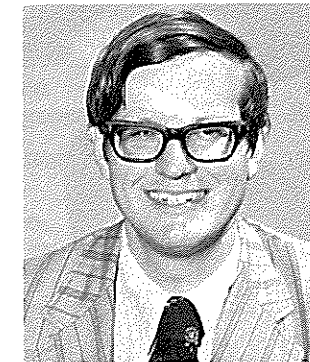
Bob Hartley
Assistant Athletic Director
Public Relations



Dr. Donovan Horn
Faculty Representative



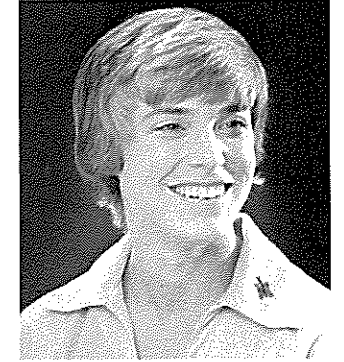
Larry Templeton
Business Manager



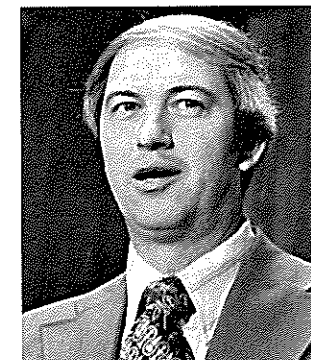
Bo Carter
Sports Information Director



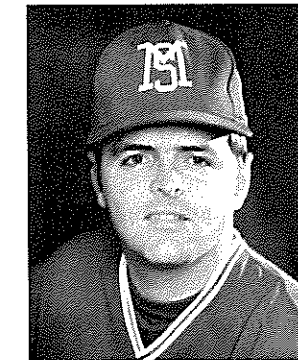
Sally Robertson
Ticket Manager



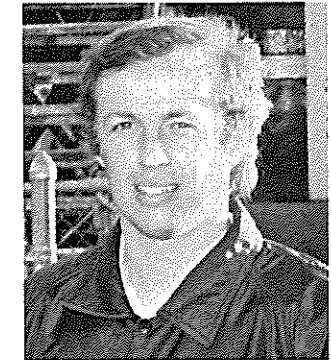
Libba Birmingham
Coordinator Women's Athletics



Jim Hatfield
Head Basketball Coach



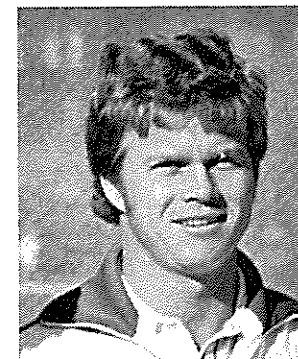
Ron Polk
Head Baseball Coach



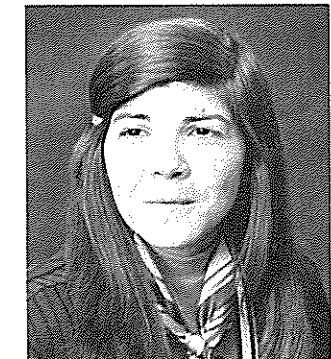
Don Hunt
Head Track Coach



Ronnie Moore
Golf Coach



Chris Baxter
Tennis Coach



Peggy Collins
Women's Basketball Coach



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OF COMMERCE**

of Mississippi

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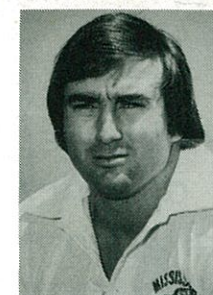
Locations: Aberdeen • Amory • Artesia • Brooksville • Columbus • Hamilton • Maben • Starkville



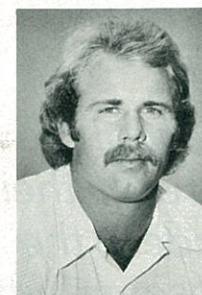
Jimmy Sharpe
Asst. Head Coach
Offensive Coordinator



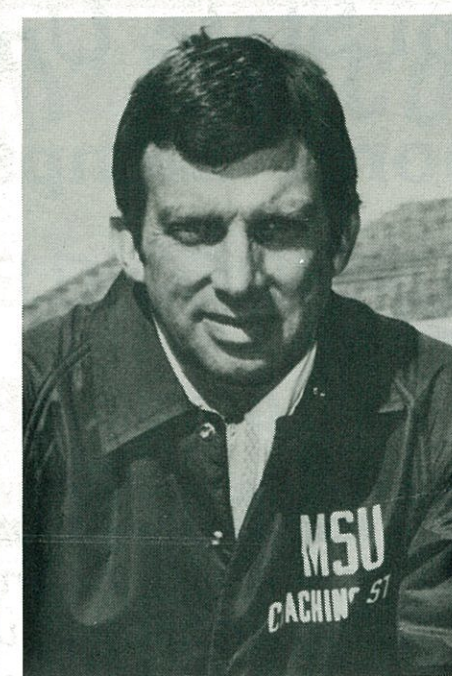
Rocky Felker
Quarterbacks



Steve Sprayberry
Offensive Line



Bruce Arians
Passing and Receivers



Bob Tyler
Head Coach



S. E. Sullins
Defensive Coordinator
Linebackers



Charles Garrett
Defensive Ends
Administrative Asst.



Ronnie Gray
Defensive Interior Line

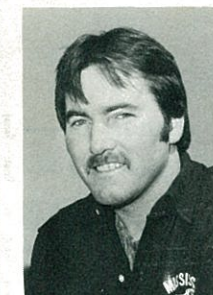


Marc Dove
Secondary

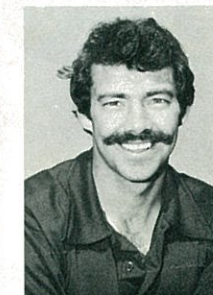
BULLDOG FOOTBALL STAFF



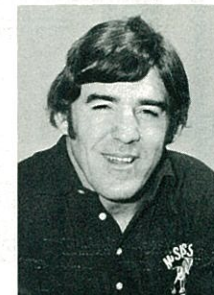
Ted Gullette
Assistant Coach



Ronnie Hill
Assistant Coach



John Lamberth
Assistant Coach



J. E. Loiacano
Assistant Coach



Jack Davis
Asst. Athletic Director
Recruiting



Wesley Reed
Chief Recruiter

Bob Tyler, who capably directs 10 intercollegiate sports while serving as head football coach, is in his third year with the dual roles of coach and director of athletics.

Named head football coach at State in Nov., 1972, the native of Water Valley, Miss., assumed the twin roles in May, 1976.

One of the outstanding football tacticians and organizers of staff in the South, Tyler guided the 1974 Bulldogs to a 9-3 season, including a 26-24 triumph over North Carolina at the Sun Bowl in El Paso, Texas.

During that campaign he was named National Churchmen's Hall of Fame Coach of the Year after guiding the team to the second-best season record in Mississippi State football history. Only the 10-0-1 mark of the 1940 team topped the '74 worksheet.

But the MSU head coach has also been in high demand as a lecturer and coach of post-season classics.

After the 1977 season he address-

ed the Medalist World of Coaches Clinic in Hot Springs, Ark., the Football Coaches Clinic in Binghamton, N. Y., and the Scholastic Coach Clinic in Shreveport, La.

He has also received invitations and coached in the 1975 Blue-Gray Classic in Montgomery, Ala., and in the North-South Shrine Game at the Silverdome in Pontiac, Mich., at the conclusion of the 1976 season.

Since 1973 when he took over the head coach's reins, 22 of his players have performed in various all-star games from Tampa, Fla., to Tokyo, Japan, and 21 Bulldog footballers have inked professional contracts.

Tyler heads one of the most well-rounded athletic programs in the Southeastern Conference and has brought new vitality and record attendance figures to the Mississippi State football program.

State's 1977 grid attendance was the highest count in school history, with 498,189 fans observing the Bulldogs in action.

Three of his five teams have jumped into the nation's Top 20 surveys of the wire services.

Active in community functions and charitable causes, Coach Tyler is a member of the First Methodist Church of Starkville and is currently writing a book entitled, "Let's Win Something Today." He has already authored a pamphlet called "Little Guy" for youngsters playing football or wanting motivation in their early lives.

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	June 10 — June 16	
MEN'S BASKETBALL:	June 17 — June 22	3 sessions
	June 24 — June 29	
	July 8 — July 13	
BASEBALL:	June 10 — June 15 (ages 9-12)	2 sessions
	June 17 — June 22 (ages 13-Jr. Year in High School)	
TENNIS:	June 8 — June 10 (adults)	3 sessions
	June 10 — June 16 (junior)	
	June 17 — June 23 (junior)	
WOMEN'S BASKETBALL:	June 11 — June 16	2 sessions
	July 15 — July 20	

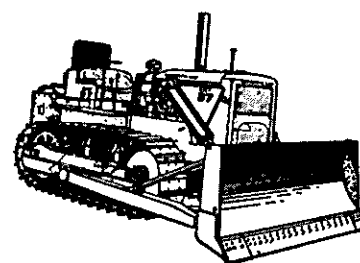
For information write:

Mississippi State Sports Camps
Athletic Department
Drawer 5327
Mississippi State, Mississippi 39762
Phone: (AC 601) 325-2311

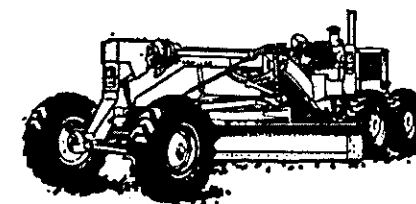
W.S. "RED" HANCOCK, INC. OIL FIELD CONSTRUCTION

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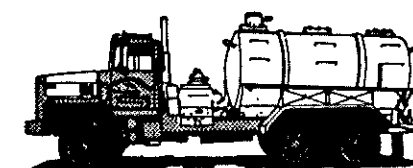
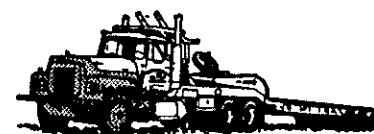
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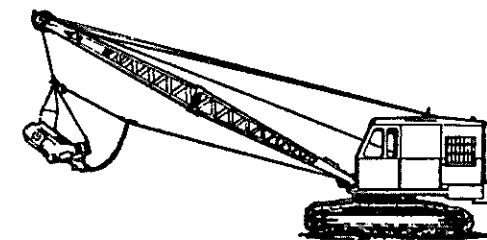
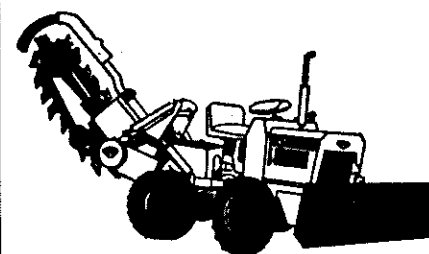


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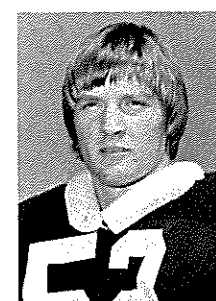
David Bean



Richard Blackmore



Steve Breeland



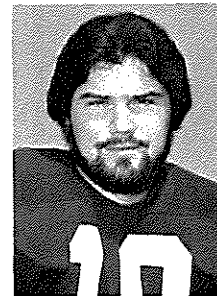
Jimmy Giles



Lonnie Greene



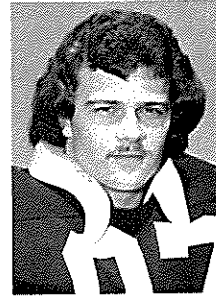
Alan Hartlein



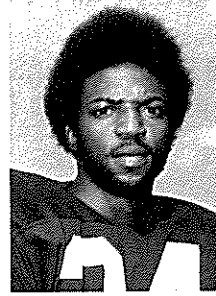
Charlie Brentz



Dwayne Brown

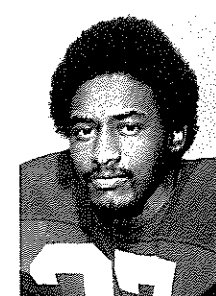


Glenn Buford

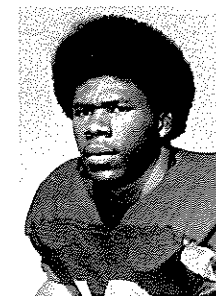


Don Burrell

MEET THE BULLDOGS



Stanley Howell



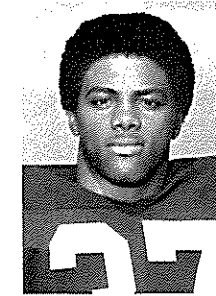
Gerald Jackson



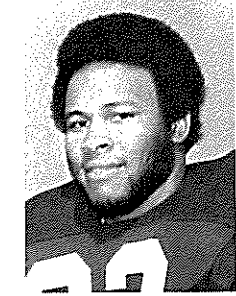
Keith Jackson



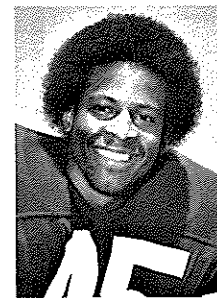
Willie Jackson



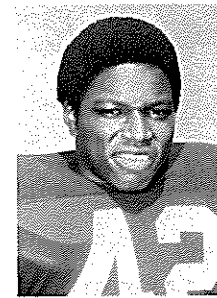
Kenny Johnson



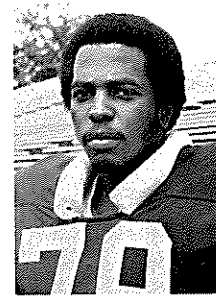
James Jones



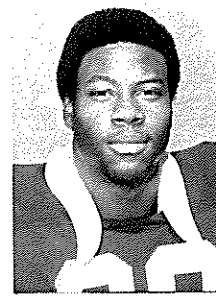
Robert Chatman



Fred Collins



Glenn Collins



Johnie Cooks



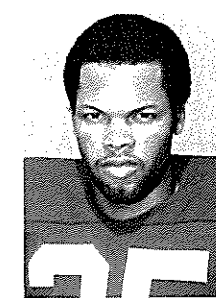
Steve Jones



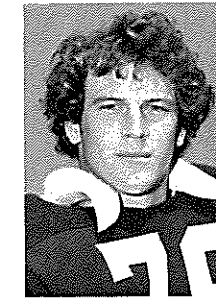
Tyrone Keys



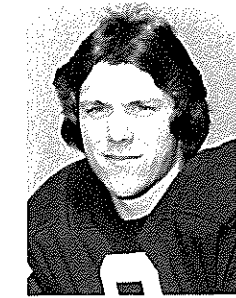
Art Lamm



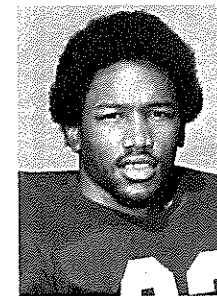
Otis Lockhart



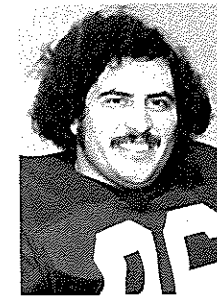
Chuck Maier



Dave Marler



Len Copeland



James DiLorenzo



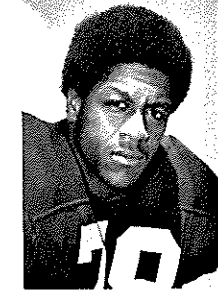
James Otis Doss



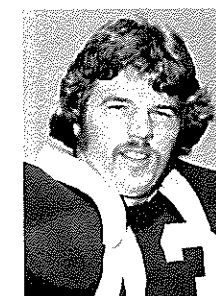
Don Edwards



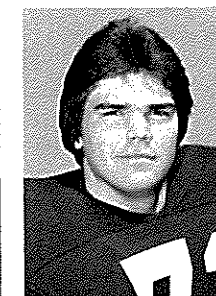
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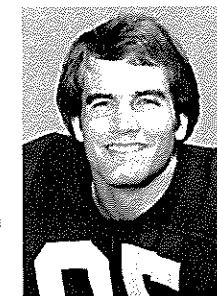
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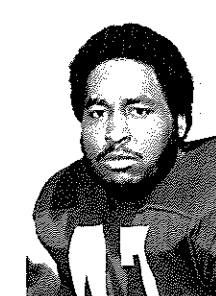
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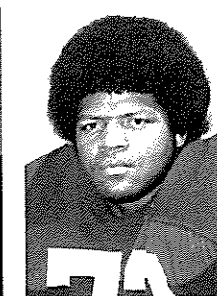
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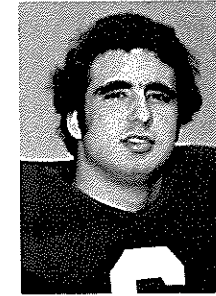
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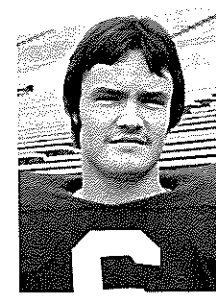
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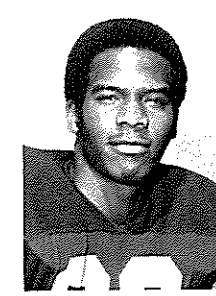
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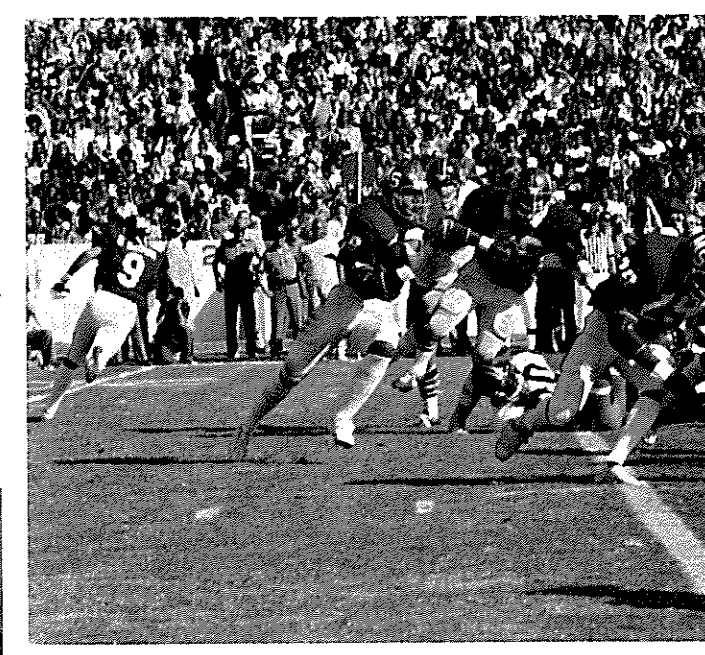
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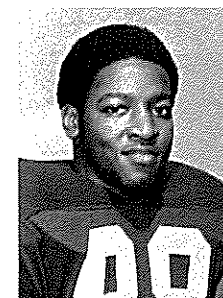


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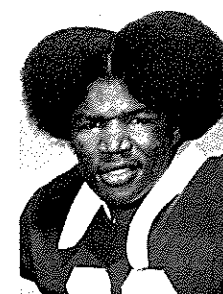
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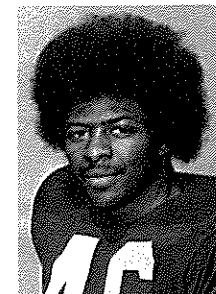
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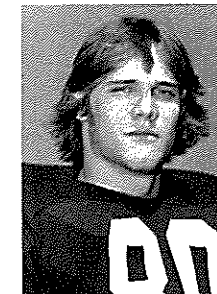
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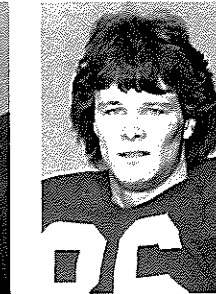
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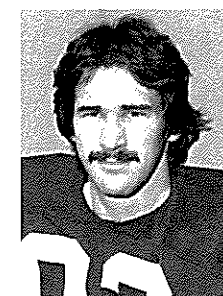
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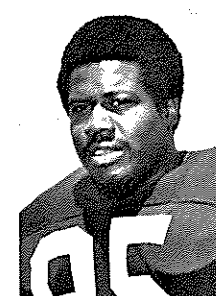
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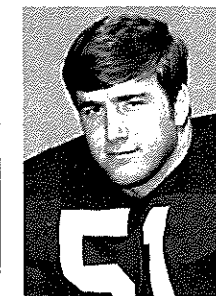
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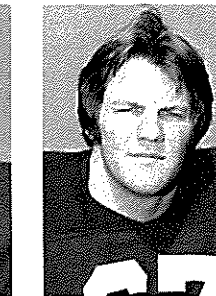
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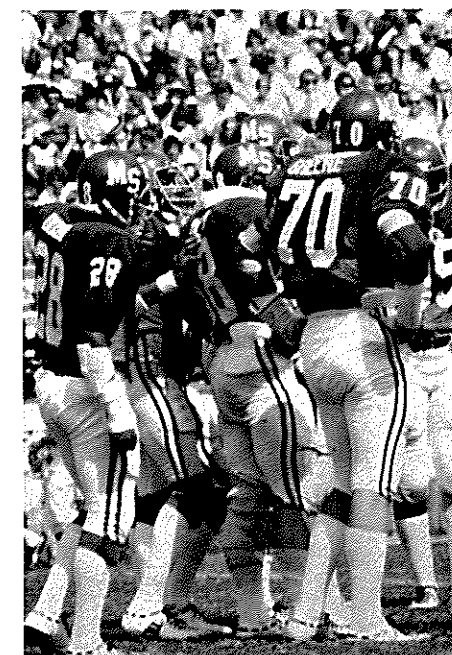
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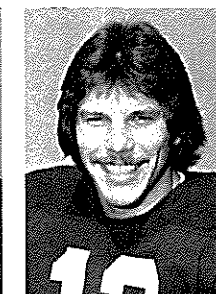
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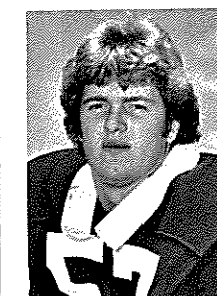
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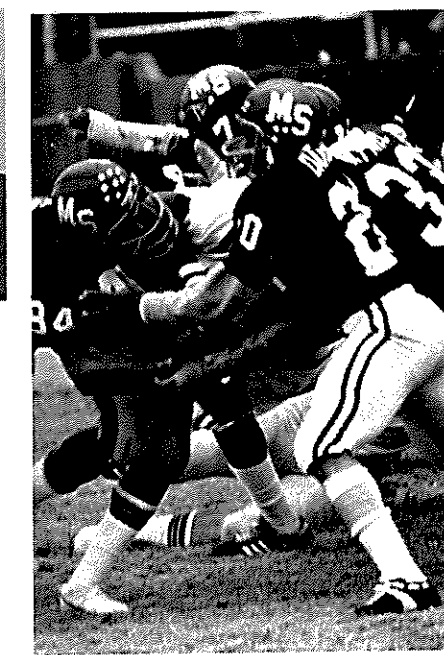
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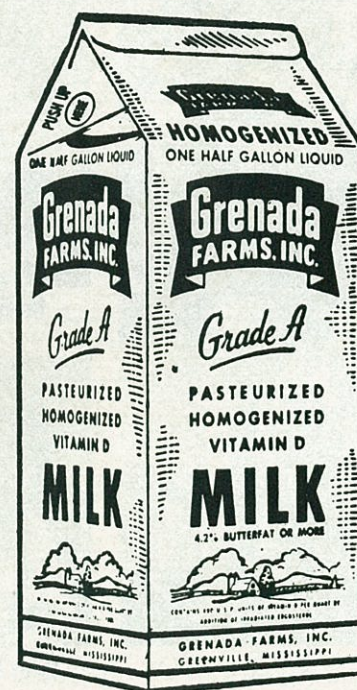
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THE FIELD GOAL

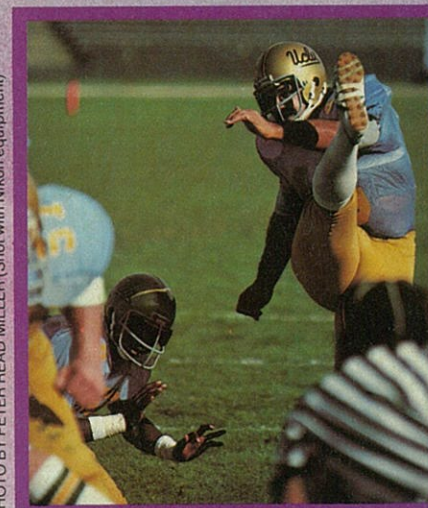


PHOTO BY PETER READ MILLER (Shot with Nikon equipment)

by Orville Henry, Arkansas GAZETTE

It came to this in a Southwest Conference football game last season:

With the Orange Bowl's head honchos in the stands, the Arkansas Razorbacks reached a fourth-and-a-short-two at the Texas Aggies' 18-yard line with the score tied 20-20 and eight minutes left.

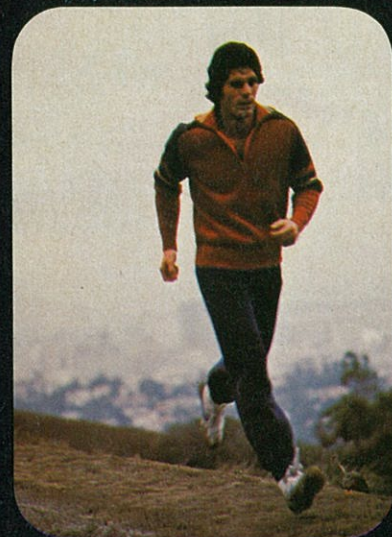
You kick, right?

Sure you do, with Steve Little on your bench. Little was enroute to two new NCAA Division I records—53 career field goals and 280 points by kick scoring.

continued

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FIELD GOAL

continued

No you don't, said Arkansas Coach Lou Holtz. You go for it.

Because, he noted, Texas A&M had Tony Franklin on its bench.

"We came to win, not tie," Holtz explained it. "With that much time left, all they have to do is get close to midfield and they're within Franklin's range."

Sure enough, after Arkansas failed at the 18, A&M reached its 49 and Franklin almost made a 67-yarder that soared high and dropped just a few feet in front of the posts. Arkansas then came back and hit a 58-yard bomb at 1:41 to win, 26-20. The deep pass opened up, Holtz believes, because A&M was playing virtually a goal-line defense to prevent the Hogs from making the one more first down that would put them within Little's range, which was also from midfield in.

This type of siege gun kicking war may be over. In January, the NCAA Rules Committee decreed that field goals attempted from beyond the 20-yard line, if missed or not returned, will be returned to the line of scrimmage, and not the 20.

So only a foolish coach would risk a field goal try that might give the foe instant field position. Maybe.

It is over for Little. His eligibility is gone.

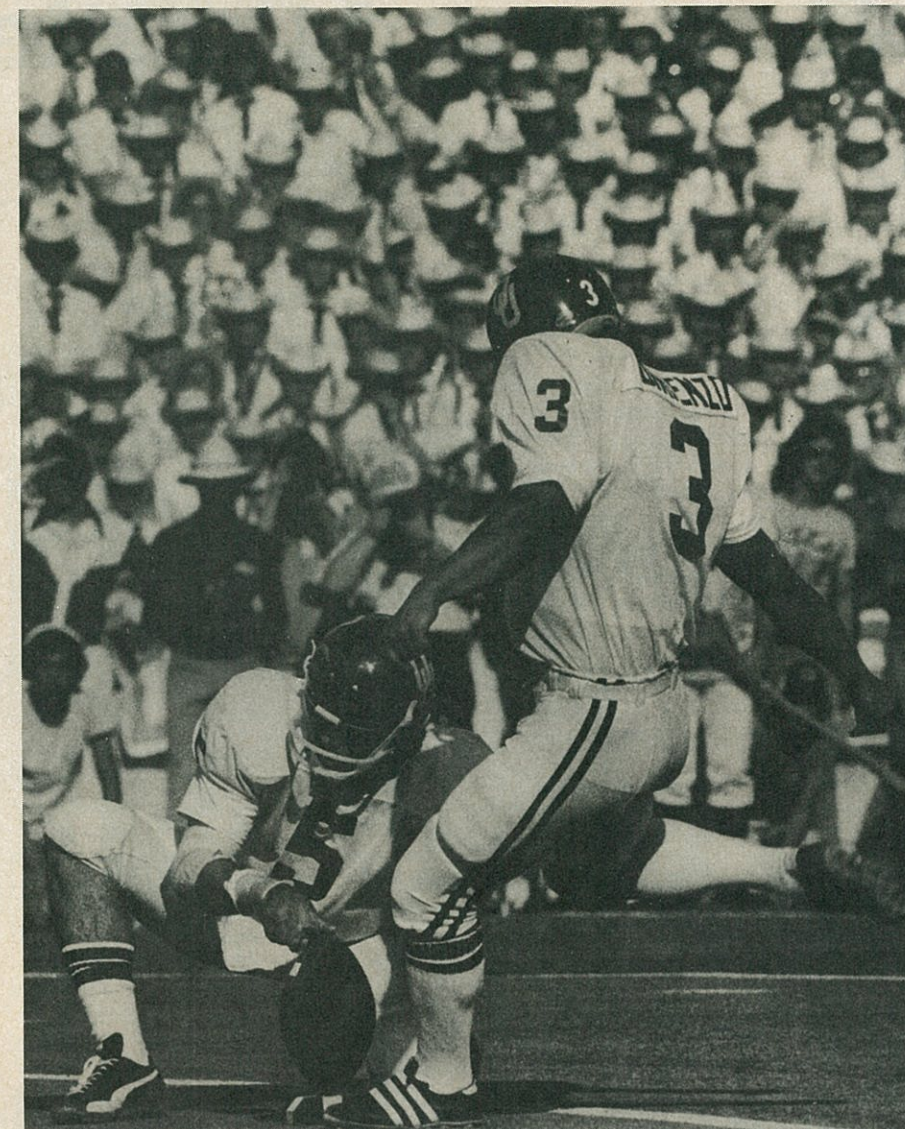
But Tony Franklin and Russell Erxleben of Texas return and they will not go quietly. When they meet again (and Erxleben missed the last A&M-Texas game because of a pulled hamstring), pyrotechnics are possible and likely.

It was like this when Little and Erxleben met in an October confrontation of two of the nation's finest defensive teams. With a 20-mph wind blowing, Texas got field position twice in the first period and Erxleben hit two field goals and Arkansas got field position twice in the second period and Little hit two field goals. Of course, the Arkansas field position for the second one was the 50-yard line. Little hit a 67-yarder that tied Erxleben's NCAA-record kick against Rice two games previously. Little hit one against the wind in the third period and Erxleben missed one (and also had one blocked). But Texas scored a touchdown at the end to win, 13-9, and spoil Arkansas' kicks.

That game had a great deal to do with the Rules Committee's decision to de-emphasize mountainous three-pointers. Both Franklin and Erxleben charged discrimination. NCAA statistics tend to bear them out.

There hasn't been a national trend toward routine kicking of 50 and 60-yarders, although one may have been in the making.

It was just that coaches have been



Soccer-style kicking, or "sidewinding" as it is sometimes called, has helped contribute to the increasing number and length of field goals.

turning to real athletes as placekickers, and they're getting darned good. As for Little, Franklin, and Erxleben, they became all-time greats.

Knowledgeable observers discounted whatever advantages they had from kicking always on AstroTurf and frequently with the wind.

Here are the comparisons: Of 2,424 field goals made by major college kickers the last two years, only 134 covered 50 yards or more. That's 5.5 percent. And 22.4 percent of those were made by just two percent of the kickers, the Big Three—Little, Franklin, and Erxleben.

Over 1976-77, the Big Three made 23 of 50 from 50-59 yards and the rest of the Division One kickers made 102 of 645. The Big Three made 7 of 19 from 60-69 yards; the rest of Division One, only 2 of 45.

The real decisions for the coaches will come when the ball is between the

30 (calling for a 47-yard field goal) and the 40 (a 57-yarder). The decision may not be hard for A&M's Ballard. Franklin's accuracy record from 50-59 yards for three years is 10 for 17, 59 percent. The rest of the country, other than the Big Three, hit 17 percent from that zone.

The kickers have come a long way. As a two-way player at Kansas, Don Fambrough wondered for a while why he always got an extra twist at the bottom of the pile. He was also the KU kicker.

Pat Summerall, the TV sportscaster, first gained fame for kicking a field goal that enabled Arkansas to beat Texas, 16-13, in 1951. "I was a two-way end," he recalls. "Sometimes I kicked off. And I don't know why they asked me to kick that field goal. The ball was on the three, and it was like an extra point, and I wasn't even the extra-point

continued on page 61



The SEC Heritage of Quarterbacks

by Fred Russell, Nashville **BANNER**

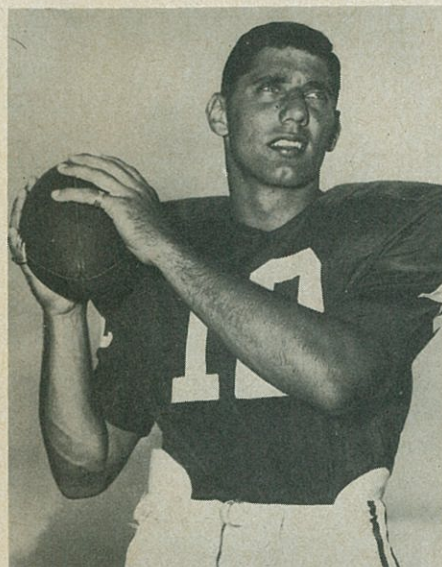
Nine years ago on a warm, early-October Saturday night at Legion Field in Birmingham, Alabama and Mississippi played a football game that might have horrified old-timers stirred by line-jabbing duels with frequent punts wafted by autumnal winds.

Eighty-one passes were thrown and 1,099 yards gained by both teams, 736 yards in the air. Alabama won 33-32.

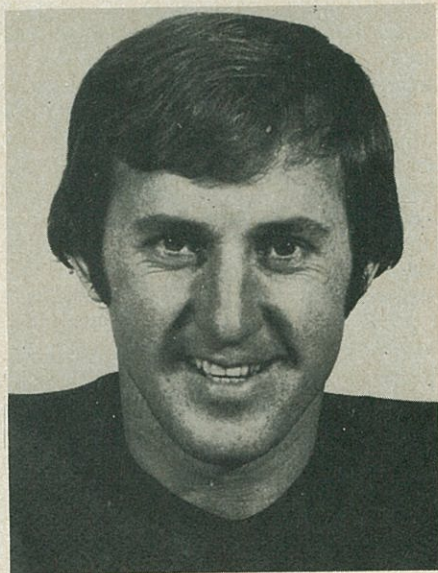
What happened may not have been exactly typical of football in the Southeastern Conference. But it was at least symptomatic.

It's not quite true that the forward pass was invented in the Southeastern Conference—only that it has produced some of the most skilled practitioners of the art.

History books are accurate. The pass



Joe Namath will always rank high among the SEC's most popular alumni.



Fran Tarkenton captured All-SEC honors in 1959 and 1960 at Georgia.

was mentioned first, not in the South where the style of adventurous, sometimes devil-may-care football lends itself readily to the aerial game, but in accounts of a sport known as harpaston played in Greece 2,500 years ago.

At any rate, Southeastern Conference football followers, while conceding that the pass didn't originate deep in Dixie, maintain that no other conference can claim superior marksmen in modern times—or quite as much talent in quarterbacks.

Offenses of Southeastern Conference teams are never—well, hardly ever—accused of being dull and stodgy. Anyway, not since the days of the single wing formation and the theory of position football. Such conservative strategy suited certain coaches just fine. Their teams may have played exciting games only occasionally, but better to let your opponent make the mistakes, capitalize on them and win than to lose playing indiscreet football.

This is not to say, of course, that there aren't still coaches inclined in some degree to "look both directions before crossing a one-way street."

Darrell Royal, former coach at Texas, once said that three things can happen if you pass and two of them (an interception and an incompleteness) are bad.

"I was two-thirds jesting," Royal said

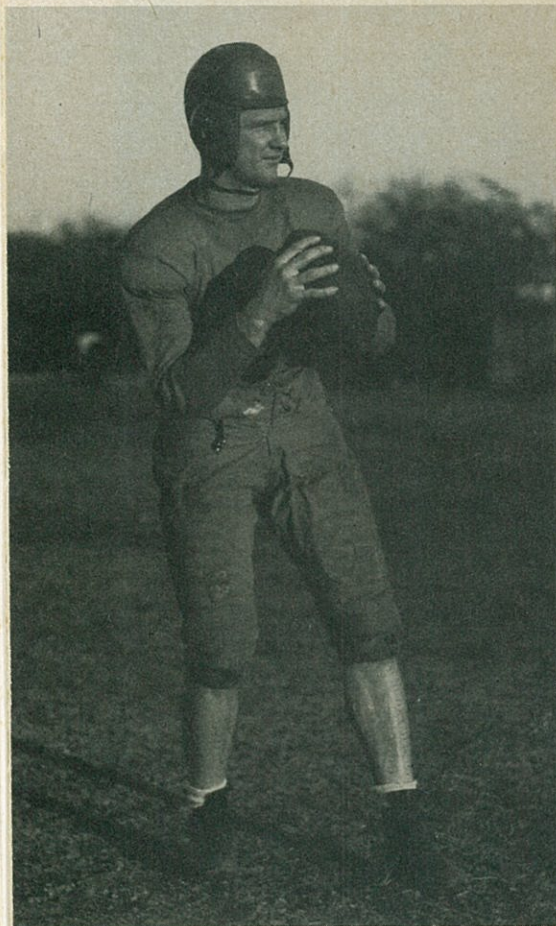
later. "I'd hate to think I was that stubborn." He wasn't, either. In 1969 Texas won a "Game of the Century" over Arkansas, 15-14, with a fourth-down, short-yardage pass, then beat Notre Dame 21-17 for the national championship in the Cotton Bowl with a similar play.

Tongue somewhat in cheek or not, the original Royal statement, although heeded by Southeastern Conference coaches, could never influence their thinking. Incompleteness, they reason, are inevitable, like running plays checked at the line of scrimmage or hurled for losses. They figure interceptions happen, as do ball-carrying fumbles, but can be lessened by assiduous schooling of quick backs for the secondary.

The conference's extraordinary heritage of brilliant quarterbacks began 70 years ago when Ray Morrison, today an active nonagenarian living in Texas, was making the East—cradle of American football—quite aware that the game was being played expertly in Southern states, too.

In 1910 Vanderbilt tied Yale, 0-0, in New Haven. The Commodores gained three times as much ground as the Elis. Grantland Rice, the celebrated sports writer, saw the game and wrote: "Morri-

continued on page 13t



Before he became a coaching legend, Bobby Dodd was an All-America field general at Tennessee.



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FIELD GOAL

continued from page 31

ABOUT THE AUTHOR—Orville Henry joined the Arkansas Gazette sports staff the day he finished high school and has been sports editor since 1943. He has chronicled closely and at length the fortunes of the Arkansas Razorbacks and has co-authored a book about them. He is a graduate (1944) of the University of Arkansas at Little Rock.



Long-range field goal attempts became another type of "bomb", along with the long pass. Now, the NCAA rules committee may have changed that.

kicker."

Little played quarterback, safety, and did ALL the kicking for a state champion Shawnee Mission HS team in Kansas City. At Arkansas, he could have played both ways but Frank Broyles denied him all contact unless, rarely, he had to stop a kickoff return. (Of Little's 72 kickoffs in 1978, only seven were returned.) "If I'd let him get hurt doing anything but kicking, I would have been fired," said Broyles.

They feel the same way about Erxleben at Texas. Russell stands 6-4 and weighs 218 and quarterbacked and pitched for his high school teams. Texas needed a quarterback when he arrived, and Russell was upset for a while that he wasn't allowed to try out. Now he's content to be a big, big kicker. He kicks conventionally, with his toe tied up for placekicks. And he is also in

the class with Ray Guy, formerly of Southern Mississippi, and Little of Arkansas as an all-purpose kicker. With a year to go, Erxleben has an NCAA record of 25 FGs from at least 40 yards and he's averaging 44.6 yards as a career punter, third on the all-time list.

Franklin, 5-9 and 175, played scatback and wide receiver at Fort Worth, hotbed of kickers, and happened onto his part-soccer, part-conventional style as a 10th grader. The unconventional part is that he kicks barefooted. Tony was supposed to have been soaking his foot on the sidelines when his high school coach suddenly called for a field goal attempt. Rather than risk a delay penalty, Tony gave it the barefooted shot. No coach since has let him try it with a shoe, although Tony often practices with his foot dressed.

The top returnee is field goals-per-

game is Paul Rogind of Minnesota, who was trained by his father Hans, an immigrant from Germany in the late 1940s, in Danish sports like badminton and soccer. Paul excelled, but to his father's initial regret, turned out to like football best, including the contact. Rogind plays second team in the Gophers' secondary but delights his father now by hitting 18 of 26 field goal attempts (last year).

At Oklahoma, Uwe Von Schamann is known as Von Foot, and he's also an all-round athlete, all-purpose kicker from the Fort Worth area, after a start in Germany.

And Penn State has another of its college football, pro soccer Bahrs. Chris was rookie of the year in the North American Soccer League, returned to Penn State as a star placekicker, and is now with the Cincinnati Bengals. Matt Bahr set a school record for points by kicking (81) last year, often playing collegiate soccer on Friday nights. He returns this Fall from a season with the Colorado Caribou (NASL) to try to top his own Penn State mark.

The Bahrs do not punt, perhaps because Joe Paterno hasn't lacked for punters as specialists.

Of course, until recently, veteran college coaches held the belief that place-kicking and punting are apples and oranges, not to be mixed.

Broyles wouldn't let Little punt at Arkansas until Steve's junior year. For one thing, he had a 44-yard punter in Tommy Cheyne. Broyles was convinced to let Little double up only after his kicking coach explained to him why place-kicking plus punting are not apples and oranges for a soccer-style kicker: the toe stays locked down in both motions.

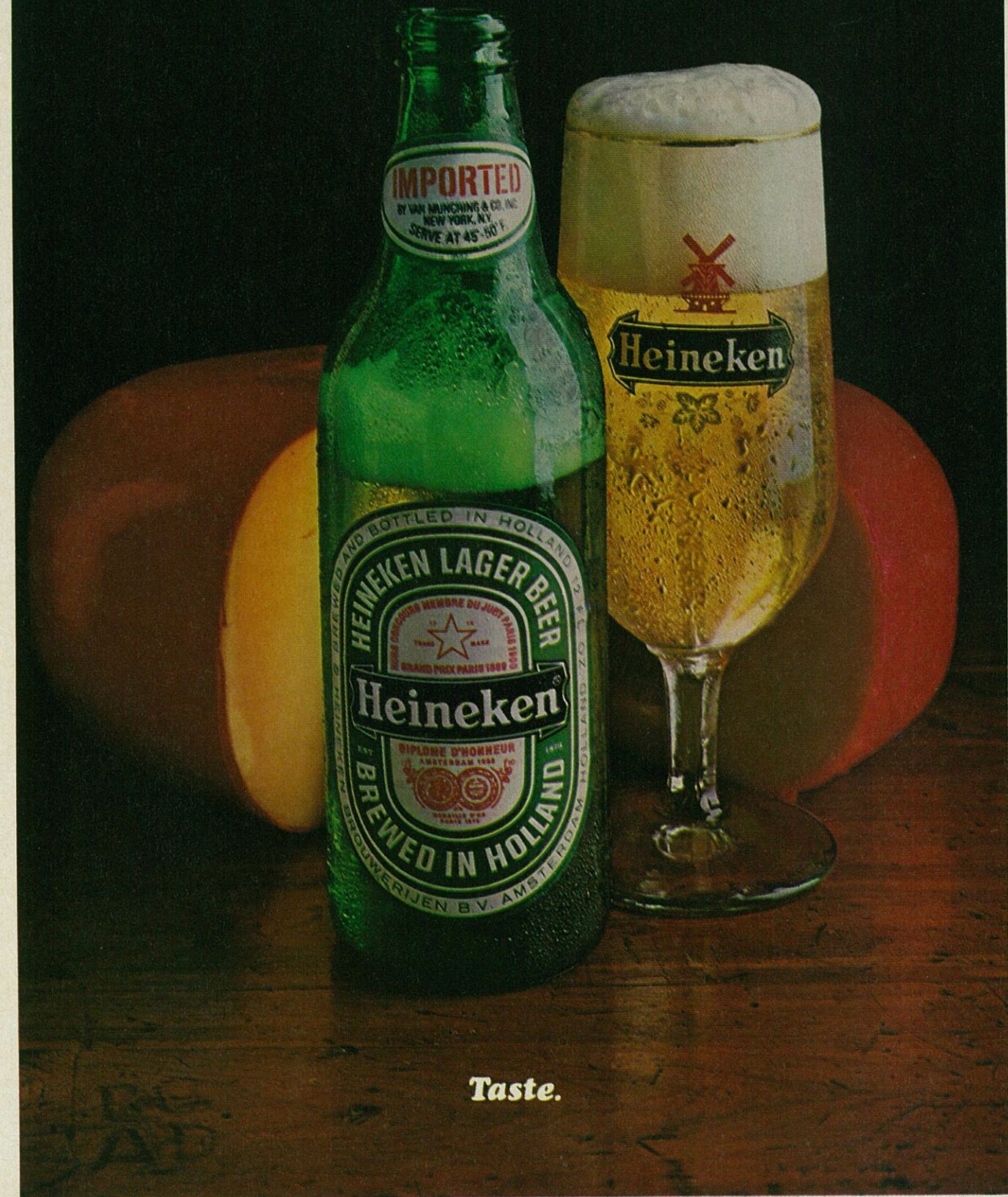
Erxleben defies this: the Texas boomer keeps his toe down while punting but ties it up high for straight-ahead place-kicking.

What it all amounts to is this: Sammy Baugh was an all-time great at TCU and so was Bob Waterfield at UCLA. They ran, passed, and kicked, and they played defense. They continued to do all of this (except maybe play defense) when they became pros. Each starred as an NFL kicker.

Kicking is so important nowadays, a college coach might let a Baugh or a Waterfield do nothing else. Don't laugh; it is happening.

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IS THERE STILL A PLACE FOR A POWER FULLBACK IN COLLEGE FOOTBALL?

by Paul Hornung, Columbus DISPATCH

PHOTO BY PETER READ MILLER (Shot with Nikon equipment)

Truckhorse ... piledriver ... tank ... bulldozer ...

All of those action adjectives have become clichés in describing fullbacks—conjuring up the image of a big, muscular, but cumbersome brute who accepts the football with a swaggering "interference, follow me."

But, if the fullback is still football's power runner, the stereotype no longer fits. As one heralded Midwest coach famous for his off-tackle attack sees it:

"The day of the ponderous pachyderm is past. He can't quite do it. He winds up as a guard or tackle."

The change really dates from 1940, when Clark Shaughnessy equipped a 1-7-1 Stanford team with the modern T-formation and swept unbeaten to the Rose Bowl championship.

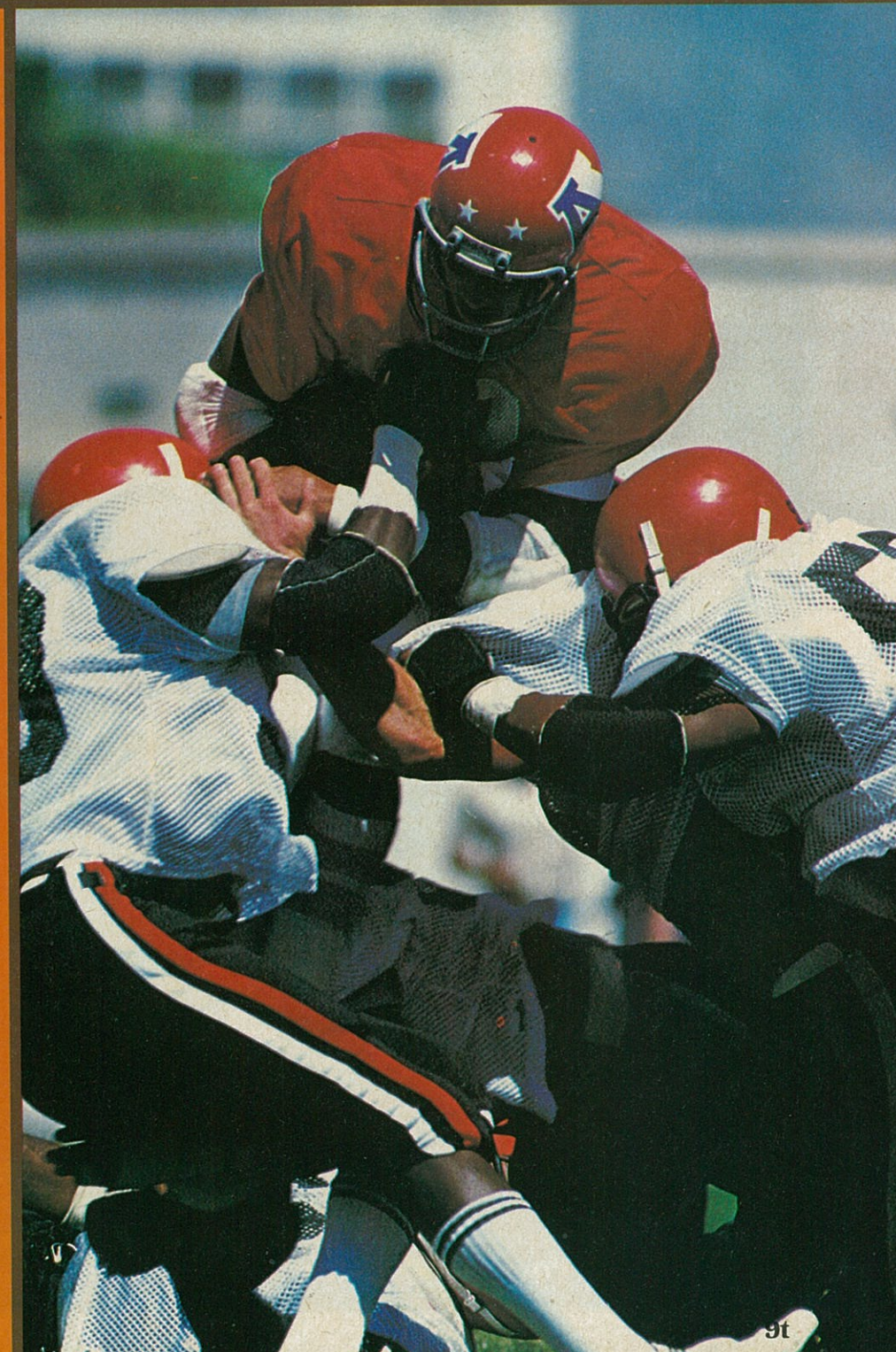
That same fall, the Chicago Bears, for whom Shaughnessy served as a consultant, used the same formation to destroy the Washington Redskins 73-0 in the National Football League championship playoff.

Football being a trendy game and coaches being natural pragmatists, virtually all teams soon switched to the modern T.

"When we got away from the single wing," recalls one coach who experienced the transition, "we put the quarterback under center and that gave you

continued

The fullback is generally used for blocking and in short-yardage situations, such as going "up and over" at the goal line.



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POWER FULLBACK

continued

one less blocker. In many cases, that does not allow you double team blocking at the point of attack. That puts a premium on the ball carrier's ability to cut.

"Also, when you block one-on-one, you never can tell the blocker which way to take the defender. You take him the way he wants to go. This puts further premium on the ball carrier's agility."

Shaughnessy's 1940 model T has undergone almost as much change as Henry's Detroit original—from the split-T Don Faurot of Missouri introduced in 1941 to the most prevalent current modifications, the I formation, the veer, the wishbone, the pro set, etc.

Generalization is difficult because not all coaches require the same things of, or look for the same things in, fullbacks, even in the same basic formation. Also, available talent—the particular ability of the player—has something to do with the offensive duties.

But one common thread distinguishing the fullback of the '70s is great versatility, and hence more direct contribution to advancement of the ball.

"Most of us are reluctant to make the fullback just a lead blocker," suggests the East's most successful coach, even admitting "we have played a lot of double wing when we have had two really great fullbacks, because we wanted to get more out of both."

One Southern coaching legend, who's been through the whole cycle and now employs the wishbone, notes, "In some formations, the fullback is the blocking back. In our formation, he has less blocking to do—unless he looks people up."

The fullback needs to be an exceptional athlete, adds another wishbone coach. "He has to have the ability to get to the line of scrimmage in a hurry and to carry people with him when he has the ball. He also has to be a good buckler and a good faker. He's got to make the defense believe he has the ball on every play."

An "I" coach insists the basic requirements for a fullback haven't changed that drastically. "He's still got to be your power runner," he says, "and a great blocker. A big, strong fullback is still important. He has to be that inside runner."

But the coach agrees, "the fullback also has to be able to sweep."

Still another coach adds to the list of requirements. "I've seen a lot of formations," he points out, "where the fullback was the leading pass receiver, or the second-leading pass receiver."



The role of the fullback is changing, as new formations place more emphasis on speed and outside running.

Obviously, the modern fullback must fill a more varied role, regardless of the offensive formation. Maybe that's why one famous coach says only half in jest: "For my fullback, I look for a guy who's 6-2, 240, does the 40 in 4.5, catches the ball, blocks like mad, and runs like Franco Harris."

He's still looking, but it isn't as exaggerated as it sounds. The number of young athletes who blend size and strength with speed and agility has never been greater.

It only makes good sense to take advantage of their special capabilities. It also makes for more interesting college football.

"Most of us have tried to get better balanced offenses," says a coach, "and not be quite so tailback-oriented as we used to be, by getting the fullback more involved."

It's significant that some offenses list two running backs, rather than the standard tailback/halfback and fullback designations, and that in recent years the two leading Big Ten coaches have often interchanged tailbacks and fullbacks in their basic I formation attacks.

The ground-hugging, battering-ram type of fullbacking hasn't disappeared, particularly in goal line and short-yardage situations. But the more up-right style introduced by Jimmy Brown

at Syracuse and epitomized by last year's Heisman Trophy winner, Earl Campbell of Texas, has undoubtedly been a part of the fullback's broadened operation.

The first football alignment in general use is said to have been the T formation, now called "regular formation" to distinguish it from its dressed-up modern descendant. Amos Alonzo Stagg coached it as far back as 1894.

In that primitive football, the four backs were aligned in a loose T and from their positioning came today's designations:

One player (the quarterback) was a quarter as far back from the line as the fullback. Two players (the halfbacks) were stationed parallel, 7-8 yards apart, and half as far back as the fullback.

Fullbacks have always had an important role in offense, from the time they took a direct pass from center and handed to the quarterback, or kept; through the spinner series, where the fullback dealt the ball to the halfbacks, or kept; through the buck-lateral series and the spread formation in which the fullback acted much like an option quarterback.

But this is the age when the deep back has also become the full-use-back. They're doing more and enjoying it more—as are coaches and followers of their teams.

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SEC Quarterbacks

continued from page 4t



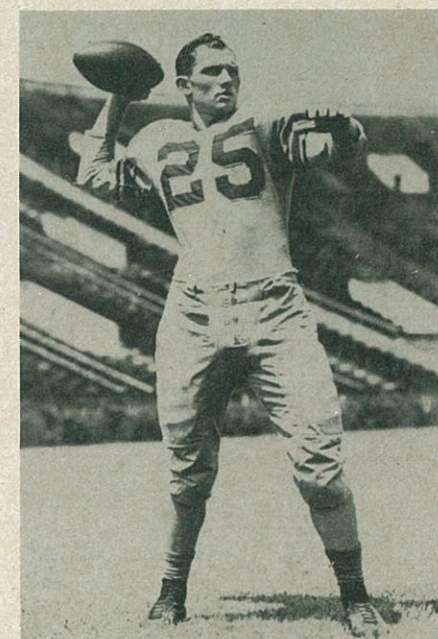
son's main characteristics are those of the jackrabbit, with a dash of greyhound and Angora goat."

Dan McGugin, who played on Fielding Yost's unbeaten, untied, unscored-on Michigan team in 1901 and who was far ahead of his time in the South as the Vanderbilt coach in the century's early years, called Morrison the best quarterback he had ever seen at the finish of his career in 1911. Since McGugin had seen the great Boss Weeks at Michigan and Walter Eckersall of Chicago, this was considerable praise. Some years afterward, as coach at Southern Methodist, Morrison made the Southwest pass-conscious.

Before the modern era began—the logical place to start would be the reintroduction of the T formation in 1940—the South had other quarterbacks of note, such as Irby (Rabbit) Curry and Bill Spears of Vanderbilt, Bobby Dodd of Tennessee, Pooley Hubert and Riley Smith of Alabama, and, at Centre just after World War I, Alvin (Bo) McMillin.

The Alabama team of 1934, one of the top two or three ever to come out of the South, used the Notre Dame box formation. It thrilled crowds with Dixie Howell throwing to the peerless Don Hutson. The Crimson Tide put on one of the most spectacular exhibitions ever seen in Pasadena's Rose Bowl on Jan. 1, 1935, when it defeated Stanford 29-13.

Then came the post World War II deluge of innately-talented quarterbacks—Johnny Rauch and Fran Tarkenton of Georgia; Babe Parilli at Kentucky; Steve Spurrier and John Reaves of Florida;



Y.A. Tittle was rated by his coach, Bernie Moore, as the best he ever had.

Charlie Conerly, Jake Gibbs, and Archie Manning of Mississippi; Harry Gilbert, Bart Starr, Joe Namath, Steve Sloan, and Kenny Stabler of Alabama; Y. A. Tittle and Bert Jones of Louisiana State; Travis Tidwell, Jimmy Sidle, and Pat Sullivan of Auburn; Bill Wade at Vanderbilt; Con-dredge Holloway of Tennessee; and Jackie Parker and Rocky Felker of Mississippi State. There were others.

Reaves, who finished in 1971, holds the NCAA career record for most passes attempted (1,128) and most yards gained in the air (7,549).

"For whatever reason, there's a willingness to put the ball in the air in the Southeastern Conference," said Wade, now a bank executive in Nashville. "Not just a willingness but an aptitude. Passing a football is not exactly like being fearless. But in a way it is."

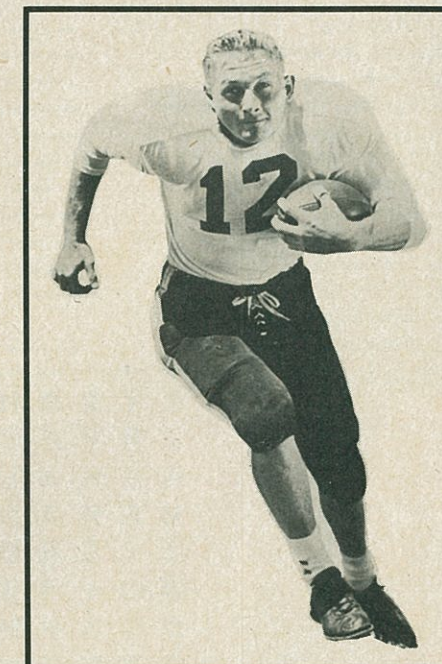
"The thinking is, or should be, why wait until it's third-and-12 to throw. Everybody in the stadium knows what you do then. To avoid all that pressure and risk, you open up on first down sometimes—especially in the latter part of a game when you need to score."

"But you can take the greatest quarterback in the world—in my opinion, he would be Johnny Unitas who played collegiate football at Louisville—and he would be ordinary without good receivers. They're the real key to the passing game. If they don't know how to run patterns, your attack is nothing."

With that in mind, a greater respect forms for the remarkable talent of the incomparable Hutson, Gaynell Tinsley, and Ken Kavanaugh of LSU and those

who followed after the T came into popularity again (imagine Hutson teaming with a T quarterback!), like Terry Beasley of Auburn; Richard Trapp, Carlos Alvarez and Wes Chandler of Florida; Barney Poole of Ole Miss; David Smith of Mississippi State; and Johnny Mills and Larry Seivers of Tennessee.

What Wade seems to be suggesting is that in the region where he was nurtured as a player, quarterbacks perhaps bolder and more venturesome than those in most sections are produced. Naturally, the flair for passing, fired by a seemingly instinctive competitive fury, is tempered by an insistence by suc-



Mississippi State's Jackie Parker was the league's best in 1952 and 1953.

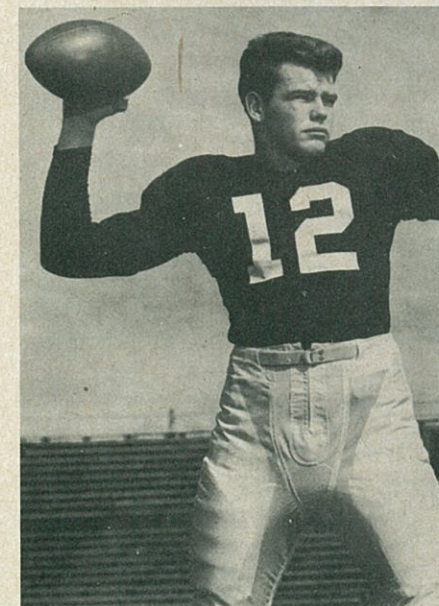
cessful coaches, such as Paul (Bear) Bryant of Alabama, on a strong running attack.

Oh, about that fellow named Yelverton Abraham Tittle.

Y. A. always was rated by the late Bernie Moore, his coach at LSU, as the best player he ever had.

"Actually, Y. A. had only one weakness," Moore once related. "He couldn't run with his pants down. In the 1947 LSU-Ole Miss game, we were behind 20-18 late in the fourth period and, I always thought, about to spring a big upset when Y. A. broke into the open. It looked like he would score easily but his belt buckle busted. He was out there trying to run holding the ball in one hand and his pants up by the other. They got to him, he fumbled and they recovered and the game ended 20-18."

Should have passed, of course.



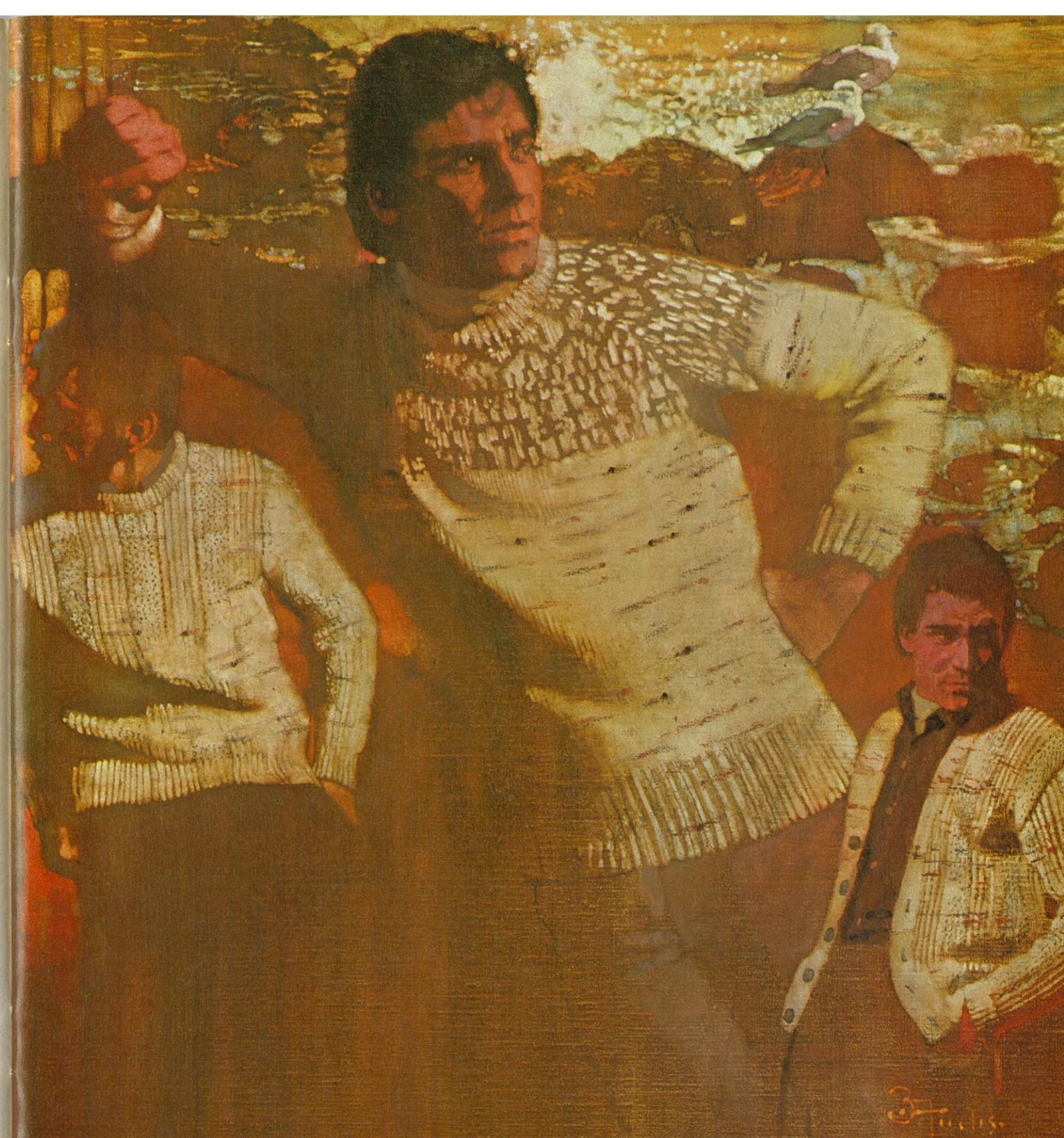
Bill Wade was a pinpoint passer at Vanderbilt in the early '50s.

HIDDEN WORDS QUIZ

The object is to find the hidden words in the "word search", but first you have to figure out what the words are. If you're stumped, the answers to the crossword part of this are at the bottom of the page. By the way, there are four extra football words hidden among all those innocuous letters. Answer to the word search elsewhere in this program.

- | | | | |
|---------------------------------|-------|----------------------------------|-------|
| 1. "Red dog" | _____ | 13. Granddaddy of them all | _____ |
| 2. 2 pts. for defense | _____ | 14. Deep player in "I" | _____ |
| 3. Offense field leader | _____ | 15. Pass play with fake blocks | _____ |
| 4. Penalty: "jumping the gun" | _____ | 16. Trophy for best player | _____ |
| 5. Player held out a season | _____ | 17. "Bronko" | _____ |
| 6. Turnover by passing | _____ | 18. Line of _____ | _____ |
| 7. Cross this to score | _____ | 19. Starts the play | _____ |
| 8. Intermission | _____ | 20. Defense: Goal-line _____ | _____ |
| 9. Plays opposite center in 5-2 | _____ | 21. Downing ball in end zone | _____ |
| 10. Tear-away _____ | _____ | 22. Another nickname for "Rover" | _____ |
| 11. "Crazy Legs" | _____ | 23. Secondary coverage | _____ |
| 12. Offensive play: | _____ | 24. Head Official | _____ |
| "Student Body Right" | _____ | 25. O.J. | _____ |

ETBONSALMONSTERGILFE
 JRVKCAHBUCUOTYKGMKITN
 ABHALFTIMERKCALUBARJ
 NAHANDOFFFCPATFLANKEA
 TCENOZQXUIBSAXHTIRJN
 BOIRATUKCRNOIJXVSSOK
 NOSPMISREDABLREHCYF
 ORMZHLTTNNGLB EYEURRA
 SEAEIBRETAURAF TIOION
 EHNZSANMELRZCECJFMSA
 GCATUAGLRTS IKRZNFMET
 ULFQSCREENKYTEFASABI
 AAILWOTHRAIDVEMRIGOC
 RCEREDSHIRTNCWRBDEWB
 DTLIEDBAIGOALLINECLD
 LIDVPSHIRRET SXOTSACO
 TAGPUAARVNSSPSNHDAEI
 BFODZTINTERCEPTIONJE
 PTACKYLYNNH THLEVP GKE
 EFLAAKUTOUCHDOWNSQDF



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ANSWERS: 1. Blitz; 2. Safety; 3. Quarterback; 4. Offsides; 5. Redshirt; 6. Interception; 7. Goal line; 8. Halftime; 9. Noseguard; 10. Jersey; 11. Hirsch; 12. Sweep; 13. Rose Bowl; 14. Tailback; 15. Screen; 16. Helisman; 17. Nagurski; 18. Scrimmage; 19. Center; 20. Stand; 21. Touchback; 22. Monster; 23. Zone; 24. Referee; 25. Simpson.



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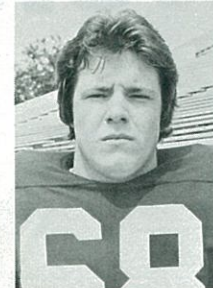
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MISSISSIPPI STATE SCHOLARSHIP FRESHMEN



Lee Abrams



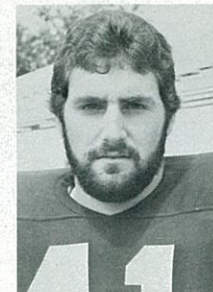
Greg Benefield



Bill Bell



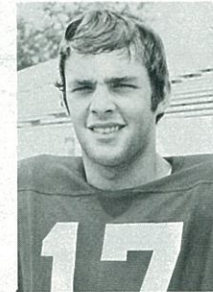
Gene Berry



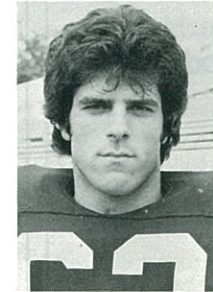
Robert Bertucci



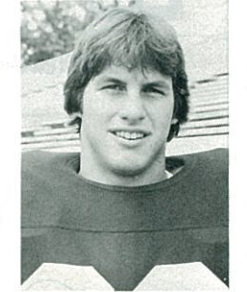
Kenny Bradley



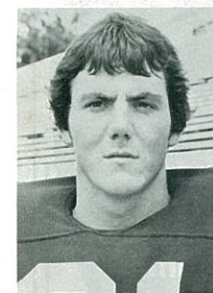
Mike Dees



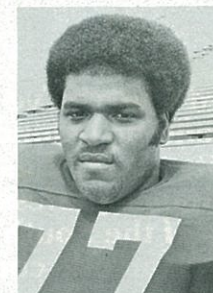
Joey Fratesi



Jerry Gillikin



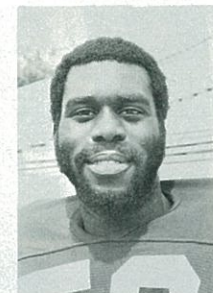
Buzz Goodson



Roman Grace



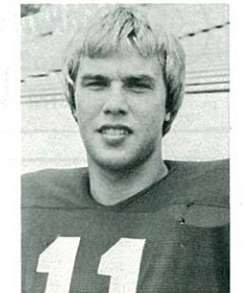
Ronald Harper



Curtis Hill



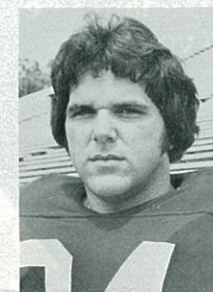
Mike Hooper



Steve Jordan



Donald Ray King



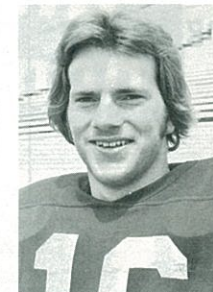
Bobby Miketinas



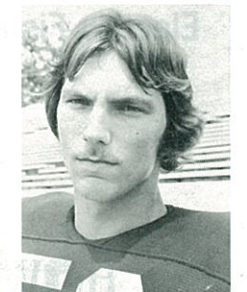
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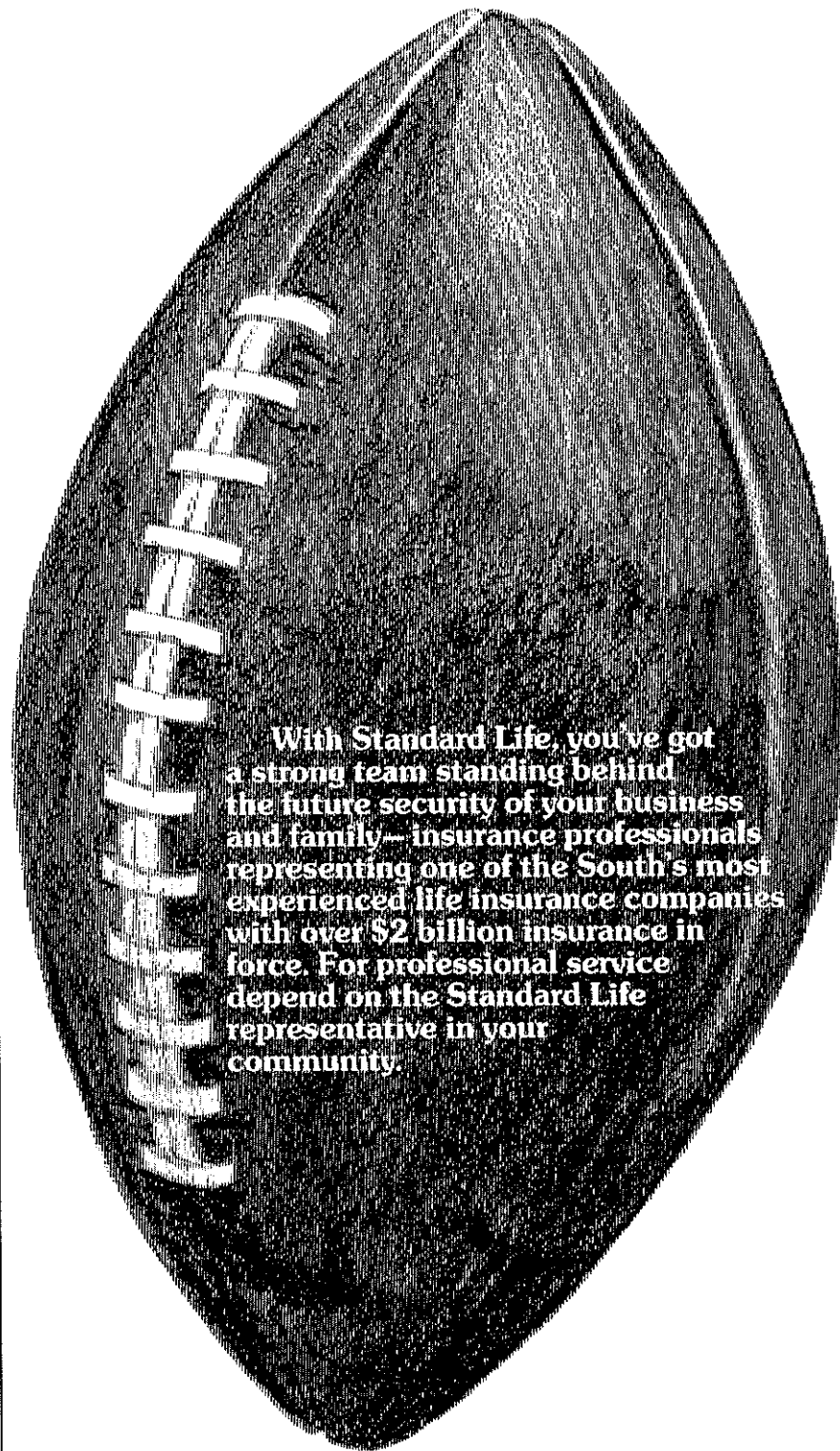


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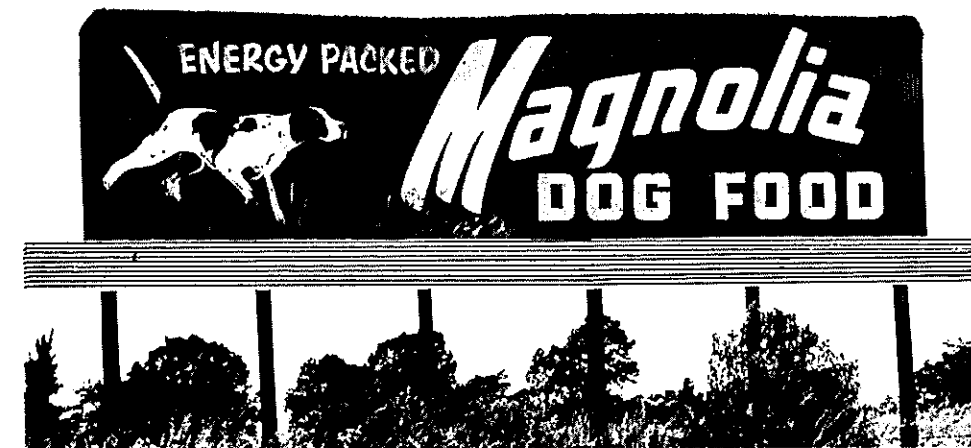
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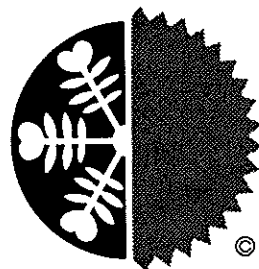


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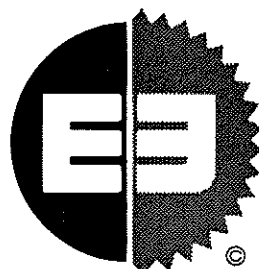
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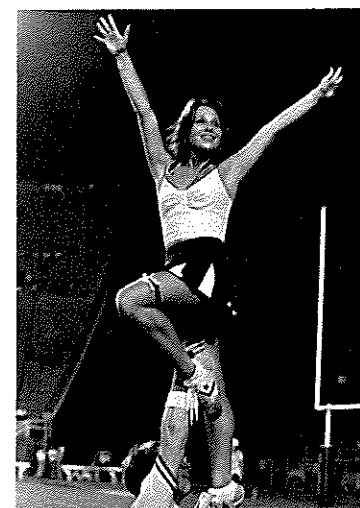
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Today's Game

Welcome, MSU Alumni, Legislators, high school and junior college students to Scott Field for today's homecoming game matching Mississippi State against powerful Florida State.

This is the first campus appearance of the season for Coach Bob Tyler's 1978 Bulldog edition and the first afternoon game after five consecutive night battles. The Bulldogs have another campus date next month, a Nov. 11 Southeastern Conference game against Auburn.

The Bulldogs, anxious to snap a two-game losing streak, carry a 3-2 record into this afternoon's battle. Florida State, ranked among the nation's top twenty football teams, has a 4-1 record after last Saturday night's last minute, 26-21 comeback victory over Cincinnati.

Seminole victims include Syracuse (28-0), Oklahoma State (39-20), Miami (31-21) and Cincinnati. The lone FSU loss was a 27-21 setback to Houston. Mississippi State opened the year with victories over West Texas State (28-0), North Texas State (17-5) and Memphis State (44-14) before losing to Florida (0-34) and

to Southern Mississippi (17-22) last Saturday night in Hattiesburg.

Florida State is in its third season under Coach Bobby Bowden, who led the Seminoles to a 10-2 regular season record in 1977, followed by a 40-17 Tangerine Bowl victory over Texas Tech. FSU went 5-6 in '76, its first year under Bowden.

Using a pair of quarterbacks on an alternate basis Florida State is averaging almost 250 yards per game passing. The Seminole quarterbacks are Jimmy Jordan and Billy Woodham, both juniors.

Senior Dave Marler has done virtually all the quarterbacking for the Bulldogs, completing 50 of 84 passes for 755 yards and two touchdowns. Against Southern Marler connected on eight of 14 aerials for 145 yards and a 28 yard touchdown pass to Mardye McDole.

McDole is the Bulldogs' leading receiver with 15 receptions for 303 yards and one TD. James Jones, who scored four touchdowns against Memphis State three weeks ago, leads the team in scoring with 44 points. Fullback Fred Collins paces

the Bulldogs in rushing with 283 yards on 57 carries, an average of 5.0 per carry.

This is the seventh meeting of the schools in a series started in 1966. Florida State won the first six games with the lone Mississippi State victory at 37-12 decision in 1973, Coach Tyler's first season as Bulldog head coach. The last time the teams played in Starkville FSU edged the Bulldogs 25-21 in 1972. FSU is one of three bowl teams on the '78 MSU schedule.

While Mississippi State has an open date next week Florida State travels to Pittsburgh to face Pitt. The Bulldogs' next action is against Tennessee at Liberty Bowl Memorial Stadium, Oct. 28. On this same afternoon FSU will be in Hattiesburg playing Southern Mississippi.

Beginning with the Tennessee game the final five Bulldog games are against Southeastern Conference foes—Tennessee, Alabama, Auburn, Louisiana State and Ole Miss. The Alabama game is set for Birmingham while Auburn visits Scott Field. Both the LSU and Ole Miss game will be played in Jackson.

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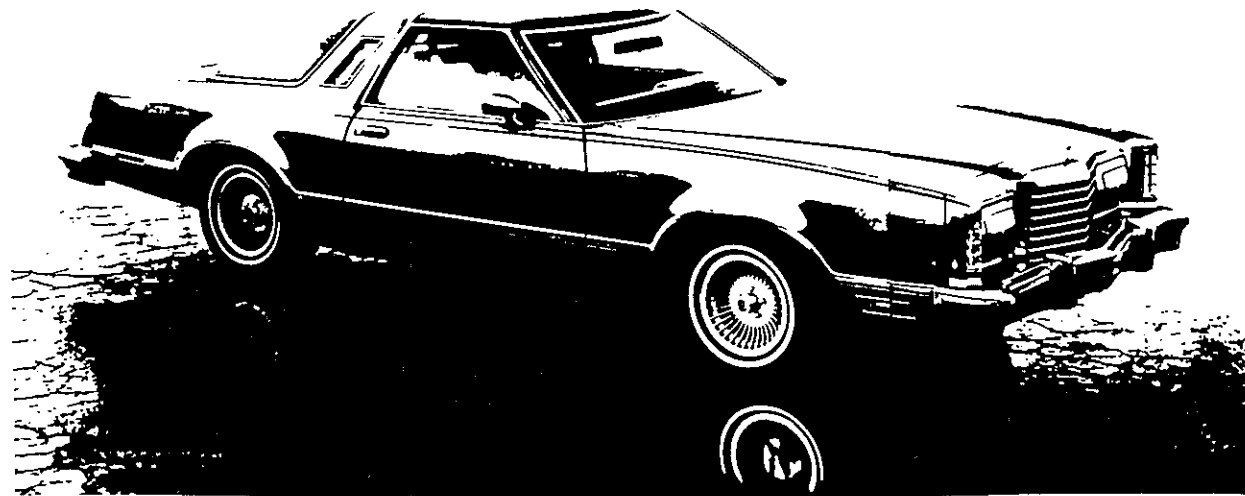
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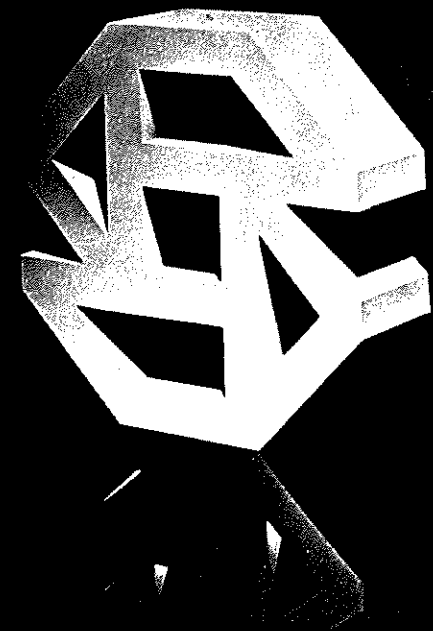
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No.	Name	Pos.	Ht.	Wt.	Class	Age	Exp.	Hometown
1	Tee Turner	P	6-3	185	Fr.	19	Sq.	Yazoo City
2	Clint Turnipseed	TB	6-0	180	Fr.	18	—	Greenville
4	Jim Nabers	P	6-4	225	Sr.	22	1L	Louisville
5	Billy McKee	KS	5-10	180	So.	19	Sq.	Clarksdale
6	Rob Fesmire	SS	6-0	180	So.	20	Sq.	Nashville, Tenn.
7	Breck Tyler	FL	6-3	200	So.	19	1L	Starkville
8	Dave Marler	QB	6-2	195	Sr.	22	1L	Forest
9	Dwayne Brown	QB	6-1	190	So.	19	1L	Natchez
10	Charlie Brentz	FB	6-1	195	So.	20	Sq.	Moss Point
11	Steve Jordan	SE	5-11	180	Fr.	19	—	Clinton
12	Steve Wohler	TE	5-10	180	Sr.	23	2L	Westerville, Ohio
13	Marvin Stewart	CB	6-0	180	So.	19	Sq.	Grenada
14	David Peterson	QB	6-1	185	Fr.	18	—	Tallahassee, Fla.
15	Gary Schaffhauser	QB	6-1	175	So.	20	1L	Greenville
16	Mike Dees	QB	6-1	210	Fr.	19	—	Ripley
17	John Miller	QB	6-1	210	Fr.	18	—	Athens, Ga.
18	James Otis Doss	FB	6-0	210	So.	20	1L	West Point
19	Joey Fratesi	KS	6-2	200	Fr.	18	—	Leland
20	Larry Friday	FS	6-4	195	So.	20	Tr.	Jackson
21	David Ellis	SE	5-10	180	So.	19	1L	Forest Hill
22	James Jones	TB	5-10	200	Jr.	19	2L	Vicksburg
23	Len Copeland	TB	6-2	190	Fr.	20	2L	Saltillo
24	Kenny Bradley	TB	5-11	185	Fr.	18	—	Pearl
25	Otis Lockhart	FL	6-0	180	So.	20	Tr.	Detroit, Mich.
26	Doug Harris	TB	6-0	190	Fr.	18	—	Belleville, Ill.
27	Stanley Howell	TB	6-1	185	Jr.	21	2L	Guntersville, Ala.
28	Donald Ray King	TB	6-0	195	Fr.	18	—	Ellisville
29	Arthur Wiley	FL	6-1	205	Fr.	18	—	Gulfport
30	Richard Blackmore	CB	5-10	175	Sr.	22	3L	Vicksburg
31	David Bean	CB	5-11	170	So.	20	1L	Jackson
32	Don Nelson	CB	6-0	170	Jr.	20	Tr.	Agricola
34	Don Burrell	CB	6-1	185	Jr.	21	Tr.	Birmingham, Ala.
35	Mark McIntosh	FB	6-1	185	Sr.	21	Sq.	Jackson
36	Willie Jackson	CB	5-11	180	So.	19	1L	Vancleave
37	Kenny Johnson	FS	5-11	170	Jr.	20	2L	Moss Point
38	Barry Hay	TB	6-0	180	Fr.	18	—	Memphis, Tenn.
39	Reggie Hankins	KS	5-11	150	So.	20	Sq.	Columbus
40	Ronald Harper	FB	6-0	230	Fr.	19	—	Taylorsville
41	Robert Bertucci	TB	5-9	180	Fr.	18	—	Gulfport
42	Fred Collins	FB	6-3	235	So.	19	1L	Gulfport
43	Rusty Martin	LB	5-11	200	So.	20	1L	Lucedale
44	Lashley Threatt	FS	5-10	175	Fr.	18	—	Marion
45	Robert Chatman	FL	6-1	170	Sr.	21	3L	Moss Point
46	Henry Monroe	CB	6-0	185	Sr.	21	2L	Mobile, Ala.
47	Jessie Maxwell	FB	5-11	200	So.	20	Sq.	Ripley
48	Timmy McKey	CB	6-0	180	Fr.	18	—	Centreville
49	Gerald Jackson	SS	6-1	195	Sr.	22	3L	Moss Point
50	Bill Bell	C	6-2	230	Fr.	18	—	Gulfport
51	Chris Quillian	C	6-1	215	Sr.	22	2L	Columbus
52	Curtis Hill	LB	6-3	205	Fr.	18	—	Jackson
53	David Premont	OT	6-3	250	Jr.	20	1L	Niceville, Fla.
54	Gary Tucker	OG	6-2	220	Fr.	19	—	Corinth
55	Anthony Jenkins	OG	6-2	230	Jr.	21	Tr.	Hernando
56	Mike Hooper	OG	6-2	235	Fr.	18	—	Jackson
57	Ricky Williams	LB	6-2	215	Jr.	21	2L	Dadeville, Ala.
58	Philip Word	OT	6-5	235	Fr.	18	—	Dora, Ala.
59	Gene Berry	C	6-3	220	Fr.	18	—	Moss Point
60	Steve Breland	OG	6-0	230	So.	19	Sq.	Philadelphia
61	George May	OG	6-3	240	Jr.	21	1L	Jackson
62	Jimmy Giles	OG	6-4	210	So.	19	Sq.	Clinton
63	Matt Edwards	OG	6-2	225	So.	21	1L	Knoxville, Tenn.
64	Scott Shirley	OT	6-3	245	Fr.	18	—	Gordo, Ala.
65	Art Lamm	LB	6-2	215	Sr.	21	1L	Baton Rouge, La.
66	Alan Hartlein	OT	6-3	245	Jr.	21	2L	Indianola
68	Greg Benefield	C	6-3	245	Fr.	18	—	Southaven
69	Steve Price	OT	6-3	260	Jr.	22	Sq.	Warren, Ark.
70	Lonnie Greene	OT	6-5	255	Jr.	20	2L	Winnsboro, La.
71	Alan Massey	OG	6-4	250	So.	20	1L	Jackson
72	Jackie McCorvey	MG	6-0	235	Jr.	21	1L	Moss Point
74	Steve Jones	DT	6-3	235	Jr.	20	Tr.	Waynesboro
75	Keith Jackson	MG	6-4	255	So.	20	1L	Magee
76	Chuck Maier	DT	6-3	220	Jr.	21	2L	Jackson
77	Roman Grace	OT	6-1	250	Fr.	18	—	Gulfport
78	Mike Edwards	OT	6-4	220	Jr.	22	2L	Moss Point
79	Glen Collins	DT	6-6	245	Fr.	19	—	Jackson
80	Bo Myrick	TE	6-5	210	So.	19	1L	Laurel
81	Steve Blackwell	SE	6-1	190	Jr.	20	Sq.	Petal
82	Bobby Molden	DE	6-6	235	Sr.	21	3L	Moss Point
83	Jerry Gillikin	DE	6-3	215	Fr.	18	—	Meridian
84	Bobby Miketinas	DT	6-4	250	Fr.	18	—	Gulfport
85	Bill Maxey	TE	6-3	210	Sr.	21	2L	Clinton
86	Trent Prisco	DE	6-3	200	So.	19	Sq.	Jackson
87	Buzz Goodson	DE	6-2	210	Fr.	18	—	Greenwood
88	Mardye McDole	SE	6-0	185	So.	19	1L	Mobile, Ala.
89	Steve Flemming	TE	6-5	220	So.	19	Sq.	Cruger
90	Bill Gault	MG	6-0	200	Jr.	20	Sq.	Okolona
91	Barry Blakely	LB	6-0	195	Fr.	18	—	Mobile, Ala.
92	Fred Pepper	DE	6-2	205	Sr.	22	2L	Benton
93	Don Edwards	DE	6-1	205	So.	19	1L	Moss Point
94	Mitchell Street	MG	5-11	255	Fr.	18	—	Lucedale
95	Raymond Peyton	DE	6-3	230	Sr.	22	3L	Moss Point
96	Lee Abrams	DT	6-5	220	Fr.	18	—	Gulfport
97	Glenn Buford	DE	6-3	210	Jr.	21	2L	Vidalia, La.
98	Tyrone Keys	DT	6-6	255	So.	19	1L	Jackson
99	Johnie Cooks	LB	6-4	220	So.	20	1L	Leland

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Chevrolet



when MSU has the ball

MSU OFFENSE

88 MARDYE McDOLLE	SE
77 ROMAN GRACE	LT
63 MATT EDWARDS	LG
51 CHRIS QUILLIAN	C
71 ALAN MASSEY	RG
66 ALAN HARTLEIN	RT
85 BILL MAXEY	TE
8 DAVE MARLER	QB
22 JAMES JONES	TB
42 FRED COLLINS	FB
45 ROBERT CHATMAN	FL
8 DAVE MARLER	KS

FLORIDA STATE DEFENSE

88 WILLIE JONES	DE
83 WALTER CARTER	DT
50 RON SIMMONS	NG
54 ARTHUR SCOTT	DT
80 SCOTT WARREN	DE
49 DAVID HANKS	LB
39 REGGIE HERRING	LB
37 MIKE SMITH	CB
42 FRANCIS BONASORTE	SS
21 BOBBY BUTLER	FS
46 IVORY JOE HUNTER	CB
3 RON STARK	P

THE BULLDOGS

1 Turner	P	22 Jones, J.	TB	44 Threatt	FS	63 Edwards, M.	OG	82 Molden	DE
2 Turnipseed	P	23 Copeland	TB	45 Chatman	FL	64 Shirley	OT	84 Miketinas	DT
4 Nabers	P	25 Lockhart	FL	46 Monroe	CB	65 Lamm	LB	85 Maxey	TE
5 McKee	KS	27 Howell	TB	47 Maxwell	FB	66 Hartlein	OT	86 Priscock	DE
6 Fesmire	SS	28 King	TB	49 Jackson, G.	SS	68 Benefield	C	87 Goodson	DE
7 Tylar	FL	29 Wiley	FL	50 Bell	C	69 Price	OT	88 McDole	SE
8 Marler	QB	30 Blackmore	CB	51 Quillian	C	70 Greene	OT	89 Flemming	TE
9 Brown	QB	31 Bean	CB	52 Hill	LB	71 Massey	OG	90 Gault	MG
10 Brentz	QB	32 Nelson	CB	53 Premont	OT	72 McCorvey	MG	91 Blakely	LB
12 Wohlert	TE	34 Burrell	CB	54 Tucker	OG	75 Jackson, K.	DT	93 Edwards, D.	DE
15 Schaffhauser	QB	35 McIntosh	FB	55 Jenkins	OG	76 Maier	DT	94 Street	MG
16 Dees	QB	36 Jackson, W.	CB	56 Hooper	OG	77 Grace	OT	95 Peyton	DE
17 Miller	QB	37 Johnson	FS	57 Williams	LB	78 Edwards, M.	OT	96 Abrams	DT
18 Doss	FB	38 Hay	TB	58 Word	OT	79 Collins	DT	97 Buford	DE
19 Fratesi	KS	39 Hankins	KS	60 Breland	OG	80 Myrick	TE	98 Keys	DT
20 Friday	FS	42 Collins	FB	61 May	OG	81 Blackwell	SE	99 Cooks	LB
21 Ellis	SE	43 Martin	LB	62 Giles	OG				

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when Florida State has the ball

FLORIDA STATE OFFENSE

29 SAM PLATT	SE
72 KEN LANIER	QT
70 GREG FUTCH	OG
55 GIL WESLEY	C
63 LEE ADAMS	TG
78 NATE HENDERSON	TT
86 BILL KECK	TE
15 JIMMY JORDAN	QB
48 MARK LYLES	FB
32 GREG RAMSEY	TB
23 JACKIE FLOWERS	FL
1 DAVY CAPPELEN	KS

MSU DEFENSE

95 RAYMOND PEYTON	LE
98 TYRONE KEYS	LT
72 JACKIE MCCORVEY	MG
75 KEITH JACKSON	RT
82 BOBBY MOLDEN	RE
99 JOHNIE COOKS	SLB
43 RUSTY MARTIN	QLB
46 HENRY MONROE	LCB
30 RICHARD BLACKMORE	RCB
49 GERALD JACKSON	SS
37 KENNY JOHNSON	FS
4 JIM NABERS	P

THE SEMINOLES

1 Cappelen	PK	32 Ramsey	TB	53 Piurowski	LB	76 Carter	DT
3 Stark	P	33 Harris	DB	54 Scott	DT	77 Mindlin	DT
11 Stockstill	QB	35 E. Sims	RB	55 Wesley	C	78 Henderson	OT
12 Woodham	QB	36 Sanders	FB	57 Baker	LB	79 M. Sims	DT
15 Jordan	QB	37 Smith	DB	58 Madden	C	80 Warren	DE
17 Capece	PK	38 Burney	LB	60 McLean	DE	81 Coursey	DE
19 Unglaub	WR	39 Herring	LB	61 Brock	OG	82 Strange	WR
21 Butler	DB	40 Henry	DB	62 Ferguson	LB	83 Hester	TE
23 Flowers	WR	42 Bonasorte	DB	63 Adams	OG	85 King	TE
24 Kincaid	DB	43 Gray	DB	65 Barnes	OG	86 Keck	TE
26 Wallace	FB	46 Hunter	DB	66 Stewart	LB	87 Williams	WR
28 K. Jones	DB	48 Lyles	FB	67 Macek	DT	88 W. Jones	DE
29 Platt	WR	49 Hanks	LB	68 Field	OG	89 Rayson	WR
30 Kennedy	TB	50 Simmons	NG	69 Good	OG	90 Richardson	DE
31 Cherry	FB	51 Gilbert	NG	70 Futch	OT	91 C. Jones	DT
		52 Cobb	LB	72 Lanier	OT		

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No.	Name	Pos.	Ht.	Wt.	Class	Hometown
1	David Cappelen	PK	5-9	142	Jr.	Vero Beach, Fla.
3	Rohn Stark	P	6-3	187	Fr.	Fifty Lakes, Minn.
11	Rick Stockstill	QB	6-1	177	So.	Fernandina Beach, Fla.
12	Wally Woodham	QB	5-11	189	Jr.	Tallahassee, Fla.
15	Jimmy Jordan	QB	6-1	185	Jr.	Tallahassee, Fla.
17	Bill Capece	PK	5-6	165	So.	Miami, Fla.
19	Kurt Unglaub	WR	5-11	176	Jr.	Tallahassee, Fla.
21	Bobby Butler	DB	5-11	187	So.	Delray Beach, Fla.
22	Homes Johnson	RB	5-9	187	So.	Lake Hamilton, Fla.
23	Jackie Flowers	WR	6-0	187	Jr.	Jacksonville, Fla.
24	Mike Kincaid	DB	6-0	173	Sr.	Waukegan, Ill.
26	Wade Wallace	FB	5-8	185	Jr.	Birmingham, Ala.
28	Keith Jones	DB	5-10	176	So.	Wildwood, Fla.
29	Sam Platt	WR	5-11	183	So.	Jacksonville, Fla.
30	Keith Kennedy	TB	5-8	170	Jr.	Red Bay, Ala.
31	Gator Cherry	FB	6-0	209	Jr.	Lake Wales, Fla.
32	Greg Ramsey	TB	5-9	171	Jr.	Ft. Lauderdale, Fla.
33	James Harris	DB	5-11	169	Fr.	Gainesville, Fla.
35	Ernie Sims	RB	6-0	203	So.	Tampa, Fla.
36	Chip Sanders	FB	5-9	185	Sr.	Macon, Ga.
37	Mike Smith	DB	5-11	170	So.	Panama City, Fla.
38	Kelly Burney	TB	5-8	184	Fr.	Miami, Fla.
39	Reggie Herring	LB	6-0	200	So.	Titusville, Fla.
40	Gary Henry	DB	6-1	180	Fr.	Orlando, Fla.
42	Francis Bonasorte	DB	6-0	180	So.	Pittsburgh, Pa.
43	Hector Gray	DB	6-0	186	Jr.	Miami, Fla.
46	Ivory Joe Hunter	DB	5-11	180	Sr.	Tallahassee, Fla.
48	Mark Lyles	FB	6-4	226	Jr.	Buffalo, N.Y.
49	David Hanks	LB	6-2	210	Sr.	W. Palm Beach, Fla.
50	Ron Simmons	NG	6-1	236	So.	Warner Robins, Ga.
51	James Gilbert	NG	5-11	244	Fr.	Miami, Fla.
52	Bryan Cobb	LB	6-2	201	So.	Glenville, Ga.
53	Paul Piurowski	LB	6-3	214	So.	Sarasota, Fla.
54	Arthur Scott	DT	6-2	226	So.	Tampa, Fla.
55	Gil Wesley	C	6-1	213	Jr.	Birmingham, Ala.
57	Keith Baker	LB	5-10	185	Fr.	Delray Beach, Fla.
58	John Madden	C	6-2	220	So.	Ft. Walton Beach, Fla.
60	Scott McLean	DE	6-4	212	Fr.	Clermont, Fla.
61	Brent Brock	OG	6-4	260	So.	Albany, Ga.
62	Charlie Ferguson	LB	5-11	199	Fr.	Delray Beach, Fla.
63	Lee Adams	OG	6-4	243	So.	Ruskin, Fla.
65	Trent Barnes	OG	6-2	229	So.	Lakeland, Fla.
66	Mike Stewart	LB	6-0	192	Jr.	Hazelhurst, Ga.
67	Mark Macek	DT	6-2	255	So.	Wyandotte, Mich.
68	Jeff Field	OG	6-0	242	So.	Albany, Ga.
69	Mike Good	OG	6-1	245	Jr.	Sanford, Fla.
70	Greg Futch	OT	6-3	243	So.	Ocala, Fla.
72	Ken Lanier	OT	6-4	260	So.	Columbus, Ohio
76	Walter Carter	DT	6-4	237	Jr.	Richmond, Va.
77	Jeremy Mindlin	DT	6-3	247	Jr.	Miami, Fla.
78	Nat Henderson	OT	6-5	260	Sr.	Albany, Ga.
79	Mark Sims	DT	6-3	228	Fr.	Bonifay, Fla.
80	Scott Warren	DE	6-3	207	Jr.	Titusville, Fla.
81	Jarvis Coursey	DE	6-5	188	Fr.	Gray, Ga.
82	Lawrence Strainge	WR	6-1	176	Fr.	Delray Beach, Fla.
83	Ron Hester	TE	6-2	205	Fr.	Umatilla, Fla.
85	Grady King	TE	6-3	200	Jr.	Satellite Beach, Fla.
86	Bill Keck	TE	6-2	220	So.	Newark, Ohio
87	Phillip Williams	WR	5-10	164	So.	Warner Robins, Ga.
88	Willie Jones	DE	6-4	228	Sr.	Homestead, Fla.
89	Milton Raysor	WR	6-4	171	Fr.	Pompano Beach, Fla.
90	Edenbur Richardson	DE	6-2	200	Jr.	Crystal River, Fla.
91	Carlton Jones	DT	6-1	224	So.	Fitzgerald, Ga.

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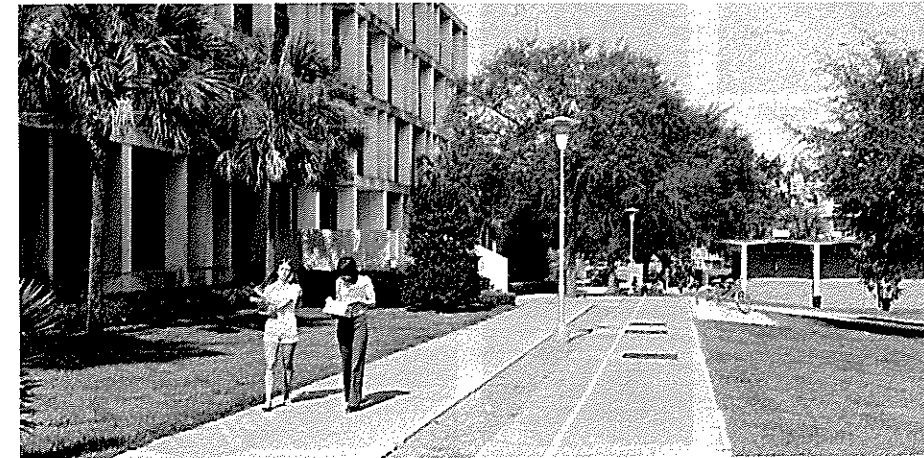
Mitchell Moore

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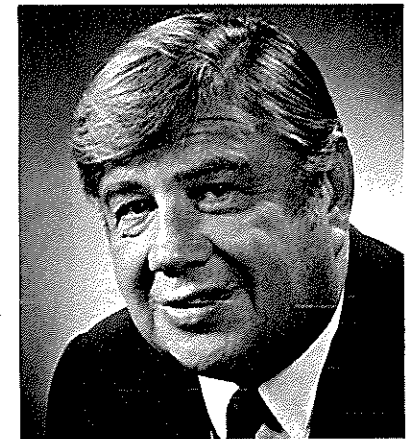
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TUPELO, MISS.

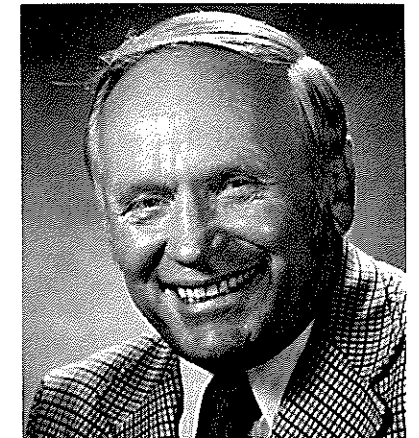
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FLORIDA STATE COACHING STAFF: Kneeling, Jack Stanton, head coach Bobby Bowden and George Haffner. Standing, Gene McDowell, Jim Gladden, George Henshaw, Kent Schoolfield, Nick Kish, Bob Harbison and Jerry Bruner.



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President



John Bridgers
Athletic Director



Bobby Bowden
Head Football Coach

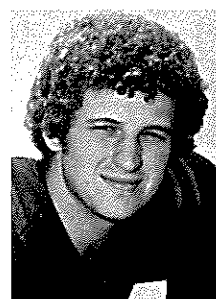
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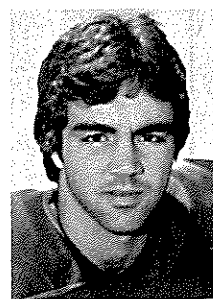
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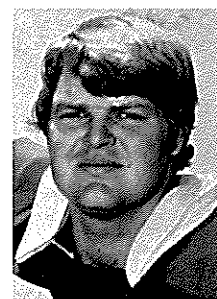
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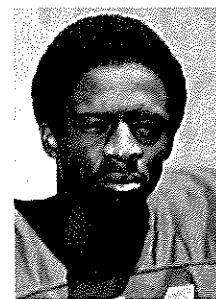
Lee Adams



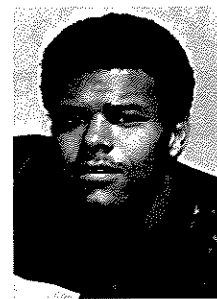
Francis Bonasorte



Brent Brock



Bobby Butler



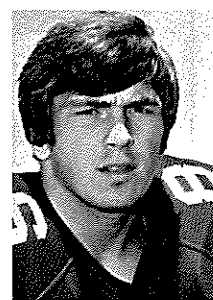
Walter Carter



Greg Futch



Keith Jones



Bill Keck



Keith Kennedy



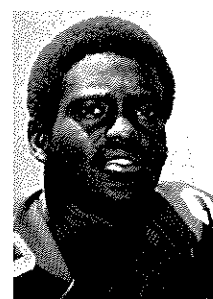
Mike Kincaid



FLORIDA STATE Seminoles



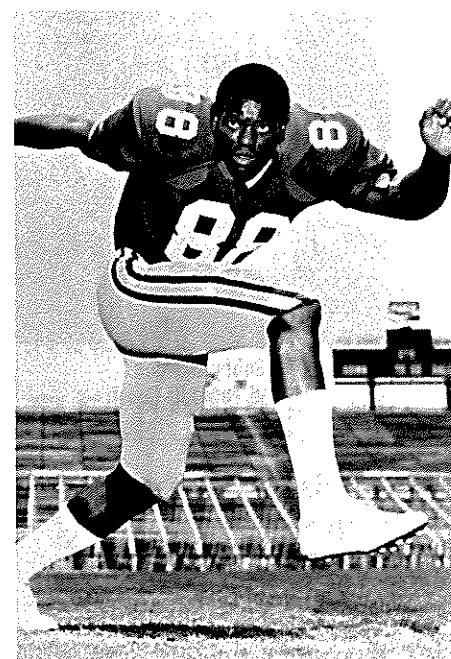
Paul Piurowski



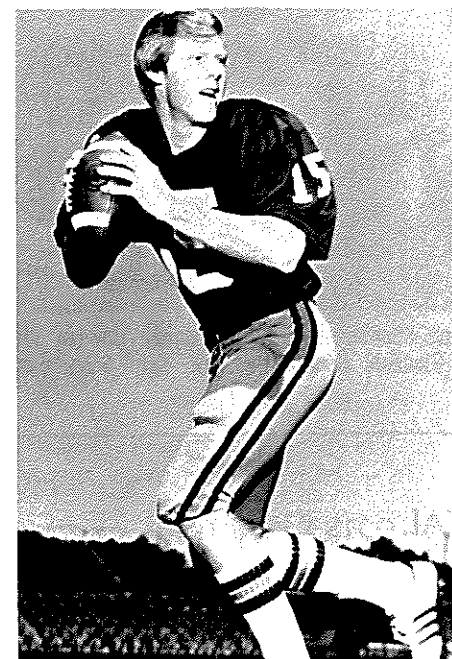
Sam Platt



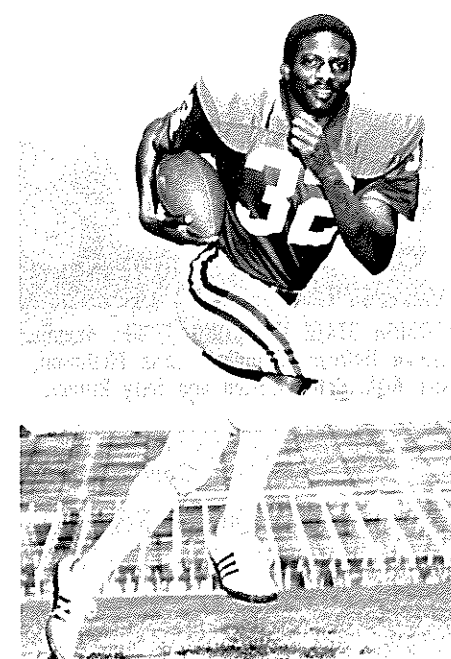
Dimitri Rigas



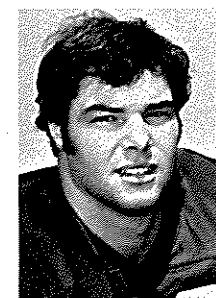
Willie Jones



Jimmy Jordan



Greg Ramsey



Mike Good



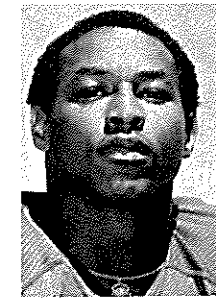
David Hanks



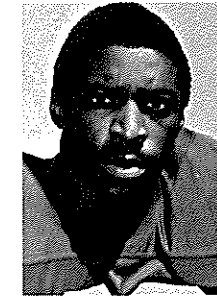
Nat Henderson



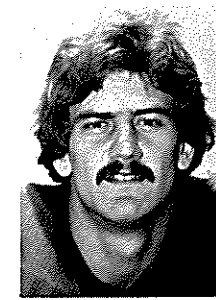
Reggie Herring



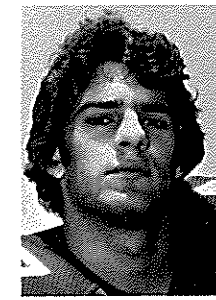
Ivory Joe Hunter



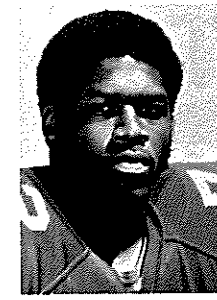
Homes Johnson



Grady King



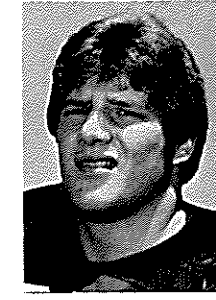
Tim Koehnemann



Ken Lanier



Mark Lyles



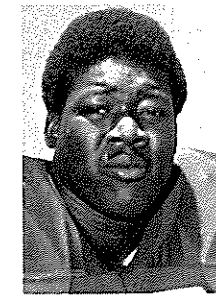
Mark Macek



Jeremy Mindlin



Arthur Scott



Abe Smith



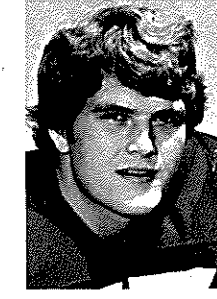
Rick Stockstill



Kurt Unglaub



Scott Warren



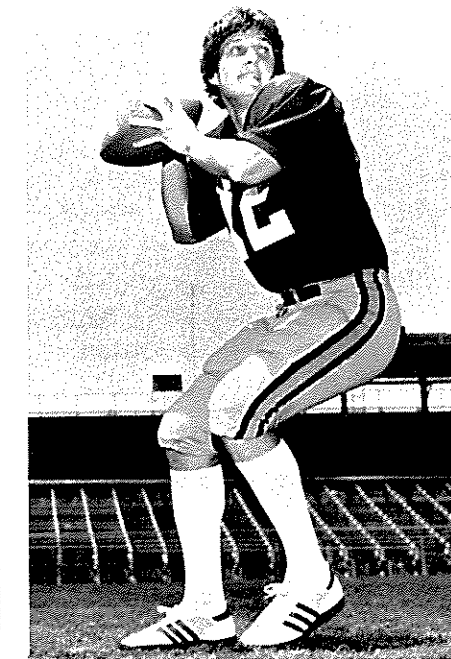
Gil Wesley



Ron Simmons



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THE FAKE CAN CHANGE THE COMPLEXION OF THE GAME

by Bill Lyon, Philadelphia INQUIRER

It was beautiful. Sneaky, true. But beautiful—and effective.

There had been an end sweep, with one of those "student body right" traffic jams, and it had all come together in a glorious, crunching collision near the sideline. The survivors unpiled, the defense regrouped, and the offense went back to huddle. All except the wide receiver. He remained on the ground, writhing in pain. He struggled to his knees; then, painfully, started toward the sideline and the sanctuary of his bench.

Meanwhile, the offense had hurried into formation and was calling signals, and the defense lined up frantically and everyone forgot about the injured end. But he never quite left the playing field. He leaned over, inches from the white stripe, back to the field. But, very carefully, he made sure he was on sides.

And then, when the ball was snapped, he appeared to make the fastest recovery this side of Lourdes. He ran

down the sidelines, 40 yards behind the defense, and caught a pass and trotted gleefully into the end zone.

"Oh, it was gorgeous," recalled the coach who had dreamed up the fake injury. "Everyone was sure he had come off, but he stopped just short. And we made sure he wasn't offside. It really confused the other team. And completely demoralized 'em. We didn't belong on the same field with them, but you know what? We ended up winning that game, 7-0."

"Only one thing wrong with that play, though," he sighed. "They've outlawed it now. Too bad. That baby was good for a 'touch' about once every five years."

Ah, but shed no tears for the feigned injury. For there are still all manner of fakes in football, a vast, intriguing variety of trickery, gimmickry, and skullduggery which coaches can call upon when all appears lost. And they're all legal.

"I remember," said a highly successful

Eastern coach, "that we won a bowl game on a fake. It accounted for the only touchdown of the game."

"It was just before halftime. Neither team had moved the ball much. But we recovered a fumble deep in their territory. We lined up for a field goal, faked it, and threw a screen pass instead. Touchdown. Just like you diagram it."

The same coach used almost the same play a few years later. Except the holder was supposed to run with the ball this time. Everything went according to plan. The defense rushed all 11 men. The offense blocked, but not very hard, just enough to encourage the defense, and then the blockers peeled off to form a wall. Except the holder suddenly decided to pass.

"I almost passed out right there," the coach said. "Here's a wide open field, all he's got to do is run 20 yards, and he throws the ball. If I'd had a gun, I'd have shot the kid. I mean, we ended up with

continued

The vast array of trickery, gimmickry, and skullduggery that coaches can call upon—all legal fakes—adds another dimension of excitement to the college game.



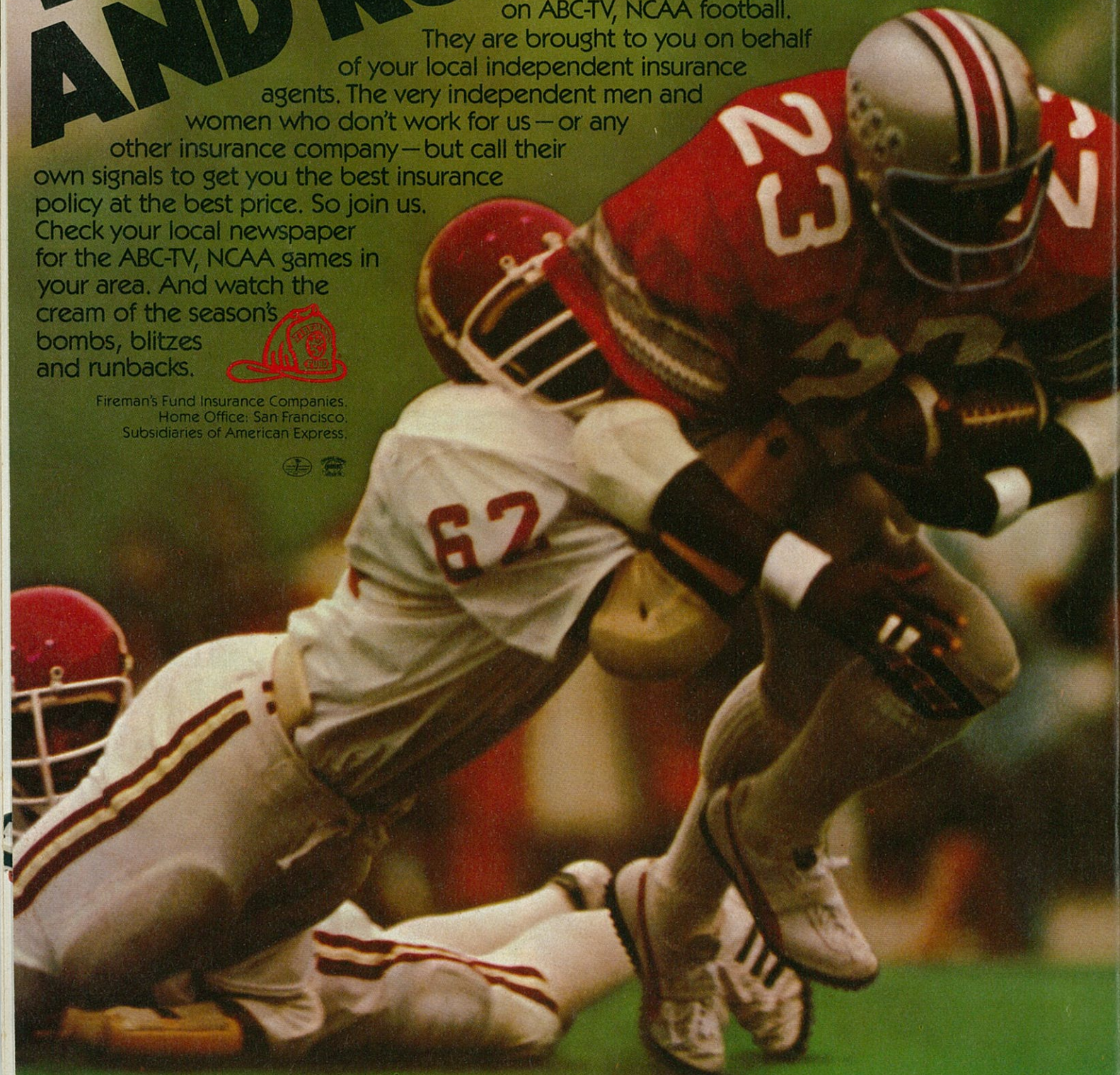
PHOTO BY RICH CLARKSON (Shot with Nikon equipment)

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THE FAKE

continued

ABOUT THE AUTHOR—Bill Lyon has been a sports columnist for The Philadelphia Inquirer since 1973, covering Penn State football on a regular basis and reporting on such other major events as the Super Bowl, World Series, Masters, U.S. Open, pro basketball, Stanley Cup playoffs, heavyweight fights and even the Evel Knievel Snake River Canyon jump. His columns appear in over 35 papers, including the Miami Herald, Boston Globe, Chicago Tribune, and Detroit Free Press.

a fake off a fake."

The story, however, has a happy ending. The pass was completed—to a very startled receiver—for a touchdown. The holder ended up a hero anyway. "Yeah," the coach laughed, "and he got to keep his scholarship, too."

You've seen most of the standard razzle-dazzle, dating back to the old Statue of Liberty and the flea-flicker. The fake punt, the quick kick, the pass off a double reverse, the fake of a reverse on a punt return ... the sort of stuff that's usually reserved for Saturday afternoons on the sandlot.

"Best one I ever saw," said a veteran coach from the South, "was pulled off against us. Darndest play I ever saw. We kicked off to them, right about the goal line. And every one of their players peeled back. One of the backs catches the ball. Now the kick is fairly deep and this team hasn't won a game in two years so we're loafing down the field."

"Well, all 11 people on that kickoff team get into a huddle, and then they come spinning out of it, and everyone of them is acting like he's got the ball. Bootlegging it, you know. Nobody's blocking; they're all acting like they're the one with the ball, and they're running in about 30 different directions. Man, our guys don't know who to tackle."

"We're grabbing people right and left, searching the officials, mugging players on the bench. In the huddle, they'd given the ball to this little-bitty guy and I'm darned if he doesn't go 101 yards to score."

"You know, it's been 13 years since they pulled that, but every year before we play them I get out the film and show that play. I was mad as the devil when it happened. But I sure got to admire it. I guess it's like if you're a detective and some guy gets away with the perfect crime. You're really boiling and frustrated, but you got to give the guy his due."

A successful fake can have immediate psychological impact, an impact that is devastating for the victim, and enormously uplifting for the team which has negotiated it. Obviously, it can change the entire course and outcome of a game.

"The timing," said a Midwestern coach, "is really important in a fake. Not just the timing of the blockers, but the time you decide to pull it. There's a real knack in knowing exactly when, what situation, to go for it."

"And that's not something you'll find in any textbook. You develop a gut feeling. You're standing there and your instinct tells you—NOW!"

"You know, there's an old gambling

saying about never playing with money you can't afford to lose. Same with the fake. Once you're committed to try it, then you have to go ahead with complete recklessness. You can't be worrying about the consequences."

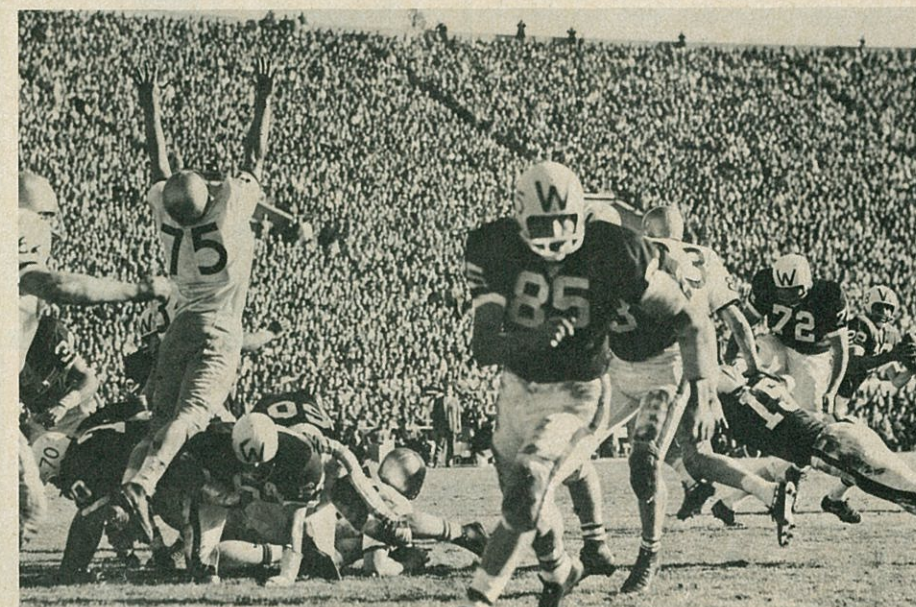
Most coaches agree there are two occasions when a fake is most effective:

1. You have moved the ball up and down the field but haven't been able to punch across a score. Meanwhile, your opponent has been taking chance after chance. A big fake play at this time will finally get your offense untracked and

gamblers and bad gamblers.

"Make no mistake about it," said a coach from the Southwest. "A fake is an all-out psychological gamble."

"You're not just going for a big chunk of yardage or for a touchdown, you're trying to create an atmosphere. You're trying to take away the other team's confidence, get him to thinking and worrying about what you're liable to do next. Then you've disrupted his concentration and you can control the game, its tempo. Maybe you can negate his best weapons."



The classic fake placement attempt—in this case, by Wisconsin in the 1960 Rose Bowl game.

also take away the opponent's building momentum.

2. You are over-matched. There is no way you can beat the other team playing them straight-up. They are too physical, have too much talent. In other words, when out-manned, get sneaky.

"Most of us," said a coach from the West, "are probably conservatives at heart. And when you get on top, you tend to be even more conservative. We'd really rather not gamble on a fake, especially if we've got the horses."

"But sometimes, you've got no choice. Sometimes, the fake is the most logical thing in the world to do. But it's very important how you sell the fake to your team. Don't make it out to be a gimmick, just some crazy thing that's got to work or you'll lose. Because then your players won't have any confidence in it. And they'll think that you don't really believe they can win, and that you're just grasping at straws."

There are, in other words, good fakes and bad fakes. Just as there are good

The fake, coaches seem to agree, can be a game-breaker. But for both sides. If it works, your players are sky-walking and the opponent is confused, demoralized, panicked. But if it backfires, well ...

"If it backfires," said the coach of a big-name independent, "then it's like sticking a pin in a very large balloon. It's like the story they tell of this one coach who made a pregame speech and got his team all fired up. Those players were ready to kill. He opened the door, the door he thought led to the field, and they went busting through it. But the door led to a swimming pool instead. Talk about a letdown."

That same coach remembers when an opponent cooked up a lateral off a kickoff return. Except the lateral was intercepted and run 15 yards for a touchdown.

"That was three years ago," he said, "and to this day if you mention the word 'fake' around that coach he starts foaming at the mouth."



SEC Football Record Book

RUSHING

MOST RUSHES

Game—43, Charles Alexander, LSU vs. Wyoming (for 231 yds.), 1977.
Season—311, Charles Alexander, LSU (for 1,686 yds.), 1977.
Career—777, Sonny Collins, Kentucky (41 gms., 3,835 yds.), 1972-75.

RUSHES PER GAME

Season—28.3, Charles Alexander, LSU, 1977.
Career—19.1, Johnny Musso, Alabama (574 in 30 gms.), 1969-71.

YARDS GAINED

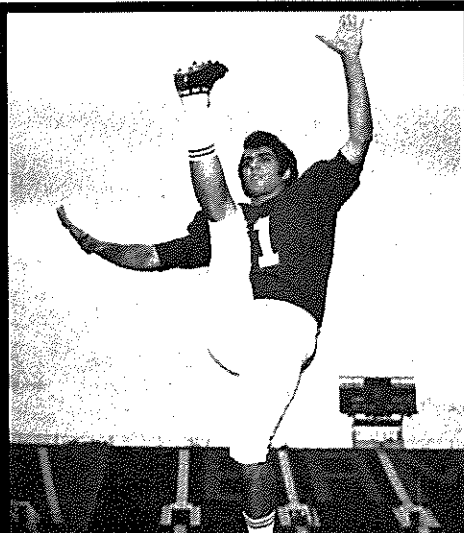
Game—267, Bob Davis, Kentucky vs. Wash. & Lee, 1937.
Season—1,686, Charles Alexander, LSU (311 rushes), 1977.
Career—3,835, Sonny Collins, Kentucky, 1972-75.

YARDS PER GAME

Season—153.3, Charles Alexander, LSU (1,686 in 11 gms.), 1977.
Career—93.5, Sonny Collins, Kentucky (3,835 in 41 gms.), 1972-75.

AVERAGE GAIN PER RUSH

Game—(10 rushes) 17.5, George Canale, Tenn. vs. Chatt., 1962; (20 rushes) 11.8, John Dottley, Miss. vs. Chatt., 1949; (30 rushes) 7.6, Charles Alexander, LSU vs. Oregon, 1977; (40 rushes) 5.4, John Dottley, Miss. vs. Miss. St., 1949.
Season—(100 rushes) 7.9, Hank Lauri-



Alabama's outstanding placekicker, Bill Davis.

cella, Tenn., 1951; (200 rushes) 6.3, John Dottley, Ole Miss, 1949.
Career—(400 rushes) 6.3, Bobby Marlow, Alabama, 1950-51; (500 rushes) 4.8 Johnny Musso, Alabama, 1969-71.

PASSING

ATTEMPTS

Game—66, John Reaves, Florida vs. Auburn (33 cmp., 369 yds.), 1969.
Season—396, John Reaves, Florida (222 cmp., 2,896 yds.), 1969.
Career (modern)—1,128, John Reaves, Florida (603 cmp., 7,549 yds.), 1969-71.

COMPLETIONS

Game—33, Archie Manning, Ole Miss vs. Alabama (52 atts., 436 yds.), 1969; 33, John Reaves, Florida vs. Auburn (66 atts., 369 yds.), 1969.
Season—222, John Reaves, Florida (396 atts., 2,896 yds.), 1969.
Career—603, John Reaves, Florida (1,128 atts., 7,549 yds.), 1969-71.

YARDS GAINED PASSING

Game—484, Scott Hunter, Alabama vs. Auburn (30 of 55), 1969.
Season—2,896, John Reaves, Florida (222 of 396), 1969.
Career (modern)—7,549, John Reaves, Florida (603 of 1,128), 1969-71.

TOUCHDOWN PASSES

Game—5, Bill Wade, Vandy vs. Auburn, 1950; Babe Parilli, Ky. vs. Cincinnati

and N. Dakota, 1950; Fred Dempsey, Tulane vs. La. College, 1952; John Reaves, Florida vs. Houston and Vandy, 1969.

Season—24, John Reaves, Florida (10 games), 1969.

Career—54, John Reaves, Florida (32 games), 1969-71.

PERCENTAGE COMPLETED

Game—(Min. 10), 91.8%, Nelson Stokley, LSU vs. Miss. St., 1970; (Min. 20) 77.8%, Pat Sullivan, Aub. vs. Fla., 1970; (Min. 40) 65.3%, Tommy Pharr, Miss. State vs. Ala., 1969.

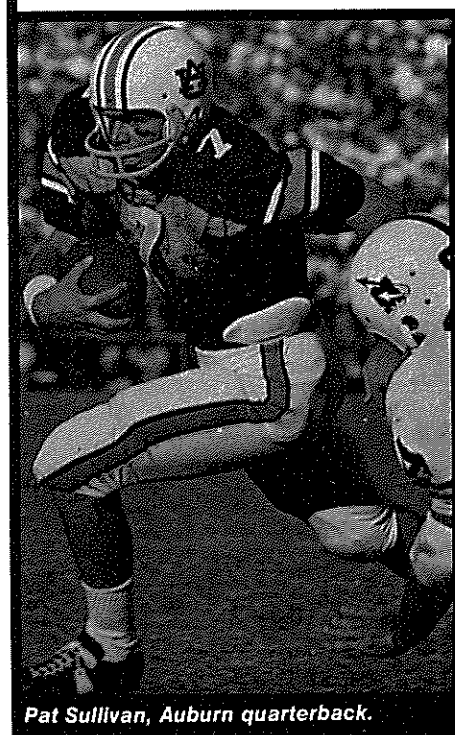
Season—(Min. 100) 64.9% Ken Stabler, Ala., 1966; (Min. 200) 61.6%, Steve Spurrier, Florida, 1966; (Min. 300) 56.1%, John Reaves, Florida, 1969.

Career—(Min. 300) 60.0%, Fran Tarkenton, Ga., 1958-60; (Min. 400) 58.6%, Dewey Warren, Tenn., 1965-67; (Min. 600) 56.8%, Scott Hunter, Ala., 1968-70; (Min. 800) 55.3%, Pat Sullivan, Auburn, 1969-71; (Min. 1,000) 53.4%, John Reaves, Florida, 1969-71.

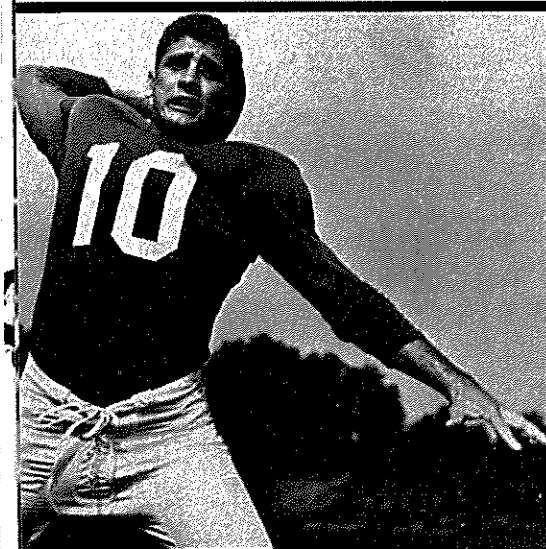
CONSECUTIVE COMPLETIONS

16, Steve Spurrier, Fla. (9 vs. Fla. St. and 7 vs. N.C. State), 1966; (one game) 13, Pat Sullivan, Auburn vs. Ga. Tech, 1971.

continued on page 29t



Pat Sullivan, Auburn quarterback.



Babe Parilli of Kentucky.

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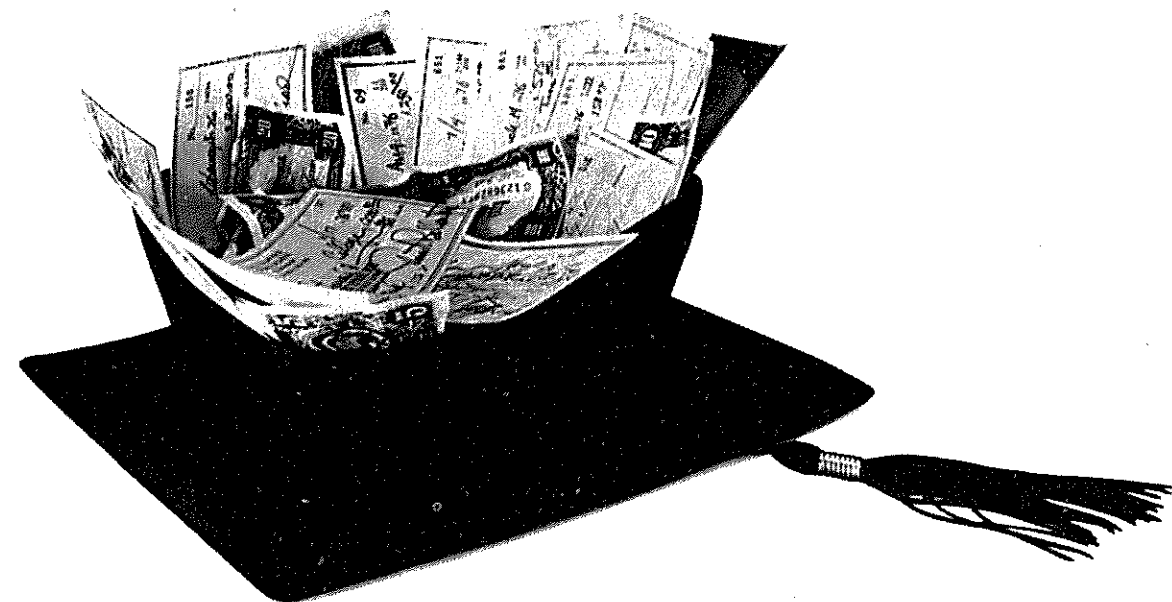
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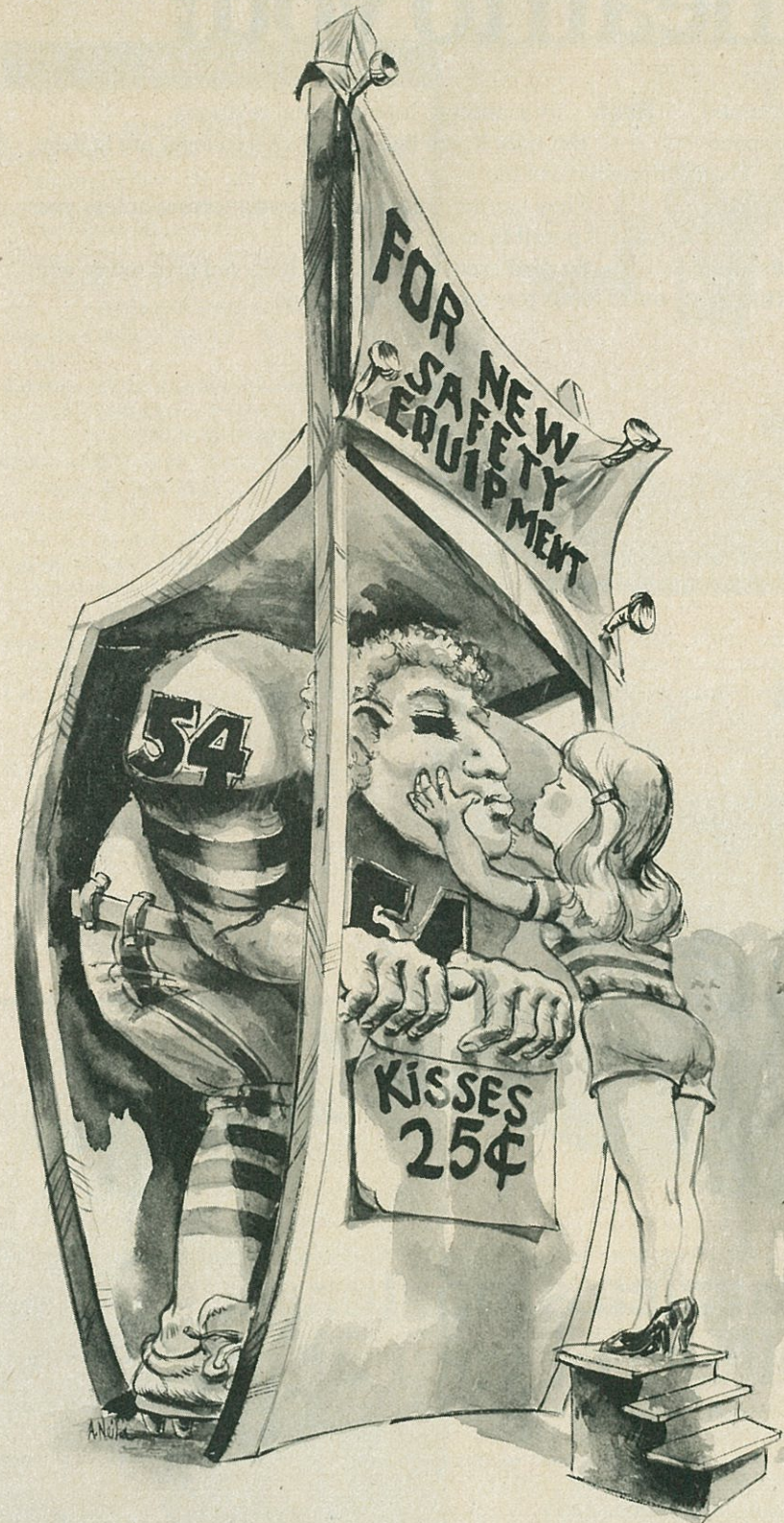


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FUNDRAISING:

The Backbone of the Athletic Budget

by Del Black, Kansas City STAR



In 1959, during the fading seconds of Nebraska's victory that snapped Oklahoma's Big Eight Conference unbeaten football streak of more than 70 games, fans made a futile effort to tear down the goal posts. The uprights were not only anchored in concrete, they were made of steel.

What the determined fans did, however, was bend the posts so badly that they had to be replaced. Seeing the possibilities of salvaging something from the wreckage sustained in the season finale, an enterprising Cornhusker alum obtained the steel posts. He cut them into one-half-inch pieces, filled them with cement, painted the score and date of the game on the surfaces, and sold them for \$5 apiece. The proceeds went to the Nebraska football program.

While this scheme was the result of more imagination than most, it was typical of how schools' alumni and friends scratch and scrape for funds to fuel their athletic programs. The bigger the program, the more people and backing are needed.

College athletics is big business, and to keep the sports productive, their followers must be organizers, salesmen, and—possibly most of all—generous.

The structure of such fundraising exploits ranges from selling bumper stickers to tapping the big businessman for support. In between there are gimmicks that border on the unusual.

How about the school, steeped in agricultural tradition, that solicits a steer-a-year from its rancher alums? Or the pork-a-year plan? Or turkeys? Or truck loads of wheat?

"Don't laugh, they all help," says one fundraiser. "I'll listen to any gimmick, no matter how ridiculous. Who knows until you try it? My desk is filled with letters offering ideas. Some of them we can't implement, but if you get the people thinking about what you're trying to accomplish, you're making progress."

"Getting people involved in their school is important. It used to be that alums would sit in the stadiums or arenas, cheer, and go home. They were taking things for granted, and really had a right to."

"But today, a good share of them are getting involved in helping put those teams out there on the fields, on the courts, and on the tracks. In this day and age, without involvement by the

continued on page 30



SEATBELTS THAT PUT THEMSELVES ON.

Remember when Mom attached your mittens to your coatsleeves? The theory was, even the warmest gloves in the class wouldn't do you much good if you didn't use them.

The theory's the same for seatbelts.

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vanced passive restraint system available.

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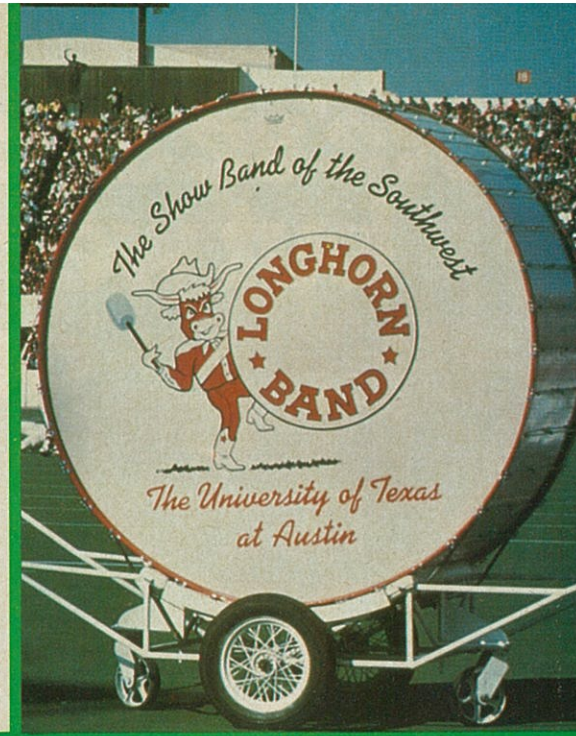


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THE HALFTIME SHOW

by Art Rosenbaum, San Francisco CHRONICLE



Non-football diversion at college football games, such as a halftime show, is (1), a marvelous mixture of sight and sound; (2), an entertainment which reflects the pace, customs and imperfections of the times; (3), a continuation of the Big Band Era; (4), a turf springboard for bouncing, bounding youth; (5), a method of including students other than gladiators in the school program; (6), a zestful modifier to the game itself, and sometimes more fun; (7), a necessary pause that allows spectators to form long lines to the rest rooms; or

(8), all of the above.

The radiance and enthusiasm of youth is all-pervasive at a college game,



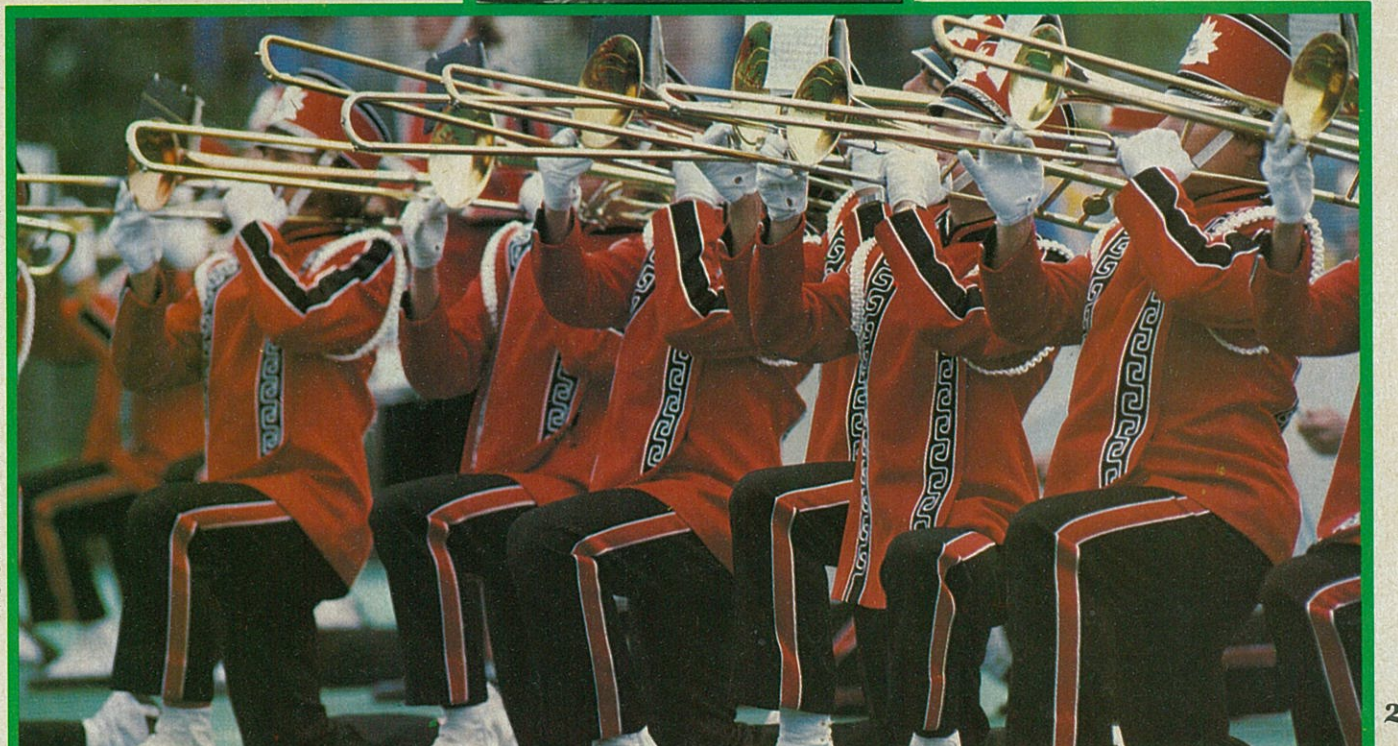
whether it be before, during, or between halves. The footballers have the spark one misses among the pros, and it's equally true with the sideline or the on-field spectaculars. Colleges offer real cheerleaders who produce real laughs and cry real tears.

The kids are involved. They are not the plastic cheerleaders of the NFL who wouldn't know, or care, if they were exhibiting forced smiles or fighting flesh wars on behalf of the Denver Dolphins or the New England Oilers.

The pros have been copying college rules, and rule-changes, for years. They've also attempted to imitate halftime shows, but they can't buy or

continued

PHOTOS BY PETER READ MILLER And BARRY FIKES (Shot with Nikon equipment)



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Arkansas State	Louisiana State U.	Southern Florida, U. of
Army	Louisville U.	Southern Methodist
Auburn U.	Marquette	Southern Mississippi
Ball State	Maryland, U. of	U. of
Baylor	McNeese State	Southern U. and
Boise State	Memphis State	A&M (Baton Rouge)
Boston College	Miami U. (Ohio)	Southwest Texas
Bowling Green	Miami U. of (Florida)	State U.
Brigham Young U.	Michigan State	Southwestern
Brown U.	Michigan, U. of	Louisiana, U. of
California State (Long Beach)	Minnesota	Stanford
California, U. of (Berkeley)	Mississippi	Syracuse U.
Central Michigan	Mississippi State	Temple U.
Cincinnati	Montana U.	Tennessee, U. of
Citadel, The	Morgan State	Texas
Clemson	Navy	Texas A&I
Colgate	Nebraska	Texas A&M
Colorado State	New Mexico State	Texas Christian U.
Colorado U.	New Mexico U.	Texas Southern
Columbia	New York U.	Texas Tech
Connecticut	(New York)	Toledo, U. of
Dartmouth	North Carolina, U. of	Tufts U.
Delaware, U. of	North Carolina State	Tulane
dePauw	N. Dakota U.	UCLA
Duke	North Texas State	U.S. Air Force Academy
Duquesne	Northern Illinois	Utah
East Carolina U.	Northwest Louisiana	Utah State U.
East Kentucky	Notre Dame	Vanderbilt U.
East Michigan U.	Norwich	Villanova U.
East Texas State	Ohio State	Virginia, U. of
Emory and Henry	Ohio U.	VMI
Ferris State	Oklahoma	VPI
Florida	Oklahoma State U.	Wake Forest
Florida State	Oregon	Washington State
Fresno State U.	Oregon State	Washington, U. of
Furman	Pennsylvania State	Wayne State U.
Georgetown U.	Pennsylvania, U. of	West Texas State
Georgia	Pittsburgh	West Virginia
Georgia Tech	Portland State	Western Illinois
Grambling State U.	Princeton	Western Michigan U.
Harvard	Providence College	William & Mary, College of
Hawaii, U. of (Honolulu)	Puerto Rico U.	Windsor U.
Houston	Purdue	Wisconsin
Illinois	Rice	Wyoming
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HALFTIME SHOW

continued

ABOUT THE AUTHOR—Art Rosenbaum is sports editor of The San Francisco Chronicle, a position he has held since 1954. He writes a six-times-weekly column. His stories have appeared in the annual Best Sports Stories (Dutton) 11 times, including one football article that won first prize. He is co-author of The Giants of San Francisco (Coward-McCann). Born in San Francisco, he went to UC Berkeley and San Francisco State.

provide the natural buoyancy of a school extravaganza. The pros bring in performers; college performers are themselves.

Unmatchable are the great bands, or funky bands, or even the standard bands with their Sam Browne-belted youngsters, those last representatives of that old time musical religion. From any campus, it seems, bands will go anywhere for a chance to play and display. They'll sleep or not sleep, as the occasion warrants, doing their act day or night, home or away. Athletes are numbered, taped, and otherwise pampered, but bandspeople, unlike the armored warriors they salute, are mostly anonymous and totally dedicated. They play hurt, if necessary, with the attitude that the march for old State U. must go on.

They volunteer for preseason physical training with as much vigor as the footballers; song girls at many schools average 20 hours a week practicing, without credit. They are not on scholarship . . . there is no NFL pension plan in their futures. In short, they care because they care.

Somehow, that sense of wanting to take part, of providing inspiration for the home team, comes through in the music. Good or adequate, loud or louder, a college band can be counted on to blare forth with fervor, sincerity, and love.

Halftime presentations often are images of current culture. Surveys and polls tend to prove that these shows have outlived the political base of student attitudes from one era to the next. Last year there were fewer controversial themes than in a dozen seasons past. Outer space, conveniently borrowed from "Star Wars" and "Close Encounters," had replaced the occasional anti-Vietnam halftime shows of the '60s and early '70s.

This year, by all forecasts, the programs will continue to be comparatively sedate; but then, who can properly predict student trends? Collegians create the questions today that forecasters ask tomorrow.

The young people of 1978 have inherited much of the impishness and independence of the '60s but not the fiery resistance. (It says here.)

Cheerleading is an American institution, but only in recent years has an institute been established in its cause. The International Cheerleading Foundation at Shawnee Mission, Kan., is an affiliated member of the National Collegiate Athletic Association (NCAA), and,

through its Cheer Leader/Song Girl Institute, invades college and high school campuses every Summer to conduct workshops that teach the bumps, gyrations, and rah-rah-rah of the art which, it is pointed out, go hand-in-hand with school spirit, athletic competition, free enterprise, controlling unruly crowds, and leader training.

"Without imaginative leaders," the foundation's Encyclopedia of Cheerleading intones, "both our schools and our nation can experience a serious disintegrating process—for any human group without leaders is, at best, apathetic, and at worst, destructive."

Such a thought would have been derided as upstream rhetoric in the "radical" '60s. Which is not to say that entertainment at today's football games is staid or routine. Far, far from it. The field is immense and calls up grandiose productions. Imagination runs the gamut and hardly any subject (except possibly school work) is exempt.

Traditionalists wonder if there will ever be a revival of words for students to live by, like this turn-of-the-century cheer from Ottawa University:

Sophocles, Demosthenes, Peloponnesian War,
X2, Y2, C2-SO4,
Greek books, Latin books, Ancient History,
Ottawa, Ottawa, Ottawa Varsity.

One hopes there will never be a need to revive a popular theme of the Depression '30s:

Football, Baseball,
Swimming in the tank,
Who needs college
With money in the bank?

ANSWERS TO QUIZ

ETBONSALMONSTERGILFE
JRVKCBHCUOTYKGMKITN
ABHALFTIMERKCALUBARJ
NAHANDOFFCRAFTFLANKEA
TCENOTQXUBSAXHTIJUN
BOIRATUKJRNIOJXVSSOK
NOSPMISREDABLRECHCYF
ORMZHLTTNGLBEYEURRA
SEAEIBRETAURFTIOION
EHNZSANMELRZCECJFMSA
GCATUAGLRZTSIKRZNFME
ULFOSCREENKYTEFASABI
AAI LWO THRALDVEEMRIQOC
RCE REDSCHRTNCWRBDEWB
DTLIEDBA GOALLINECLD
LIDVPSHINRETSXOTSACO
TAGPUAARVNSPNSHDAEI
BFODZT INTERCEPTIONJE
PTACKYLYNNHTLEVPKGE
EFLAAKUTOUCHDOWNSQDF

EXTRA Hidden words: Handoff, Helmet, Field Goal, Touchdown

DO-IT-YOURSELF STATS N' FACTS

Every football fan knows that the score doesn't always give a good picture of a game. A few statistics, like those that can be kept on this page can make the picture clearer, show what the individual stars contribute and help to win post-game "debates." Besides, it can be fun to second guess the official scorers whose statistics will appear in tomorrow's papers. But before you start, here are some pointers on being a statistician:

1. Keep cumulative totals to be informed "up to the minute" and to simplify your figuring of team totals. **EXAMPLE:** Jones gains 3, 6, 9, 2 yards and you write 3, 9, 18, 20 on his line.
2. On plays involving penalties measured from the point of the foul, credit the rusher or pass receiver with yardage only to the point of the infraction.
3. Charge gains and losses on fumbles to the player who, in your judgement, contributed most to the error.
4. Don't score two-point conversion attempts after touchdowns as rushing or passing plays.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19
RUSHING No./Name (USE CUMULATIVE YARDAGE, CIRCLE SCORING PLAYS)

PASSING No./Name (USE CUMULATIVE YARDAGE FOR COMPLETIONS; — FOR INCOMPLETE; x FOR INTERCEPTIONS)

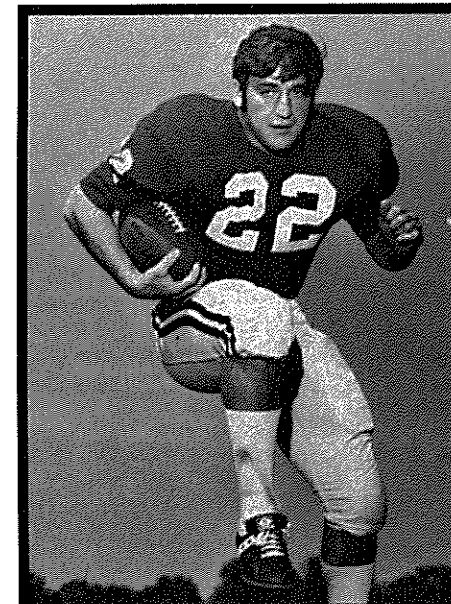
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19
RUSHING No./Name (USE CUMULATIVE YARDAGE, CIRCLE SCORING PLAYS)

PASSING No./Name (USE CUMULATIVE YARDAGE FOR COMPLETIONS; — FOR INCOMPLETE; x FOR INTERCEPTIONS)

RECEIVING No./Name (USE CUMULATIVE YARDAGE, CIRCLE SCORING PLAYS)

SEC Football Record Book

continued from page 20t



Top flight rusher from Alabama, Johnny Musso.

HAD INTERCEPTED
Game (modern)—9, John Reaves, Florida vs. Auburn (66 atts.), 1969.
Season—29, Zeke Bratkowski, Georgia (248 atts.), 1951.
Career (modern)—68, Zeke Bratkowski, Georgia (734 atts.), 1951-53.

CONSECUTIVE ATTEMPTS without interception
104, Steve Spurrier, Florida, 1966.

TOTAL OFFENSE

PLAYS
Game—69, Archie Manning, Ole Miss vs. Sou. Miss. (13 rushes, 56 passes), 1970.
Season—460, Tommy Pharr, Miss. State (141 rushes, 319 passes), 1968.
Career—1,238, John Reaves, Fla. (110 rushes, 1,228 passes), 1969-71.

YARDS GAINED
Game—540, Archie Manning, Ole Miss. vs. Ala. (104 rushes, 436 passes), 1969.
Season—2,856, Pat Sullivan, Auburn (270 rushes, 2,586 passes), 1970.
Career—7,283, John Reaves, Florida (32 gms., 266 rushes, 7,549 passes), 1969-71.

YARDS PER GAME
Season—285.6, Pat Sullivan, Auburn (2,856 in 10 gms.), 1970.
Career—228.1, Pat Sullivan, Auburn (6,844 in 30 gms.), 1969-71.

TOUCHDOWN RESPONSIBILITY
Game—7, "Showboat" Boykin, Ole Miss vs. Miss. State (7 by rushing), 1951.
Season—28, "Babe" Parilli, Kentucky (5 rush, 23 pass in 11 gms.), 1950.
Career—71, Pat Sullivan, Auburn (18 rush, 53 pass in 30 gms.), 1969-71.

PASS RECEIVING

CATCHES
Game—15, Bob Goodridge, Vanderbilt vs. Navy (201 yds.), 1967; Carlos Alvarez, Florida vs. Miami (237 yds.), 1969.
Season—88, Carlos Alvarez, Florida (1,329 yds.), 1969.
Career—172, Carlos Alvarez, Florida (2,563 yds. in 31 gms.), 1969-71.

YARDS GAINED
Game—237, Carlos Alvarez, Florida vs. Miami (15 catches), 1969.
Season—1,329, Carlos Alvarez, Florida (88 catches), 1969.
Career—2,563, Carlos Alvarez, Florida (172 catches in 31 gms.), 1969-71.

TOUCHDOWN PASSES CAUGHT
Game—5, Carlos Carson, LSU vs. Rice, 1977.

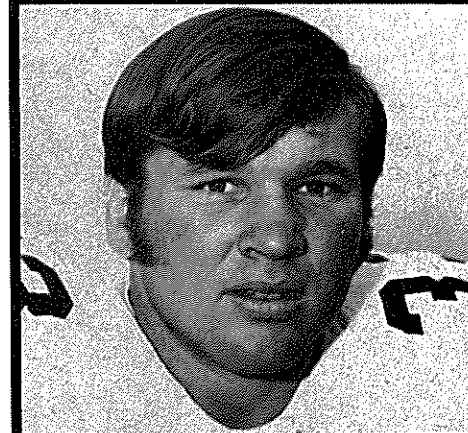
Season—12, Carlos Alvarez, Florida (10 gms.), 1969; 12, Terry Beasley, Auburn (10 gms.), 1971.
Career—29, Terry Beasley, Auburn (30 gms.), 1969-71.

SCORING

MOST POINTS
Game—42, "Showboat" Boykin, Ole Miss vs. Miss. State (7 TDs), 1951.
Season—120, Jackie Parker, Miss. State (16 TDs, 24 PATs), 1952.
Career—236, Stanley Morgan, Tenn. (39 TDs, 1 2-pt PAT), 1973-76.

MOST TOUCHDOWNS
Game—7, Arnold "Showboat" Boykin, Ole Miss vs. Miss. State, 1951.
Season—18, Tommy Durrance, Florida (10 gms.), 1969.
Career—39, Stanley Morgan, Tenn. (44 gms.), 1973-76.

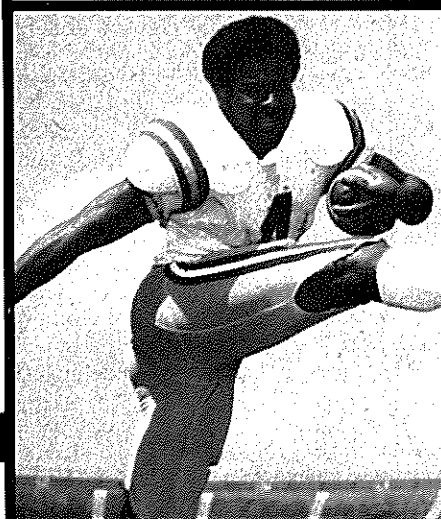
FIELD GOALS MADE
Game—5, Jose Portela, Auburn vs. Fla. (5 atts.), 1977.



Tommy Durrance scored 18 TDs for Florida in 1969.

Season—15, Jorge Portela, Aub. (22 atts.), 1977.
Career—33, Ricky Townsend, Tenn. (61 atts.), 1972-74.

PAT KICKS MADE
Game—11, Bill Davis, Ala. vs. Va. Tech (11 atts.), 1973; Red Lutz, Alabama vs. Delta State (13 atts.), 1951.
Season—51, Bill Davis, Alabama (53 atts.), 1973.
Career—133, Bill Davis, Alabama (148 atts.), 1971-73. (NCAA record)



LSU's Charles Alexander swept into the record book in 1977.

CONSECUTIVE PATS MADE
61, Allan Leavitt, Georgia, 1974-75.
TOTAL POINTS SCORED BY KICKING
Game—17, Jorge Portela, Auburn vs. Fla. (5 FGs, 2 PATs), 1977.
Season—75, Bill Davis, Alabama (8/14 FGs, 51/53 PATs), 1971, 1973.
Career—211, Bill Davis, Alabama (26/40 FGs, 133/143 PATs), 1971-73.

PUNTING

MOST PUNTS
Game—30, Burt Johnson, Kentucky vs. Wash. & Lee, 1934.
Season—101, Ralph Kercheval, Kentucky (4,394 yds., 43.5 aver.), 1933.
Career—215, Jerry Shuford, Vanderbilt (8,393 yds., 39.0 aver.), 1963-65.

PUNTING AVERAGE
Game—(Min. 10) 52.0, Ralph Kercheval, Ky. vs. Cin., 1933; (Min. 20) 43.0, Hank Cavette, Ga. Tech vs. Fla., 1938.
Season—(Min. 40) 45.9, Jim Miller, Ole Miss, 1977; (Min. 50) 44.9, Bobby Joe Green, Florida, 1959; (Min. 100) 43.5, Ralph Kercheval, Ky., 1933.
Career—(Min. 100) 43.6, Greg Gantt, Ala., 1971-73; (Min. 150) 42.4, Dick McGowen, Aub., 1938-40; (Min. 200) 39.0, Richard McGraw, Miss. St., 1965-67.

FUNDRAISING:

continued from page 22t

alums and friends in fundraising, athletic departments will struggle."

There are incentives for some of the alums and friends who render more than token support to their schools' athletic programs. Starting in the early and mid-1960s, colleges and universities discovered they could kill two birds with one stone. They needed larger and more functional press boxes, and to build them, they went to the big donors. The results were not merely press facilities, but plushly-packaged structures that included club and restaurant facilities from which the donors could enjoy the games.

Other incentives derived from financial support of collegiate athletics include seating priorities, parking privileges, and admittance to other sports-oriented functions.

While such privileges are rewards, and without question a trade-out for fan support, schools must be careful that they don't become an irritant among other fans. Obviously, without exerting tact and discretion, such a practice can become a double-edged sword.

"What athletic programs can't lose sight of is that no matter how many or how few backers they might have, everybody counts and must be appreciated," said one athletic director. "Those people who come through the

gates are our most important assets. For every contributor, dollar-wise, to our program, there are hundreds, possibly thousands, who are ticket holders. We need them even more, and they are appreciated. We will never take them for granted."

How far back does fundraising go?

One athletic director, who at one time assisted in his school's alumni association, recalls his playing days in the late 1940s and the administration's attempts to raise money for athletics and get everybody involved in the school.

"The endowment associations, for many, many years, could have very easily been subsidizing athletic programs from contributions made to the university earmarked for athletics," he said.

Another athletic administrator renders his philosophies about fundraising: "I get emotional when I talk about fundraising. First of all you've got to have a purpose. Then you've got to have the organization behind it to be successful. And obviously, you've got to have the people.

"If you have a real need, then it's very enjoyable. Not everybody can raise money. Not everybody can go out and solicit money. But if you have all those things going for you, and if it's for a good cause, then it's very, very enjoyable.

"And most of all, it's a challenge. I

don't know too many people who don't like challenges, so when you approach fundraising, you can spur yourself and the others involved to heights they never believed possible."

For instance, a Midwestern school, seeking to install artificial turf on its football field, subscribed its alumni and friends to purchase it by the yard. It did the same when building a track and field complex, complete with synthetic surfaces.

But fundraising is not without its frustrations.

As one athletic official recalls, "I wanted our school to be the first in the conference to install synthetic turf on the football field. We had been fighting for our program and believed the turf would be a real plus for it. One of the other schools in the conference found out about our plans, and more or less just took the funds out of its petty cash and covered its field with synthetic turf, too.

"Schools with big touchdown clubs, lettermen clubs, etc., can do this more easily than smaller schools, or those in low-populated areas."

But here, too, the big boys, supposedly the utopias for athletic success, must face the realities of stretching the dollar. One coach and athletic director at such a school once commented that his next chore would be to raise a half-million dollars from the booster club so the department could make ends meet.

"You must have a loyal atmosphere to raise money," another school official states. There's no limit to what you can accomplish. All schools are into it now. Some are so big they have separate corporations outside the school, downtown offices, and clubs off-campus. All their proceeds go to the betterment of school athletics.

"It's a necessity now, because I believe the days are gone when a state-supported school will ever reach the personal philosophies of state legislators to support athletics.

"For all practical purposes, most state schools have lost most state appropriations. As a result, more and more schools are going to and staying with fundraising to survive athletically.

"Women's sports, which are growing by leaps and bounds throughout the nation, have put an even greater priority on fundraising.

"But because there are more athletes being served, and even though it is becoming more costly, more people are becoming involved—participating, spectating and coaching.

"And each is a prospective fundraiser. That's where the loyalty figures. And, of course, the challenge."

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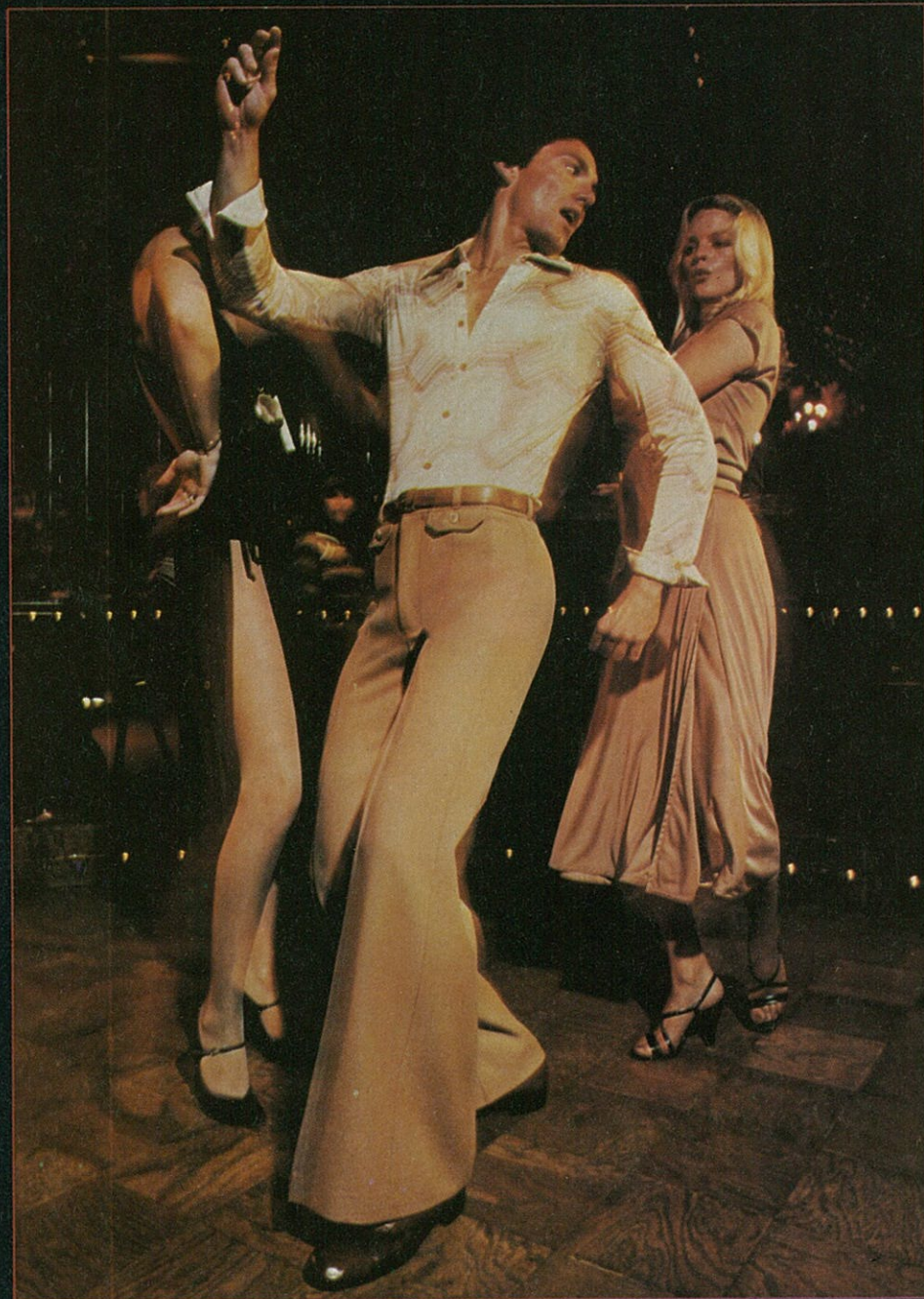
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Sunday	5:30 p.m.	WABG-TV, Greenwood-Greenville
Sunday	6:30 p.m.	WPTY-TV, Memphis
Sunday	10:30 p.m.	WTOK-TV, Meridian
Tuesday	11:00 p.m.	WLOX-TV, Biloxi-Gulfport

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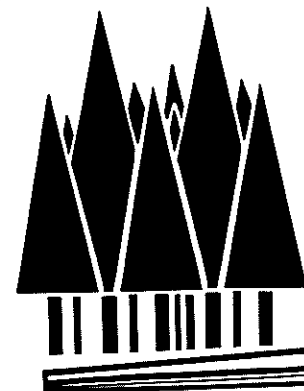


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BULLDOG BASKETBALL 1978-79

Coach Jim Hatfield, appointed as the successor to Ron Greene in Apr., 1978, inherits one of the most talented groups of returnees in Mississippi State basketball history for 1978-79.

Besides having four starters — guards Ray White and Greg Grim, forward Wiley Peck, and center Rickey Brown—back from 1977-78's Southeastern Conference runnerup and 18-9 contingent, Hatfield has able Calvin Holmes at guard along with transfers John Adams, Bill Fisher, and Tom Schuberth.

Adams, standing 6-8, is slated to take over the vacated forward's spot while plenty of depth will be sup-

plied by signees Ricky Hood (6-7) and Gary Gaspard (6-4) at the same position.

Expected to lead the scoring charge are the 6-10 Brown and the 6-5 White, who each boast career averages of 16.4 points per game. White enters the 1978-79 campaign as State's fifth-leading scorer of all time with 1,259 career points and will key a more fast break-oriented offense. The Bulldogs are expected to challenge LSU, Kentucky, and Alabama along with possible two or three other contenders for top SEC honors.

The Bulldogs' quest for first place in the SEC will be aided by the ar-

rival of walkons Randy Jordan, a 6-1 guard from Jacksonville, Fla., with a 26.0 scoring average to lead the city last year; and Carey Kelly, a 6-8 freshman forward from Canton, Miss., with a 22.3 scoring norm and All-State credentials.

COACH JIM HATFIELD ON THE 1978-79 MSU SEASON:

"We have a fine nucleus of returning players. I can't say that we will speed up the attack considerably, but my last two teams both ranked in the top 10 nationally with averages of better than 85 points per game.

"I think that in Rickey Brown, Wiley Peck, and John Adams we have one of the finest front lines in the country. They are all three versatile enough to play almost any position offensively or defensively underneath the boards.

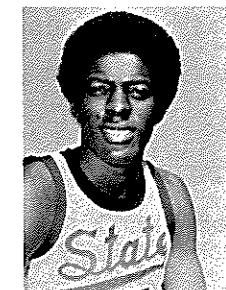
"We have a very steady floor leader in Ray White, who should have a great senior season. Greg Grim, Calvin Holmes, Tom Schuberth, and Bill Fisher give us the potential to have a very fine fast break attack from their guard spots.

1978-79 MISSISSIPPI STATE BASKETBALL SCHEDULE

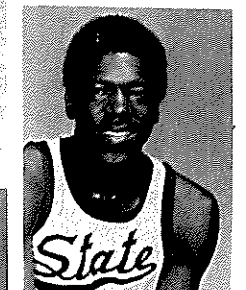
DATE	OPPONENT	SITE
Nov. 16	Thur. BULGARIAN NATIONAL TEAM	Starkville, MS
Nov. 30	Thur. SOUTH ALABAMA	Starkville, MS
Dec. 2	Sat. AUBURN — MONTGOMERY	Starkville, MS
Dec. 4	Mon. SOUTHERN MISSISSIPPI	Starkville, MS
Dec. 7	Thur. MEMPHIS STATE	Memphis, TN
Dec. 9	Sat. MIDDLE TENNESSEE	Jackson, MS
Dec. 18	Mon. IOWA STATE	Starkville, MS
Dec. 28	Thur. LOUISVILLE CLASSIC	Louisville, KY
Jan. 3	Wed. ALABAMA — Louisville — Oral Roberts — MSU	Tuscaloosa, AL
Jan. 6	Sat. GEORGIA	Athens, GA
Jan. 8	Mon. TENNESSEE	Knoxville, TN
Jan. 11	Thur. OLE MISS	Starkville, MS
Jan. 13	Sat. VANDERBILT	Starkville, MS
Jan. 15	Mon. KENTUCKY	Starkville, MS
Jan. 20	Sat. FLORIDA	Gainesville, FL
Jan. 22	Mon. AUBURN	Auburn, AL
Jan. 27	Sat. ALABAMA	Starkville, MS
Feb. 3	Sat. GEORGIA	Starkville, MS
Feb. 5	Mon. TENNESSEE	Starkville, MS
Feb. 8	Thur. LOUISIANA STATE	Starkville, MS
Feb. 10	Sat. VANDERBILT	Nashville, TN
Feb. 12	Mon. KENTUCKY	Lexington, KY
Feb. 17	Sat. FLORIDA	Starkville, MS
Feb. 19	Mon. AUBURN	Starkville, MS
Feb. 22	Thur. OLE MISS	Oxford, MS
Feb. 24	Sat. LOUISIANA STATE	Baton Rouge, LA
Feb. 28 - March 3	CONFERENCE TOURNAMENT	Birmingham, AL

1978-79 MISSISSIPPI STATE BASKETBALL ROSTER

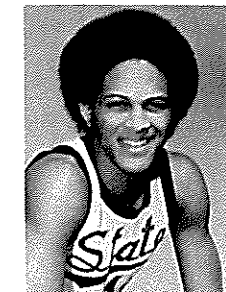
Name	Pos.	Ht.	Wt.	Cl.	Exp.	Hometown (High School)
John Adams	F	6-8	210	Jr.	Tr.	Pensacola, FL (Woodham)
Rickey Brown	C	6-10	225	Jr.	2L	Canton, MS (West Fulton)
Carey Kelly	F	6-8	195	Fr.	—	Canton, MS (Canton)
Randy Jordan	G	6-1	170	So.	Tr.	Jacksonville, FL (White)
Bill Fisher	G	6-1	160	So.	1L	Ocean City, NJ (Ocean City)
Greg Grim	G	6-1	170	So.	1L	Florence, MS (Florence)
Calvin Holmes	F	6-3	175	Fr.	1L	Detroit, MI (McKenzie)
Ricky Hood	F	6-7	185	Fr.	—	Montgomery, AL (Lee)
Bill Kamphuis	C	6-9	215	Sr.	2L	Shreveport, LA (Captain Shreve)
Gary Gaspard	F	6-4	160	Fr.	—	Los Angeles, CA (Crenshaw)
Mike Kilcline	F	6-7	210	Sr.	1L	Kokomo, IN (Kokomo)
Buddy Payne	F	6-6	185	Jr.	2L	Memphis, TN (Wooddale)
Wiley Peck	F	6-7	225	Sr.	3L	Montgomery, AL (Lee)
Tom Schuberth	G	5-9	155	So.	Tr.	Chicago, IL (Carl Sandburg)
Ray White	G	6-5	200	Sr.	3L	Gulfport, MS (Gulfport)



Wiley Peck



Rickey Brown



Ray White

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1978 SEC SCHEDULE

Sept. 2 ALABAMA vs. Nebraska at Birmingham—t
Sept. 9 OLE MISS vs. Memphis St. at Jackson—n

MISS. STATE vs. W. Texas St. at Jackson—n
MISS. STATE vs. N. Texas St. at Irving—n

Weekend	Sept. 16	Sept. 23	Sept. 30	Oct. 7	Oct. 14	Oct. 21	Oct. 28	Nov. 4	Nov. 11	Nov. 18	Nov. 25	Dec. 2
ALABAMA	MISSOURI Columbia	SOU. CAL Birmingham t	VANDERBILT Tuscaloosa	WASHINGTON Seattle	FLORIDA Tuscaloosa	TENNESSEE Knoxville	VA. TECH Tuscaloosa	MISS. STATE Birmingham	LSU Birmingham			AUBURN Birmingham
AUBURN	KANSAS ST. Manhattan	VA. TECH Blacksburg	TENNESSEE Birmingham t	MIAMI Auburn	VANDERBILT Nashville	GA. TECH Auburn	WAKE FOREST Auburn	FLORIDA Gainesville	MISS. STATE Starkville	GEORGIA Auburn		ALABAMA Birmingham
FLORIDA	SMU Orlando n		MISS. STATE Gainesville n	LSU Gainesville n	ALABAMA Tuscaloosa	ARMY Gainesville	GA. TECH Atlanta	AUBURN Gainesville	GEORGIA Jacksonville	KENTUCKY Lexington	FLA. STATE Tallahassee n	MIAMI Gainesville
GEORGIA	BAYLOR Athens t	CLEMSON Athen	S. CAROLINA Columbia n	OLE MISS Athens	LSU Baton Rouge n	VANDERBILT Athens	KENTUCKY Lexington n	VA. MILITARY Athens	FLORIDA Jacksonville	AUBURN Lexington		GA. TECH Athens
KENTUCKY	S. CAROLINA Columbia n	BAYLOR Lexington	MARYLAND College Park	PENN. STATE Lexington n	OLE MISS Oxford	LSU Lexington n	GEORGIA Lexington n	VA. TECH Blacksburg	VANDERBILT Lexington	FLORIDA Lexington	TENNESSEE Knoxville	
LSU	INDIANA Baton Rouge n	WAKE FOREST Baton Rouge n	RICE Houston n	FLORIDA Gainesville n	GEORGIA Baton Rouge n	KENTUCKY Lexington n		OLE MISS Baton Rouge n	ALABAMA Birmingham	MISS. STATE Jackson	TULANE Baton Rouge n	WYOMING Baton Rouge n
OLE MISS		MISSOURI Columbia	SOU. MISS. Jackson n	GEORGIA Athens	KENTUCKY Oxford	S. CAROLINA Columbia	VANDERBILT Nashville	LSU Baton Rouge n	TULANE Oxford	TENNESSEE Knoxville	MISS. STATE Jackson	
MISS. STATE		MEMPHIS ST. Memphis n	FLORIDA Gainesville n	SOU. MISS. Hattiesburg n	FLA. STATE Starkville		TENNESSEE Memphis	ALABAMA Birmingham	AUBURN Starkville	LSU Jackson	OLE MISS Jackson	
TENNESSEE	UCLA Knoxville n	OREGON ST. Knoxville n	AUBURN Birmingham	ARMY Knoxville		ALABAMA Knoxville	MISS. STATE Memphis	DUKE Knoxville	NOTRE DAME South Bend	OLE MISS Knoxville	KENTUCKY Knoxville	VANDERBILT Nashville
VANDERBILT	ARKANSAS Little Rock	FURMAN Nashville	ALABAMA Tuscaloosa	TULANE Nashville	AUBURN Nashville	GEORGIA Athens	OLE MISS Nashville	MEMPHIS ST. Memphis	KENTUCKY Lexington	AIR FORCE Nashville		TENNESSEE Nashville

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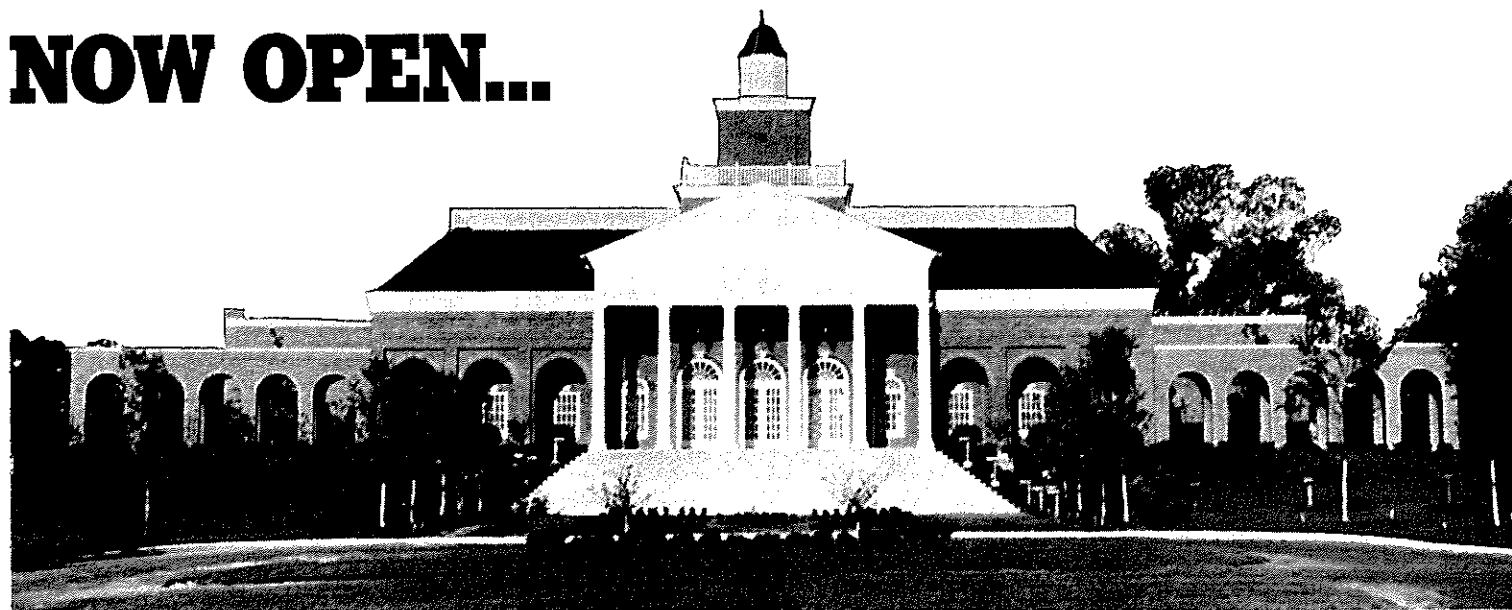
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Aligned with the National Football Foundation's dedication to educate and inspire Americans through the principles of football, the new building has been hailed as the Hall of Fame of the future.

Jaques Cattell Press, in its recently-released *The Big Book Of Halls Of Fame*, foresees the visitor getting "to know the game of college football intimately within 2-3 hours" or attaining "in 10 minutes, a first-name kind of friendship with a famous college football star of the past."

Indeed, this personalized approach is an integral part of the Hall. Exhibits will bring the total college football experience to life via action-oriented attractions which invite your participation. Within a campus-like framework of Georgian-Colonial architecture, the building will house a wonderland of fact and fun certain to appeal to each member of the family—male and female, young and old.

For example, a touch of the telescreen keyboard will conjure up the legends of Jim Thorpe, Tom Harmon, Bronko Nagurski, "Whizzer" White, Pop Warner or any of the 453 players and coaches enshrined in the Hall. The computer will give you ready access to information on the Hall of Famers, according to name, school, state or season.

You may want to meander through the "Time Tunnel," tracing the history of football from its earliest beginning as a Greek game

called Harpaston, played in 478 B.C., to its modern version. Walk along the cobblestones of Merry Old England and learn how King Henry II outlawed the sport when his archers spent more time kicking a ball than drawing their bows. Leave the ancient days of football's development, passing through a Civil War tent and into the blossoming evolution of the game as a uniquely American sport.

Four theatres will provide cinematic insight into great teams and individuals, classic contests, bowl highlights and rib-tickling football follies. Wide-eyed youngsters can enjoy Hanna-Barbera's Fred Flintstone in an "explanation" of football rules. A 250-seat Grandstand Theatre will record the game's Golden and Modern eras in film and slides.

And, yes, you will witness Notre Dame's legendary Knute Rockne—in a specially-produced animated form—deliver his famous pep talks in the "Locker Room," sponsored by Chevrolet. The reincarnate Rockne will urge you to "Win One For The Gipper" or "Fight, Fight, Fight," recalling some of the most inspirational moments in football. That's not all! Many other coaches are featured in Locker Room screenings.

The computerized "Strategy Room" is set to offer exciting games to test your skill and judgment in situations so familiar to the nation's coaches. Tackle a computer quiz and "make the team," moving from Recruit to Coach, all based upon your knowledge of football and its history.

Or, for some real fun, step up to the tee and kick a "game-winning" field goal. Be careful, though! There are cheers if you make it, boos if you miss.

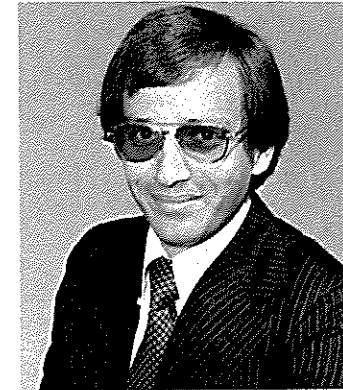
Undoubtedly, the new Hall of Fame will offer college football's color, excitement and pageantry as an extension of the already popular family entertainment theme of Kings Island. Taft Broadcasting Company, owner of Kings Island, is managing the Hall of Fame under the direction of the National Football Foundation.

The traveling gourmet can enjoy the Island's International Restaurant; the golfer, a tour of the Jack Nicklaus Golf Center, site of the 1978 Ladies Professional Golf Association Championship.

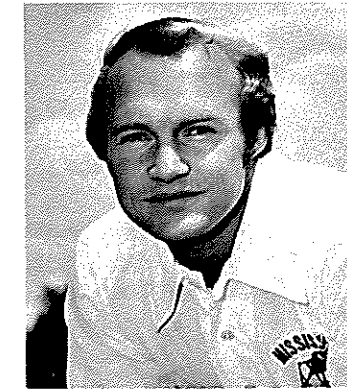
Overnight guests will relax amid the Swiss-chalet charm of the 300-room Kings Island Inn or take advantage of the Kings Island Campground which accommodates 300 recreational vehicles.



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Head Trainer



Stratton Karatassos
Assistant Trainer



James Bond
Equipment Manager

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Executive Director



Will Green Poindexter
President

Are contributions to the Bulldog Club tax deductible?

Yes. All donations to the club are tax exempt under Section 501 (c) (3) of the Internal Revenue Code of 1954.

How is the money used?

Contributions are used to provide scholarship support for student athletes in each of the seven intercollegiate sports—football, basketball, baseball, track and field, golf, tennis, and cross country. A small portion of the club's budget is devoted to such administrative expenses as salaries, printing, postage, and travel.

What is the Bulldog Club?

The Bulldog Club, chartered in 1975, is a non-profit organization committed to supporting the athletic program at Mississippi State University by providing funds to establish and maintain scholarships for student athletes.

Who administers the affairs of the club?

A Board of Directors, comprised of no fewer than 20 and no more than 50, is elected annually to administer the affairs of the club. From the Board of Directors an executive committee is selected and charged with carrying out club policies set forth by the directors. A full-time executive director is responsible for supervising day-to-day activities of the club from the club's administrative office on the Mississippi State campus.

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DRAWER BT
MISSISSIPPI STATE, MS 39762**

Please include your membership preference below.
Return to club office.

- ☐ SUPERDOG - \$1000 OR MORE
- ☐ MAROON - \$ 500 - \$999
- ☐ WHITE - \$ 250 - \$499
- ☐ CENTURY - \$ 100 - \$249
- ☐ BOOSTER - \$ 25 - \$ 99
- ☐ GENERAL - \$ 5 - \$ 24

☐ Check made payable Bulldog Club, Inc. attached.

☐ Contact for further information as to Pledge, Installment, Other.

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Business Address _____

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Sports most interested in _____

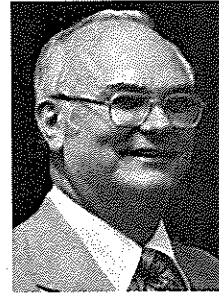
BULLDOG CLUB BOARD OF DIRECTORS



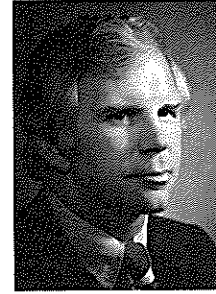
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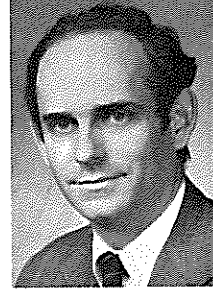
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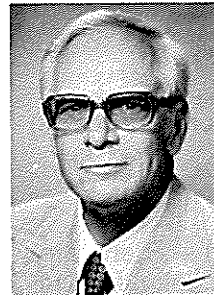
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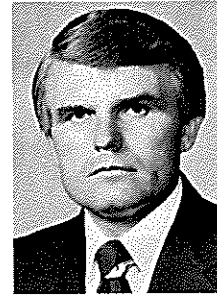
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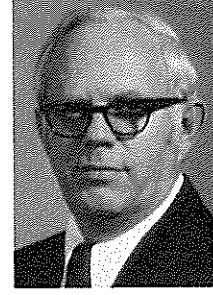
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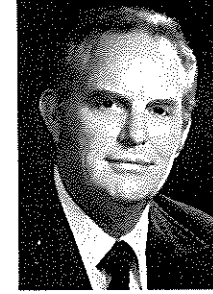
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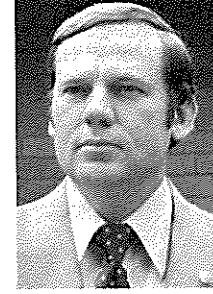
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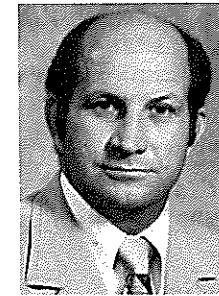
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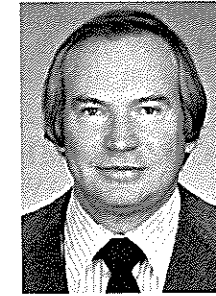
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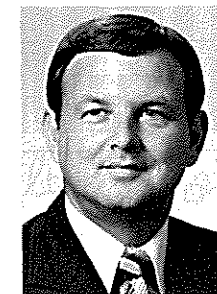
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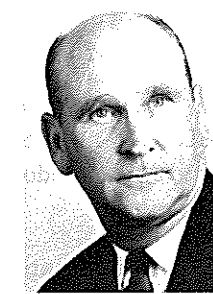
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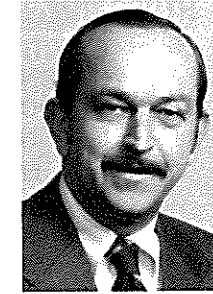
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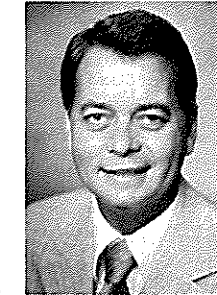
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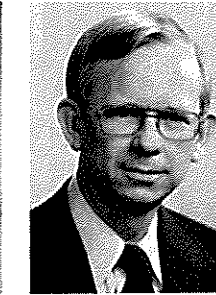
Leo Seal
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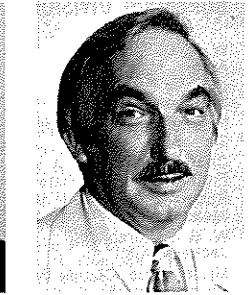
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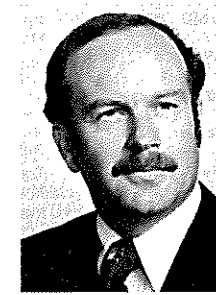
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