

Do booze ads influence athletes?

By Doug Funke
staff writer

"... And, now, while there's a timeout on the field, let's pause for a moment."

Cut to commercial.

"Weekends were made for Michelob... When you're out of Schlitz, you're out of beer... When you've said Budweiser, you've said it all... Head for the mountains with Busch... If you've got the time, we've got the beer..."

Who sponsors football, baseball, basketball, hockey, golf and just about every major sporting event on radio and television?

Automobile companies. Brokerage houses. And breweries.

Bill Pinnell, who has coached in the Garden City School District for 27 years and has served as athletic direc-

tor at West High School since it was opened in 1964, has a problem with this.

Breweries, specifically. All the athletes in his high school are younger than the legal drinking age of 21. Yet, when they watch a sporting event on television, they are faced with advertisements extolling beer.

THE TREND at the high-school level in recent years has been to spell out in writing that use of alcoholic beverages and tobacco will not be tolerated. Specific penalties are also elaborated.

For example:
• In order to participate in sports in the South Redford School District, both the athlete and a parent or guardian must read the Athletic Code of Conduct, then sign an affidavit that they have done so.

'What you see in commercials represents an attitude in society, an attitude that drinking is a macho thing — you prove how big a man you are among the boys'

— Joel Cohen
psychologist

The minimum penalty for drinking in South Redford is immediate suspension from the team for at least five scheduled events.

A second offense calls for immediate suspension for the remainder of the season.

• In the Livonia School District, an

athlete found to have alcoholic beverages or have been drinking is removed from the team for the remainder of the season or from 50 percent of the contests that season, whichever is less.

If an athlete is discovered drinking in the off season, he is removed from the team for the first 15 percent of con-

tests in the next sports season in which he participates.

• At Garden City West, an athlete caught drinking in season is, in effect, suspended for the remainder of the season. For an offense out-of-season, an athlete will miss 20 percent of the scheduled contests in the next season.

He may practice with the team, but not participate in games.

ARMAND VIGNA, a counselor at Livonia Franklin and an athletic coach for 23 years, cites two reasons why alcohol is bad for high-school athletes.

First, it's illegal. Second, it hurts team morale.

"Any infraction — not just alcohol, specifically — breaking training rules breaks down team unity," he said. "I think other team members might view these people as not as committed."

Vigna said that there will always be some people who will never want to drink and others who feel they should be able to drink whenever they want.

"In between, you have different persuasions," he said.

"Some extremes are going to resent each other. If anything, I want them (athletes) to behave in a certain way. I don't want to change their thinking."

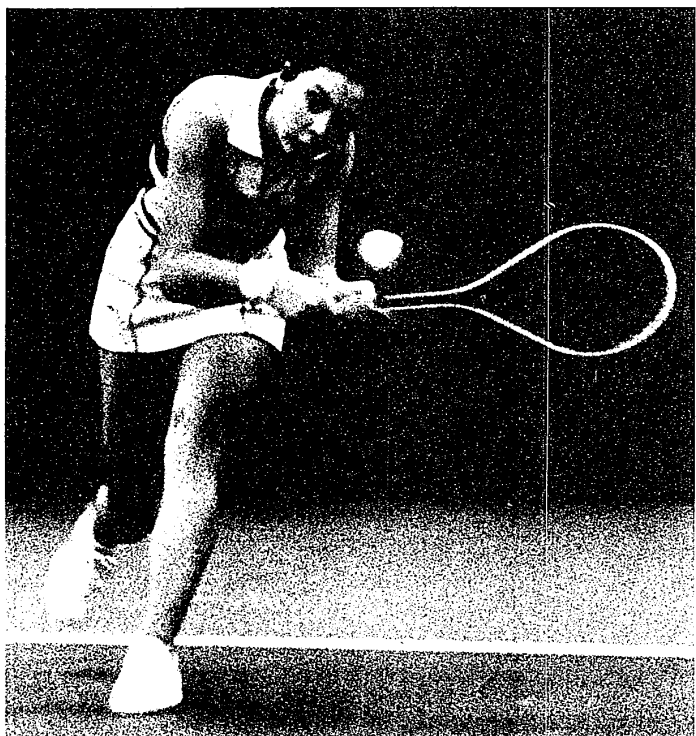
"When people are cheating, I think even the kids (who drink against the rules) have guilt feelings."

"They don't feel too good about themselves later."

Vigna suspended three players from the football team during the 1978 season for drinking at a party.

The coaching staff got wind of the circumstances, confronted the team and three players turned themselves in.

Please turn to Page 3C



Kelly Davidson of Farmington Hills won the girls' 14-and-under tennis title in the recent Junior Spring Open in Livonia.

Hills' Kelly Davidson

Junior netter triumphs

Numerous upsets marked the Junior Spring Open last week at the Grand Slam Tennis Club at the Livonia Family Y.

The event drew some of the top junior players from across the Midwest.

One of the biggest surprises occurred in the Girls 15's championship match as unseeded Jennifer Result of Livonia downed No. 1 seed Chris Nagel of West Bloomfield 6-0, 6-4.

"It's nice to see somebody from our club win," said tournament director Dean Synder, who is also the pro at Grand Slam. "Jennifer played extremely well."

"She allowed only seven points during the first set."

Result, a student at Frost Junior High School, reached the finals in the 11-player draw with a 1-6, 6-3, 6-3 semifinal triumph over 12-year-old Wendy Gilles of Plymouth, the No. 2 seed.

In the other semifinal, Nagel blasted Isabelle O'Brien of Augusta 6-2, 6-4.

Kelly Davidson of Farmington Hills pulled another mild surprise in the Girls 14's final with an impressive 6-2, 6-4 victory over No. 1 seed Chris Gilles of Plymouth.

Davidson, the No. 2 seed, pounded hard, sharp-angled ground strokes to outlast her equally as strong opponent.

In the semifinals of the Girls 14's, Davidson and

Gilles both had little trouble. Gilles trimmed Julie Ashare of Grosse Pointe Woods, 6-0, 6-1, and Davidson beat Kristin Ashare of Bloomfield Hills 6-1, 6-0.

ON THE BOYS' SIDE, John Halpin made his trip from Elmhurst, Ill., worthwhile with a 6-2, 6-1 victory in the 14's final over Matt Cunningham of Livonia.

Halpin, the No. 1 seed, reached the championship match with a 6-1, 6-3 win over Bob Heimbuch of Farmington Hills. In the other semifinal, Cunningham beat Jack Tatigian of Livonia 6-7, 7-6, 6-2.

Michael Herb of West Bloomfield, seeded third, won the Boys 12's with a 5-7, 6-0, 6-1 victory over Farmington Hills' Tim Gammons.

Marc Resterer, the No. 1 seed, was ousted in the first round by Detroit's Phil Eagleson 6-3, 6-4.

Eagleson was then beaten by Gammons in the semifinals, 6-2, 6-2, and Herb downed Dave Nosan-chuk of Franklin 6-3, 6-0.

In the Boys 10's, Troy's Scott Micus whipped Greg Cooksey of Grosse Pointe Woods 6-3, 6-2.

Micus advanced to the final with a 6-2, 6-2 win against Ypsilanti's Paul Kruse.

Synder, who umpired the championship matches, was impressed with the level of play throughout the tournament.

"There was a lot of fine tennis played," he said, "and there were some really good matches."

Track roundup

Freshman leads North girls

North Farmington's girls' track team is unbeaten this spring and freshman Sharon Shiffra is one reason why.

Shiffra established a varsity record in the long jump and also won two other events as North ripped Waterford Mott, 97-26, in a non-league meet on the Raiders' track. North is 4-0.

She jumped 16 feet, 10 inches for the school standard, and also won the high jump (5-1) and the 200-meter dash (28.0). Kim Mandell of North set a varsity record in the 400-meter dash (53.1) and finished

first in the 100-meter dash (13.2). North's 1,600-meter relay (Cheri Salkeld, Dena Cole, Sara Hooper and Mandell) won with a time of 4:36.8. Hooper won the 200 hurdles in 33.8 and ran a leg on the 800 relay (with Patti O'Brien, Julie Nedrow and Heather McKenzie), which posted a winning time of 1:57.9.

North, which won 12 of the 15 events, runs next on Thursday at Westland John Glenn. The Northwest Suburban League meet begins at 4 p.m.

Softball squads fail

Redford Bishop Borgess scored four runs on only one hit in the fifth inning to edge previously-unbeaten Farmington Our Lady of Mercy, 4-3, in Catholic League softball action Monday afternoon.

Two walks, two errors and a triple led to Borgess' four-run explosion. The Marlins scored single runs in the third, fifth and seventh innings, but it wasn't enough.

Pitcher Meri Stockwell, who registered three of Borgess' seven hits, was the hard-luck loser. She hurled all seven innings, allowing only two hits, striking out 10 and walking three.

Michelle Kluk knocked in two of Mercy's three runs. The Marlins are 2-1 overall and 1-1 in the C League.

LIVONIA FRANKLIN 10,
NORTH FARMINGTON 4

North Farmington coach Dave Finney made no excuses after a 10-4 loss to Livonia Franklin Tuesday afternoon.

"It was the worst game we've played all year," said Finney, whose team also committed 10 errors in losing its first game of the season.

Deanna Forman walked seven and struck out four in a losing cause for the Raiders. Carol Matuszewski picked up the victory.

North Farmington's top hitters were Debbie Davies (double) and Stecy Greenberg (triple).

North Farmington's overall record is now 2-1.

MERCY 78
BISHOP BORGESS 45

Karen Shook and Cathy Bridges each established a varsity record last Monday to pace Farmington Our Lady of Mercy's 78-45 victory over Redford Bishop Borgess in Catholic League girls' track. Mercy is 2-0 in the league.

Shook set her record in the shot put with a toss of 32 feet, 8 inches. She also won the discus with a 106-7. Bridges, trying the long jump for the first time this season, won with a record 16-4.

Doria Jackson won the 100-yard dash (12.3) and the 220 dash (27.7) for Mercy, and teammate Mary Jo Gorski tied a varsity record with a 16.9 in the 110 hurdles.

Mercy runs next on Thursday against Birmingham Marian. The meet has a 4 p.m. start on Birmingham Brother Rice's track.

NORTH FARMINGTON 79
WATERFORD MOTT 53
(BOYS' MEET)

John Kopko and Kevin Kangas helped North Farmington's boys' track team claim its fourth-straight victory with a 79-53 showing over Waterford Mott last Tuesday.

Kopko won the 120-yard high hurdles (16.8) and the 330 low hurdles (42.0), and Kangas took the pole vault (11 feet) and the 880 run (2:38.0).

North Farmington has an important Northwest Suburban League meet on Thursday at home against Westland John Glenn. The meet has a 4 p.m. start.



NOW IS THE TIME TO SIGN UP FOR NOW!

- Earn 5 1/4 % interest on all your checking account funds.
- Pay no service charges if you maintain a \$300 minimum.
- Special privileges for retirees! No minimum... No service charges... if you are directly depositing your social security and/or pension checks directly to your NOW account.
- Sign up before May 1, 1981 and receive your first 50 checks free!
- Ask at any Peoples Federal office for details.

Your one-stop family financial center.



Peoples Federal Savings

Woodward
south of 13 Mile Rd.
549-6800

Long Lake at
Coolidge
641-8800

Joy Rd. at
Beech Daly
937-2700

Five Mile at
Newburg
464-1400

If you work downtown and prefer to bank there, use our convenient office on the promenade level in the Renaissance Center.