

**Free Ticket Offer  
Inside!**

THE  
**HAWKEYE**

*The Official Newsletter Of The L.A. Skyhawks*

January, 1976.

# **THE L.A. SKYHAWKS HAVE ARRIVED**

There's a new professional soccer team on the scene . . . and they're going to bring an exciting new dimension to the sport for Soccer Fans throughout the San Fernando Valley ! ! ! The Valley's own professional team.

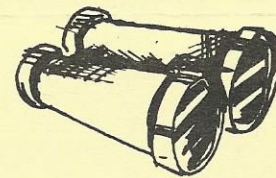
They're the L.A. Skyhawks . . . members of the American Soccer League . . . recently expanded to the West Coast to round out a team roster of 14 pro organizations. The Skyhawks . . . under the direction of Mr. Jack Young, Managing General Partner . . . are already making their presence known in the area as they start up the machinery to debut their first pre-season game in March, 1976.

They've hired their coach, Ron Newman (see story page 2) and are busily recruiting top-flight pro players from Europe and across the country.

## **Be A Ballhawk!**

### **BOYS 9 TO 15 . . . BE A BALLBOY**

Official Skyhawk ballboys will be known as "Ballhawks." Applications are now being taken to allow Boys from 9 to 15 to be official ballboys . . . ballhawks . . . at the regular season games, starting in March. If you are chosen, you will receive a free Ballhawk Uniform . . . and actually be down on the playing area . . . retrieving the balls for the Pros. See the application form on the back page of this newsletter.



## **Join The Birdwatchers!**

Now is your chance to become a member of the L.A. SKYHAWKS booster club, THE BIRDWATCHERS. When you join, you will receive a Birdwatcher button and a membership card. You will also have a chance to buy your season seats at a special booster club price. Being a Birdwatcher will enable you to attend special autograph and picture taking sessions with your favorite SKYHAWK.

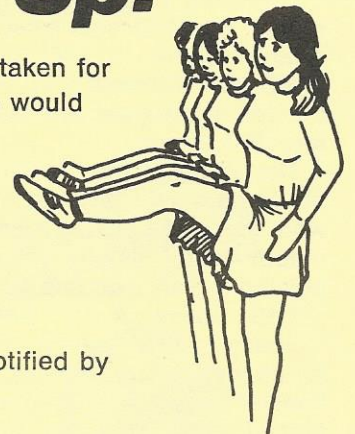
Most of all, Birdwatchers will be able to attend the booster picnic and awards banquet at a very low price. These events will take place near the end of the season.

See the application form on the back page of this newsletter.

## **Hawkettes Starting Up!**

Applications are now being taken for young ladies 16 & over, who would like to audition to become a member of the HAWK-ETTES . . . Enthusiasm and energy are the main requirements . . . so send your application in today!

Eligible applicants will be notified by February, 1976.



Jack Young V.P. American Soccer

# RON NEWMAN:

## Noted Ex Dallas Tornado Coach Leads Skyhawks



LOS ANGELES — The Los Angeles club in the expanding American Soccer League has signed Ron Newman, long-time coach of the rival NASL Dallas Tornado, and one of the nation's most respected coaches. General Manager Jack Young stated, "Ron was considered the 'dean' of NASL coaches. We are elated at signing a man of his ability and charisma. He is equally adept at handling youngsters and veterans."

Newman, who played 1st division soccer with Portsmouth, England, was selected MVP while starring for the Atlanta Chiefs in 1967/68. Named assistant coach of the Dallas Tornado's in 1968, he became player/coach the following year and served as head coach through the 1975 season.

Newman led the Tornado to four consecutive playoff berths and two division championships. His 1971 team won the NASL Championship. His teams reached the indoor finals twice, defeating St. Louis in 1971 and bowing to San Jose this year.

Bob Cousy, A.S.L. Commissioner, reacted enthusiastically to the signing. "This is a gigantic step forward for soccer in Los Angeles. Ron Newman has established himself as a major leaguer and his signing is only the first of many important moves planned by the American Soccer League."

The forty-one year old Newman is renowned for his scouting expertise. He has the best percentage of draftees currently playing in the N.A.S.L., including Superstars winner, Kyle Rote, Jr.

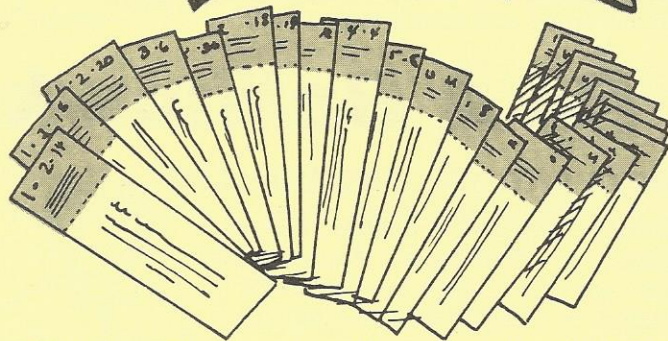
Newman was responsible for starting youth soccer programs in both Atlanta and Dallas. During his six years in Dallas, the number of youngsters playing soccer ballooned from 300 to over 50,000.

Newman spent several days in the southland with GM Young, and was impressed with the growth of soccer in the San Fernando Valley. "The number of youngsters playing soccer here is fantastic, and there are several excellent facilities available. I am excited about working toward the continued development of soccer at all levels in the Southern California area."

The newly-named coach departed immediately for Orlando, Florida, where he will scout the Senior Bowl in preparation for the A.S.L. draft meetings next month.

General Manager Young stated that the ASL's Los Angeles franchise would be releasing additional information concerning the playing site in the near future.

# Free Tickets..



The L.A. Skyhawks will send to the first 2,000 youngsters a FREE ticket to one of their 1976 Home Games... Absolutely FREE... All you have to do is fill out the application form on the back page and send it to the Skyhawks office today!!!

# SKYHAWKS To Play Four Pre-Season Games

L.A.  
OAK  
SAC  
Anaheim

Prior to the season opener in April, the L.A. Skyhawks will play 4 pre-season games. They will be competing against such teams as the 1975 College All-Stars, whose team will be made up of the top All-American players from colleges across the country. The Skyhawks' management is now negotiating with the Canadian and Mexican Olympic teams . . . to close out the pre-season, they will participate in the Pacific Cup Tournament against a first division team from Mexico.

## Reserve Your Season Seats Now!

We are now taking reservations for SEASON TICKETS. Reserve them for your business . . . or take advantage of our Special Family Plan . . . The benefits are GREAT! Use the handy reservation form for more information on SEASON TICKETS!

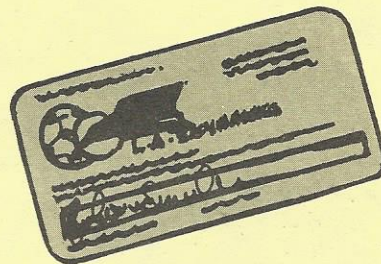
## Benefits Of Season Tickets

Reserve your season tickets now . . . for the best seats in the house . . . game after game after game !!!

You get:

- 1) The same choice seat reserved for you and your family or business all season long . . . throughout 1976.
- 2) Tax-deduction if used by or purchased for business.
- 3) The option to buy the same seat(s) for any/or all play-off games.
- 4) A special soccer clinic for your child to take part in with the coach and Skyhawk players.

# Join The Junior Booster Club



We're now forming the Skyhawks Junior Booster Club . . . a fun, family oriented organization to bring extra action to Soccer fans under 16!

Membership entitles the kids to a colorful Skyhawk T-Shirt . . . Membership Card with his or her name right on it . . . Skyhawk bumper sticker for the family car . . . and a big, bright Club button . . . plus an invitation to a special clinic with the Skyhawk players, that will only be open to junior booster club members.

For further information, send in the attached form . . . Hurry, because membership will be limited.



# **KIDS! PARENTS! COACHES!**

Read through this announcement for up-to-the-minute details on the Soccer happening of the year . . . the L.A. Skyhawks have arrived.

## **Clip & Mail This Form TODAY...for a FREE TICKET to a SKYHAWKS Soccer Game!**



23241 Ventura Blvd. • Suite 213 • Woodland Hills, CA 91364  
(213) 999-2770

**Please send me additional information concerning:**

- |  |  |
|--|--|
| <input type="checkbox"/> Group Ticket Discounts. | <input type="checkbox"/> The BALLBOYS (BALLHAWKS).                 |
| <input type="checkbox"/> Season Seats.           | <input type="checkbox"/> The Skyhawks Booster Club (Birdwatchers). |
| <input type="checkbox"/> The HAWKETTES.          | <input type="checkbox"/> The Jr. Booster Club.                     |

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_ TEL. \_\_\_\_\_