Sun Devil

This group and members of other local service clubs and the ASC "Bulldog Boosters" to form a new support organization.

D.O. Best, a prominent vegetable grower and member for the most part of a San Diego, proposed "Sun Angels" to identify the committee.

The combined popular word describing a patron and backed a Broadway show (angels) and "Valley of the Sun" favorite was the Phoenix metropolitan area.

The Sun Angels proposed to raise money for everything vigorous athletic program needs . . . recruiting, scholarships, and facilities. The group pledged to provide support in Phoenix for Arizona State College that had long since the University of Arizona.

The results reflected alumni sentiment. During the campaign, the president and other university officials received hundreds of letters, most of them pleading the Sun Imp's case. Some were bitter, others sarcastic and a few were outraged:

"I was awestruck to see the selection possibilities. What amazes me is now you persuaded my wife's hairdresser to page for selection No. 2."

"You must be kidding! I don't know who the steering committee is but they must have a taste for garbage or there were only three to choose from."

"Who are the fools responsible for this nonsense? You've received last penny from me."

"Our Sun Imp is an imp dedicated to vexing enemies, jovial and cunning in his reckless abandon but not designed to project the symbolism of Satan himself or the qualities he possesses."

Interestingly, the Sun Devil logo was slightly changed from the original without an election or a whimper from anyone. In the late 1960s, a "different" devil appeared on stationery and other items.

An ASU staff artist had altered the original because he did not like the encircling sunburst ring of fire. The altered design found its way into various brochures and other publications.

In 1976, Allen Frazier, coordinator of Associated Students of ASU, discussed the altered logo with Al Camato, graphic design specialist at University Publications. He agreed to purge the unauthorized design from the file and substitute the original sunburst Sun Devil.

In the spring of 1971, the student body voted 1,207-331 to sink the imp and bring a Viking-faced mold to the surface.

However, many alumni and members of the public were outraged. University president Harry Newburn appointed a committee composed of students, alumni, and others to make a recommendation regarding the new emblem.

The committee suggested a design contest. The final would face the imp in a runoff. The little fellow with the test of the March 22, 1972, election 1,122 to

3,141.

The students had nearly voted the challenger in with 1,617 favoring the imp and 1,518 choosing the macho devil. Alumni voted overwhelmingly for the little devil, 9,505-1,623.)

When the dust of the logo election settled, Frank Gianelli, Arizona Republic sports columnist observed in his column of April 18, 1972:

"After all, an imp is an imp. It doesn't take a course in geometric doodling to figure out what is depicted by the sausage-bodied red-hot with the horns and tail."

"The Sun Imp has prevailed in the insignia battle and old hearts can go back to ticking with just normal murmurs, not the rampant racing concern over "what are those young whelps up to now?"

Again the debate is surging. Is the little imp too much a symbol of our Satanic times? Or, is it, as one Webster's Dictionary definition explains: "Devil . . . one of notably dashingspirit."