

What's Up

Thursday

- MSC VARIETY SHOW:** Applications for committee membership are available in 216 MSC at the secretary's island.
- MSC COLLEGE BOWL REGISTRATION:** Sign ups for the college bowl will be from 8 a.m. to 5 p.m. in the Student Programs Office at the secretary's island in 216 MSC. Registration will be through Sept. 17.
- HILL COUNTY CLUB:** A discussion of upcoming events and officer elections will take place at 7 p.m. in the Village Green Apts. For more information, contact Howard Sides at 775-8721 or Mary Jarvis at 693-8249.
- ALPHA PHI OMEGA:** The first meeting for any interested students will be held at 7 p.m. in 205,206 MSC.
- YOUNG DEMOCRATS OF TEXAS A&M:** The first organizational meeting of 1982-83 will be held at 7:30 p.m. in 402 Rudder.
- MSC AMATEUR RADIO COMMITTEE:** A schedule of this semester's activities and dues will be collected in a meeting at 7 p.m. in 140 MSC.
- DANCE ARTS SOCIETY:** Dance class times will be announced in an organizational meeting at 7:30 p.m. in 267 G. Rollie White Colosseum.
- EL PASO HOMETOWN CLUB:** A general meeting will be held with election of officers at 7:30 p.m. in 305 Rudder.
- MSC CEPHEID VARIABLE:** 2001 A Space Odyssey will be shown at 7:30 p.m. and 10 p.m. in Rudder Theater.
- TEXAS A&M SPORT PARACHUTE CLUB:** First jump students will be recruited in a meeting at 7 p.m. in 410 Rudder.
- SADDLE AND SIRLOIN CLUB:** An ice cream social will be held for new initiates and old members at 6:30 p.m. in the Kleberg Center atrium.
- TEXAS A&M ICE HOCKEY:** Mandatory attendance is required at a meeting at 8 p.m. in 204b Sterling C. Evans Library.
- AMNESTY INTERNATIONAL CAMPUS NETWORK:** An organizational meeting will be held at 7:30 p.m. in 407 Rudder.
- TRADITIONS COUNCIL:** The first general meeting - open to all aggies - will be held at 7:15 p.m. in 140 MSC.
- TEXAS A&M EMERGENCY CARE TEAM:** The first meeting of the semester will be held in 601 Rudder. All students and faculty interested in emergency medical services are welcome. For meeting time, contact Louis Gonzales at 260-2763.
- SOUTH LOUISIANA HOMETOWN CLUB:** The first meeting will be held at 7 p.m. in 201 Physics building.
- NATIONAL SOCIETY OF BLACK ENGINEERS:** The first general meeting will be held at 7 p.m. in 127B Zachry.
- MSC OUTDOOR RECREATION:** Sign up today in 216 MSC at the ORC cubicle for two trips the weekend of Sept. 18 to 19. There will be canoeing on the San Marcos River and backpacking at Lost Maples State Park. For more information, call Charlie Walter at 845-1515.

1.2 billion spent on sports ads

Sports advertising big business

United Press International
NEW YORK — Sports is big business in the United States and so is sports advertising — tied to both professional and amateur events.

It is difficult even to approximate total expenditures but a spokesman for NBC estimated 20 percent of the annual \$6 billion network television advertising outlays, or \$1.2 billion, is tied to sporting events.

On top of that come large expenditures on local TV stations, network and local radio and substantial sums spent on print media, souvenirs and premiums. Moreover, that \$1.2 billion figure is for TV network time only. The fees of announce-

cers and many other expenses are extra.

Out of these receipts, the networks and local TV and radio stations pay upwards of half billion dollars a year for rights to professional and college football, baseball, basketball, hockey and big events in tennis, golf and other sports. NBC was prepared to pay the Russians \$50 million for broadcast rights to the Moscow Olympic games before the United States pulled out.

An indication of how the advertisers' concept of the value of sports marketing has grown lies in the experience of the Gillette Co. of Boston. In 1939, Gillette President Joseph P. Spang, Jr., thought he was gambling

when he spent \$203,000 to sponsor radio broadcasts of that year's entire baseball World Series to promote the sale of Gillette razors and blades. Today, the \$203,000 would barely cover the cost of one 30-second TV spot announcement during a World Series game.

Gillette has keyed a huge part of its advertising outlay to sports events since 1939, especially to baseball. Early on, the company dominated sports advertising.

"No one could afford to dominate the advertising in even one major sport in this country today," says Derek Coward, British-born vice presi-

dent for marketing of Gillette's safety razor division.

Coward expects sports to continue to snag an evergrowing share of the advertising dollar in the United States because, like news, it's surefire at getting the audience and sells products.

This year, Gillette expanded its sports advertising outlays into automobile racing and also will spend more than \$8 million on its World Series advertising with a campaign featuring Steve Garvey, star first baseman of the Los Angeles Dodgers.

Both baseball and auto racing have long seasons which makes it easier to plan advertising and

promotions. Racing is complementary to baseball also because its activity is centered chiefly in areas of the country not close to major league baseball teams.

The proliferation of advertisers in sports events has been as astonishing as the volume growth. At one time beer and cigarette commercials dominated sports advertising along with razor blades. Beer is still big but cigarettes have been outlawed and now advertisers run the gamut from pizza to fine motor cars, jeans, cameras, wines, insurance, retail stores and banks.

Coors offers Busch help in building new brewery

United Press International
GOLDEN, Colo. — The outspoken chairman of the Adolph Coors Co. isn't fretting over reports that the nation's largest beer company, Anheuser-Busch, may build a new brewery practically in his own backyard.

In fact, William Coors, head of the Colorado-based brewery that prides itself on Rocky Mountain pure water in its brew, has worked privately behind the scenes to encourage Anheuser-Busch to move into the state.

That may sound as likely as David breaking bread with Goliath, Hertz providing parking for Avis or Gene Tunney showing Jack Dempsey a new punch, but officials in the know say it's true. Coors has even offered to help build the plant.

"He (Coors) really did it," said Sue O'Brien, a spokeswoman for Gov. Richard Lamm. "Bill Coors called the governor a year ago and said he was aware of the Anheuser-Busch interest in a brewery in Colorado."

Lamm became involved in the situation when he learned Anheuser-Busch was considering building a plant in Pueblo in southern Colorado where the economic conditions have been depressed.

"He (Coors) told the governor, 'Let me promise you that if there are any resources, re-

search, whatever that Coors has to offer that would expedite that decision, it's yours,'" Miss O'Brien said.

Anheuser-Busch officials investigated three potential sites in Colorado and in mid-August announced tentative plans to build in Fort Collins, only 74 miles from the Coors plant in Golden.

The St. Louis-based firm said its proposed plant was contingent on several factors, including construction of a highway interchange and continued growth in sales. Anheuser-Busch spokesman Joseph T. Finnigan said a decision would be made sometime in 1983.

"We are some time away from a final decision," he said. There are several factors involved, including the company's sales volume which he said has had year-to-year growth of better than 8 percent.

Coors, which has been brewing in Colorado for 109 years, ranks sixth nationwide in beer sales. Anheuser-Busch is the nation's, and Colorado's, No. 1 beer seller.

"Bill felt it was good for the general economy of the state and did not believe it would hurt Coors to have a direct competitor," the governor's spokeswoman said. "He's a good citizen."

Eric Riggie, corporate communications representative for Coors, said, "I think that's the nature of Bill Coors as opposed to a lot of other people in a competitive situation who think it's dog-eat-dog."

At an annual meeting of the Coors Co., Coors even suggested helping to build the plant if Anheuser-Busch proceeds with plans — and he meant it.

"If they wanted us to build it, we would because he thinks we're the best company in the country to build a brewery," Riggie said. "We basically built our own brewery over the years, and we have developed a lot of modern techniques and a lot of expertise in that area."

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All You Can Eat! From 6 to 8 p.m.

SPECIAL DINNER \$4.25
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OPEN DAILY:
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822-7661

Pizza Hut to fund fast-food curriculum

United Press International
WICHITA, Kan. — The world's largest pizza maker was concerned about the failure of existing schools to teach about the fast food chain business — so it funded a university to develop a curriculum.

American universities teach students how to direct hotels, manage individual restaurants, cook fine cuisine and wrestle with the problems of institutional facilities. But there's no curriculum to teach how to manage the chain restaurants owned by Pizza Hut, McDonald's, Burger King, Long John Silver's or the dozens of other firms in this fast food category.

So Pizza Hut awarded a \$350,000 grant to Michigan State University in East Lansing, Mich., to fund a professor to develop a program to instruct students in business fundamentals for fast food chains — marketing, real estate selection, employee management, production, accounting and other skills.

"There are marketing and restaurant skills that hotel schools just don't get," said Rudy Pollak, Pizza Hut's director of career development. Pizza Hut, founded and headquartered in Wichita, Kan., is a division of PepsiCo Inc.

"In times past we would have promoted a cook who maybe didn't make the best manager," Pollak said.

"What we hope to get out of Michigan State is an individual

who's career-oriented, who wants to step beyond individual restaurant management, giving a supply of people who could become an area supervisor, a district manager, a regional vice president or some other middle or upper level management position," he said.

Past efforts by fast food companies to recruit management from colleges have been unsuccessful, Pollak said, because students don't want to study for four years to become the manager of a Taco Bell. "The students felt good about going to hotels or to managing a Bannigan's or a Friday's or that kind of thing, it was a prestige thing to be manager of a Houlihan's, but they didn't want to go into the food service industry."

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Worship at 8:30 AM & 11:00 AM
Church School at 9:30 AM
College Class at 9:30 AM
(Bus from TAMU
Krueger Dunn 9:15 AM)
Youth Meeting at 5:00 PM
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A BRIDAL AFFAIR

Presented by:
Bon Cuisine Catering
Medley's Gifts
Nita's Flowers

Place: Medley's Gifts
3706 E. 29th St.
Bryan

September 14, 1982
7 pm - 9 pm

Join us for a spectacular evening of professional assistance in planning your wedding. Beautiful wedding cakes and shower tables. Table setting demonstrations. Talk with experts and register your selections. See bouquets, archways, and candles to decorate your wedding and reception. If you are a bride-to-be, you can't miss this special evening.

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