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Cowboy Ex-rodeo star Larry Mahan finds life enjoyable at a 'slower pace'

DENVER — Old soldiers never die, they just fade away. And old rodeo riders? They sell shoes

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Well, boots actually, and shirts, sport coats, jeans and belts. In fact, six-time Pro Rodeo All-Round Champion Larry Mahan has an entire ine of clothing named after

Mahan, 39, looks more like well-off western businessman than a rodeo rider.

With a distinguished graying head of hair, conservative plaid shirt and westerncut sport coat, he could fit in at just about any country club west of the Mississippi, and probably a lot on the other side of the river.

He even has a son at an expensive New England prep chool

Larry Mahan has always run against the grain, and if there is one thing you can say about him, he defies Mahan became a member Mahan became a member

of the Professional Rodeo Cowboys Association in 1963 when he was 18, and rode full-time until 1973. During his 10 years on the circuit, Mahan competed in approximately 120 rodeos a year. He would often ride in one rodeo in the morning, then jump in his plane and fly 500 miles to paricipate in another that after-

Today he is riding in an occasional team-roping com-petition, like the one being held at the National Western stock Show in Denver.

Those who have followed rodeo say Mahan was one of a new breed of riders who changed the face of rodeo.

That is true, Mahan concedes.

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different from the group be-fore us. The group before us was closer to the 'Old West.'

We were trying to get to more

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ing at the same time," and the

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Roy Cooper, one of

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\$50,000 a year.

Mahan was the first pro

was a conservative way to make a living, and he was just dressing the way he liked to We were more intense," he said of the group of men with dress "There was a certain whom he competed. "As in

amount of just stretching out involved," he said of his appearance and demeanor. He admits he received

some ribbing for his antics. "When I started winning a lot, everybody seemed to wear their hair short. As my hair started to grow, I was terro-rized because of it," he said.

At the same time, he said, his group of rodeo riders beand spot of routes have be-came more professional in their approach to the sport. And the sport has con-tinued to grow in popularity and financial size. Since his rodeo riding days, Mahan has seen entry fees go from \$30 to seen entry fees go from \$30 to \$200 per event. The most money he ever earned in a year was \$63,000. This year, Roy Cooper, one of the pro rodeo's best riders, will take in close to \$150,000.

Mahan said he is glad he is out of the business, which he "an endurance test." calls He has become primarily a

businessman, with a line of clothing, the Larry Mahan Cowboy Collection. He spends his time at one of his rodeo rider to win more than two horse ranches, in Arizona and in mountain valley near He also set a new style for the rodeo rider in the way he dressed and promoted him-self and the sport. "Larry never turned down an interview," said one pro-rodeo observer. Mahan's wife Guffey, Colo. When in Guffey, Mahan and his wife, Robyn, who were married in November, live in a

three-room bunkhouse, with a wood stove for heat. He said he rarely misses the life of a pro rodeo rider.

rodeo observer, Mahan's wife Robyn. "He always made him-self available to the press." He also brought in flashy "It's nice to be able to do it on occasion, but I'm spoiled now," said Mahan. "I enjoy a slower pace, and I like to take western shirts, and an old style by tucking his pant legs into his cowboy boots. Says Mahan, rodeo never time to smell the flowers.

make some executives yearn for a system that would computerize the process. Westinghouse estimates it could save more than \$2 million a year if bills, invoices, payments and receipts all moved through an automatic transfer

system. The present Westinghouse system is "paper intensive and highly reliant on the post office - two areas that alone indicate there may be room for improvesaid Robert Caruso, ment," director of cash administration.

United Press International

ness transaction comes equip-

ped with its train of paperwork,

and all that documentation car-

ries its own substantial pricetag.

The costs are high enough to

NEW YORK - Every busi-

Westinghouse was one of a handful of major corporations that took part in a pilot program testing an automatic system known as Corporate Trade Pay-ments (CTP). The recently-completed pilot was dubbed a big success, but all those con-cerned admitted there's still a long way to go before the paper check is eliminated from the world of business.

Automatic transfers of funds have become commonplace in an increasingly computerized world. Consumers are getting used to doing their banking with automatic tellers. The federal government has been using automatic transfers to deposit social security payments directly in some recipients' bank accounts.

The problem with corporate trade payments is that they involve so much documentation. In the CTP pilot, records covering each transaction ranged from 1 to 130. But in a less structured system, the number of invoices involved in one electronic payment could reach into the thousands.

During the six-month pilot program only 300 transactions were processed, with a total dollar value of \$14.5 million. They involved 45 companies, of whom eight, including Westing-house and Sears Roebuck, originated the payments. "The CTP system is more

accurate and efficient than the paper check-based system," said Caruso, "and in the long run we anticipate significant cost sav-ings through the use of this product

The National Automated Clearing House Association sponsored the experiment. The clearing houses are set up by ma-jor banks to process checks and

other payment transfers, and are a crucial link in the CTP loop increasingly important financial of seller-buyer, bank-bank-

Paper checks near extinction?

seller. NACHA said its research showed there was surprisingly little concern among businesses about the "float impact" of automatic payment transfers. The float, which can go on for days, is the period between when a check is made out and when the money actually is extracted from a corporate account

While the float has become an NACHA said, it will be possible to offer CTPs "to companies of tool in an era of high interest rates, most businesses said they thought they could make adjustments to a new system, NACHA said.

pact, and control it.'

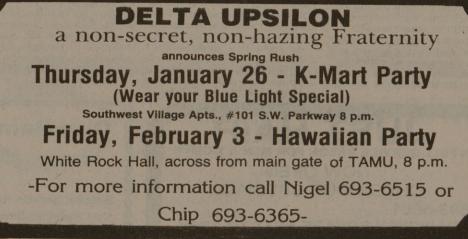
operations to the largest in the country The Treasury Department, he added, is planning to begin "The float is a two-edged sword," said Caruso. "It slows the inflow of funds to an account, but it also slows the out-

making some corporate trade payments through the clearing house network sometime this flow. You can neutralize the imyear. "Their involvement will be a major catalyst in stimulating acceptance and utilization.'

Robert Brubaker, president of

all sizes, from Mom and Pop

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Steak-and-lobster dinner free for dorm residents By MICHAEL About 160 seats are available dresses. A maitre d' greets the

RAULERSON Reporter

A steak-and-lobster dinner is riced at \$12.25 at a local resturnt, but it's a free dining experi-nce again this semester for exas A&M students who are on e board plan.

"We hope we can send one vitation to each board student iring the year," said Lloyd , assistant director for od services. "We're trying to ive all students the opportunity

participate." The dinners, held in the bas

each week, and the dinners guests, captains seat the guests, usually average about 80 per- and waiters and waitresses wait

"I feel it's (the dinners) been very successful," Smith said. "I think the ones that have attended enjoyed it.

The menu for the candlelight dinners will be the same as last semester with soup and salad, lobster tail and rib eye steak, snow peas and rice, Sparkling Catawba, a "non-alcoholic grape juice", and a Napolean, or eclair, for desert. Each course is brought separately, so the meal

on the guests. In addition to

these, a guitarist strolls around playing softly. Students who are already employed by the food services department serve in these positions, so the dinners

become a learning experience for the personnel as well as the guests, Smith said. Dorm residents, as well as off-

campus students who are on the board plan, are invited on a random basis. Those invited also may bring a date (non-board

in again Feb. 1 and will be plete, Smith said. eld once a week during the emester, Smith said.

reaturing Mardi Gras \$105

Disney World \$280

New York City \$500 Ski—Steamboat \$355 Ski—Crested Butte \$335

ent of Sbisa Dinning Hall, will takes about two hours to com-

The dinners are formal. Men wear coats and ties and women-

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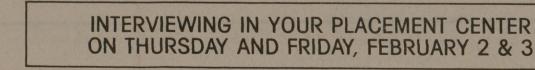
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plan dates are charged \$25 for the meal). Some students bring dates while others pair up with their friends at the door, Smith said

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