



Photo by JAIMIE LOPEZ

Larry Lightfoot (left), a Coors sales manager, discusses marketing strategies.

Coors representatives talk about 'Beer Wars'

By Doug Hall
Reporter

Marketing strategies and techniques play an important role in the "Beer Wars" between the major beer industries for millions of consumer dollars, two Adolph Coors representatives said Thursday.

Larry Lightfoot, division manager of the Gulf States division, and Don Marable, West Texas area manager, addressed three Marketing 345 Promotion Strategy classes in 165 Blocker as a part of The College of Business' Business Week.

Lightfoot discussed marketing strategies and the beer industry. "The beer industry is in a state of revolution," Lightfoot said. "Thirty million dollars is at stake, and the casualties are many."

Though there are 41 major

breweries, Lightfoot said six of these control over 90 percent of total sales.

Lightfoot, a former student, said little differences separate the individual brands, but the marketing of a product can make a substantial impact.

"Beer is an image-intense people business," Lightfoot said. "How we make and market a beer is a reflection of the consumers' needs."

The beer industry has undergone substantial changes since World War II, he said. Changes in taste, television advertisements, aluminum cans and availability contributed to the first phase of the beer wars.

"The big became bigger and more cost efficient," Lightfoot said, "and the small got pushed into oblivion."

Phase two of the beer wars began in the 1970s when Miller introduced Miller Lite using advanced technology and aggressive marketing techniques. Miller became the hottest product on the market.

Lightfoot said Coors and the rest of the beer industry reacted quickly to prevent Anheuser-Busch and Miller, the respective leaders, from burying them.

"One of the great beneficiaries of the wars has been the advertising industry," he said. "Beer expenditure has increased from \$100 million in 1974 to over \$600 million in 1983. Promotion and advertising has increased proportionately."

How many of the major businesses will survive the final stages of the beer wars is yet to be seen, Lightfoot said.

Dallas city official lectures on history of women in Texas

By KAREN HELLER
Reporter

Texas women do not know enough about their past and present leaders, said Dallas' Deputy City Manager, in a lecture Thursday which was part of the Women in Business Symposium.

Dr. Camille Cates Barnett, speaking in conjunction with The College of Business' Business Week, talked to the mostly female audience about the unknown women in Texas history.

Barnett said she collected her information from the Texas Foundation for Women's Resources.

"Here's a couple of women I'd like for you to meet," Barnett said.

She told of Texas women dating back to 1821 including the story of Clara Driscoll, age 23, who bought the Alamo for \$25,000 to save it.

"But (Driscoll) didn't stop there,"

Barnett said. "She became an author, playwright, politician, major power in the National Democratic Party, a diplomat in Chile, a rancher, a businesswoman and established a children's hospital, a museum and art school... that was 1903."

Barnett also discussed Katherine Stinson, one of the first women to fly in the United States who had worldwide fame.

"Japanese women regarded her as their liberator," Barnett said. "The year was 1912. At home, Katherine Stinson could not vote. Until 1909, all Texans could vote — except 'idiots, imbeciles, aliens, the insane and women.'"

Even though Texas women could not vote, Barnett said the barrier did not stop their progress.

"Two Dallas women, Mrs. E.P.



Dr. Camille Cates Barnett

Turner and Mrs. P.P. Tucker, were elected to the The Dallas School Board more than 20 years before women won the right to vote in Texas," she said.

Barnett said the King Ranch, Justin Boots, and Ringling Bros. and Barnum & Bailey Circus are examples of organizations run by women.

"Texas women have guts," she said, "and they're good at business. Each of these women knew who she was and had the courage to say, 'I am who I am. I do what I must.'"

Air Force teams to compete at Nova's annual Warcon

By KIRSTEN DIETZ
Staff Writer

Teams sponsored by the U.S. Air Force and the Texas A&M Corps of Cadets will clash in an Ogre/Gev tournament at the 11th annual Warcon, sponsored by the Memorial Student Center Nova committee.

Warcon, Texas' oldest wargaming convention, begins today and lasts through Sunday.

Pete Christian, Nova chairman, said the Air Force contacted Nova with the idea of Project Warrior, the Ogre/Gev tournament. Ogre/Gev is a futuristic tank battle game.

The Air Force later agreed to include interested Corps teams, and 10 to 14 Corps teams are expected to compete, Christian said.

The tournament will be today, 6 p.m. to 2 a.m., and Saturday, 8 a.m. to 8 p.m.

Steve Jackson, of Steve Jackson Games, a Texas game manufacturing firm, will speak Saturday at 4 p.m. in 206 MSC.

More than 12 team and individual tournaments will be held during the convention, including three separate Dungeons and Dragons tournaments. Some, using

miniatures, will recreate the Vietnam War and sea battles of World War II and depict a hypothetical invasion of Western Europe by Soviet and NATO forces.

Merchants from across the state and 10 from Bryan will sell games and related merchandise during the entire convention. Christian said most of the merchandise usually can only be ordered through the mail.

"That's something else a lot of people will come to the convention for," he said.

Christian also plans to run old video tapes for convention goers to watch between game sessions, but he said he hasn't decided on specific ones.

"They will all deal with the conflict theme because that seems to be the most popular," he said.

A 24-hour game room will be open from 6 p.m. Friday to 1 p.m. Sunday, Christian said this is an opportunity for players to find new opponents for their favorite games, which they must supply.

Passes to Warcon are \$5 per day or \$10 for a three-day pass. Registration is on the second floor of Rudder Tower today, 3 p.m. to 9 p.m., or Saturday, 7:30 a.m. to noon. The convention is open today, 6 p.m. to 2 a.m., Saturday, 8 a.m. to 2 a.m., and Sunday, 8 a.m. to 1 p.m.

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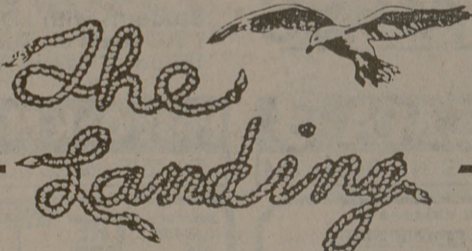
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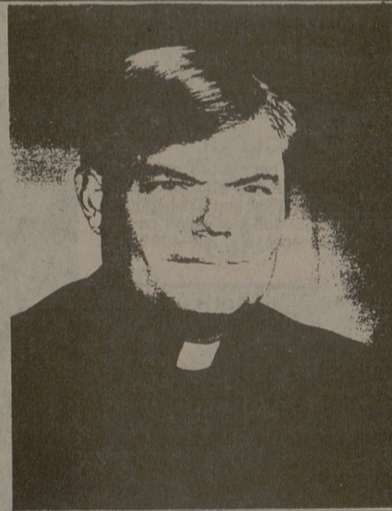
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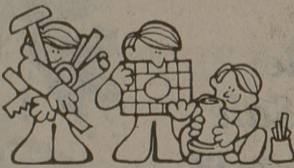
FEBRUARY 10, 1985

Installment Ceremony
Reception



3:30 p.m.

4:30 p.m.



MSC Craft Center

Spring Workshop Schedule

Welcome to another semester of MSC Craft Center Workshops! These workshops are sponsored to introduce you to new crafts and expand your existing skills. For further information call 845-1631. Hurry in, registration has already begun!

Workshops:	Dates:	Times:	Fees:
Mon	Calligraphy	March 18, 25, April 1, 8, 15	6:00-8:30 pm \$20
	Beginning Pottery-Wheel	Feb 11, 18, 25, March 4, 18, 25	7:30-9:30 pm \$25*
	Jewelry Casting	Feb 18, 20, 25, 27, March 4, 6	7:00-9:00pm \$24*
	Matting & Framing	April 1, 8, 15, 22	7:00-9:00pm \$18*
	Quilting	March 18, 25, April 1, 8, 15, 22	6:00-8:00 pm \$22
Tues	Decoy Carving	Feb 12, 19, 26, March 5	6:30-9:30 pm \$25*
	Watercolor	April 2, 9, 16, 23, 30	6:00-8:00pm \$18
	Basket Weaving	Feb 20, 27, March 6	6:00-8:30 pm \$14
	Batik	March 20, 27, April 3, 10, 17, 24	6:00-7:30 pm \$15
Wed	Bike Maintenance	March 20, 27, April 3, 10, April 10, 17, 24	7:30-9:30 pm \$15*
	Cross-stitch	April 10, 17, 24	6:00-8:00 pm \$12
	Glass Etching & Sandblasting	Feb 20, 27, March 6	7:00-9:30 pm \$13
	Beginning Pottery-Handbuilding	March 27, April 3, 10, 17	6:00-8:00 pm \$18*
	Stained Glass	March 20, 27, April 3, 10, 17	6:00-8:30pm \$25*
	Drawing	April 4, 11, 18, 25, May 2	6:00-8:00 pm \$18
Thurs	Beginning Pottery-Wheel	March 21, 28, April 4, 11, 18, 25	5:00-7:00 pm \$25*
	Intermediate Pottery-Wheel	March 21, 28, April 4, 11	7:30-9:30 pm \$18*
	Intermediate Woodworking	March 21, 28, April 4	7:00-9:30 pm \$12**
	Beginning Woodworking	Feb 21, 28, March 7	7:00-9:30pm \$25*

*Class fees include a Craft Center membership card that allows for shop use outside of workshop hours.

**Intermediate Woodworking is a class that requires all students to purchase a woodshop card and be certified on the table saw and the thickness planer.

All nonstudents must purchase a \$2.00 identification card when registering for all classes.