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- February 4 Company Booths & Banquet
- February 5 Company Booths
- February 6 "Women in Business" Symposium & Luncheon(845-4712 for ticket info.)
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Don't forget to pickup your 1985 Aggieland

Aggielands are available every weekday from 8:30 a.m. to 4:30 p.m. in the English Annex on Ross Street across from Heaton Hall. **Bring your I.D.!**

And don't forget Juniors, Seniors and grads, to get your photo taken for the 1986 AGGIELANDS!

Hours and dates for shooting posted throughout campus and in Battalion ads.

Photos taken at Yearbook Associate Studio above Campus Photo in the Northgate Area.

TV ratings tell the story; America loves the Bears

Associated Press

NEW YORK — Super Bowl XX was a smash hit with the nation's television viewers Sunday, despite the Chicago Bears' crushing 46-10 victory over the New England Patriots.

And that was a pleasant surprise to NBC.

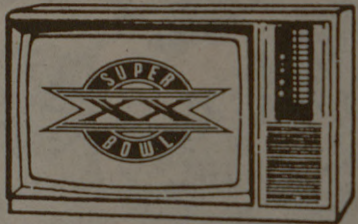
"There are so many characters on this team," Kevin Monahan, an NBC spokesman, said of the winners. "This fascination with the Bears helped keep America tuned in."

In the A.C. Nielsen overnight ratings of 12 cities, the Super Bowl had a 46.8 rating and 70 share — meaning 70 percent of all sets turned on Sunday night were tuned to NBC. And although the Bears dominated the game, grabbing a 23-3 halftime lead, not that many viewers switched channels at intermission.

The first half of the game, from 4:14 p.m. until 6 p.m., had a 48.1 rating, meaning 48.1 percent of all sets in the country were tuned to the game, and a share of 74. From 6 p.m. until 8 p.m., the rating dropped to 45.8 and a 67 share.

"The fact that the ratings did not drop that much in the second half, less than three points, was just a pleasant surprise to us," Monahan said. "We could hear television sets clicking off all over America. You get this game once every three years. Then to have a game like that in the second half . . ."

Chicago led the nation, boasting a



63.2 rating and 87 share, while Boston had a 51.4 rating and 73 share. But Dallas, Denver, Los Angeles and San Francisco also had a share of 70 or higher.

Last year, when the San Francisco 49ers trounced the Miami Dolphins 38-16 in a game carried on ABC, the

overnight Niensens were a 43.3 rating and 62 share.

The lowest overnight rating was in New York, where the Super Bowl had a 41.4 rating and 60 share. In the other cities surveyed, it was: Miami, 43.4 rating, 63 share; Detroit, 46.7, 64; Houston, 43.8, 67; Philadelphia, 46.0, 67; Washington, D.C., 47.0, 67; Dallas, 52.4, 71; Los Angeles, 43.1, 75; Denver, 45.8, 76; San Francisco, 45.2, 77.

Philadelphia was almost the same as last year, while San Francisco, naturally, showed a drop. In every other city, this year's ratings were higher than last year's.

There were no overnight ratings a year ago in Miami, Houston and Denver.

"One thing we had noticed about the Chicago Bears before the Super Bowl," Monahan said, "was that all of their games have been blowouts and yet CBS, which televises their regular season games, showed a most no dropoff in ratings in the second half."

"The Bears really are a national phenomenon."

Lady Aggs play host to Hogs

(continued from page 9)

Louisiana Tech," Roper said. "I was telling all my friends that that was where I was going. But then I changed my mind and decided to come to A&M."

And Roper hasn't looked back since.

She currently leads the Lady Aggs in assists with 88 and is second in scoring (10.9 points a game) and steals (41) behind senior Lisa Langston.

Roper, whose brother, John, is a linebacker on the A&M football team, said college has been quite an adjustment — both on the court and in the classroom.

"In Houston, we had no competition," she said. "I knew each game was going to be a blowout. But the pressure of playing for a big school (like A&M) is a lot tougher than I expected."

"In high school, I had plenty of time to do what I wanted after practice. Here, you have to make yourself stay up and study. It's just work, work, work."

Like Hickey, Roper said she thinks the Lady Aggs have a better team than their record (10-8 overall, 4-3 in the SWC) indicates.

"For my first season, it's going OK," Roper said. "But it could be better. I've felt, game-wise, we could be 6-1 (in the SWC), but we just weren't playing together. We had been used to each other since we first started practicing, but we weren't really close until we started losing."

When asked if she is hoping to be named to the All-SWC team in her first season, Roper replied, "I wasn't thinking about it until people started telling me I had a chance. I just go out and play my game and try to help the team."

Which is just what she and the rest of the Lady Aggies will try to do tonight when they take on Arkansas at 7:30 p.m. in G. Rollie White Coliseum.

The Lady Razorbacks are coming off an 86-55 victory over Baylor and are 12-4 on the season, tied for second-place in the conference with Texas Tech at 6-1.

Hickey said UA has good size, strong ball handlers and a powerful inside game.

"This is (Arkansas') first road game against one of the better teams in the conference," Hickey said.

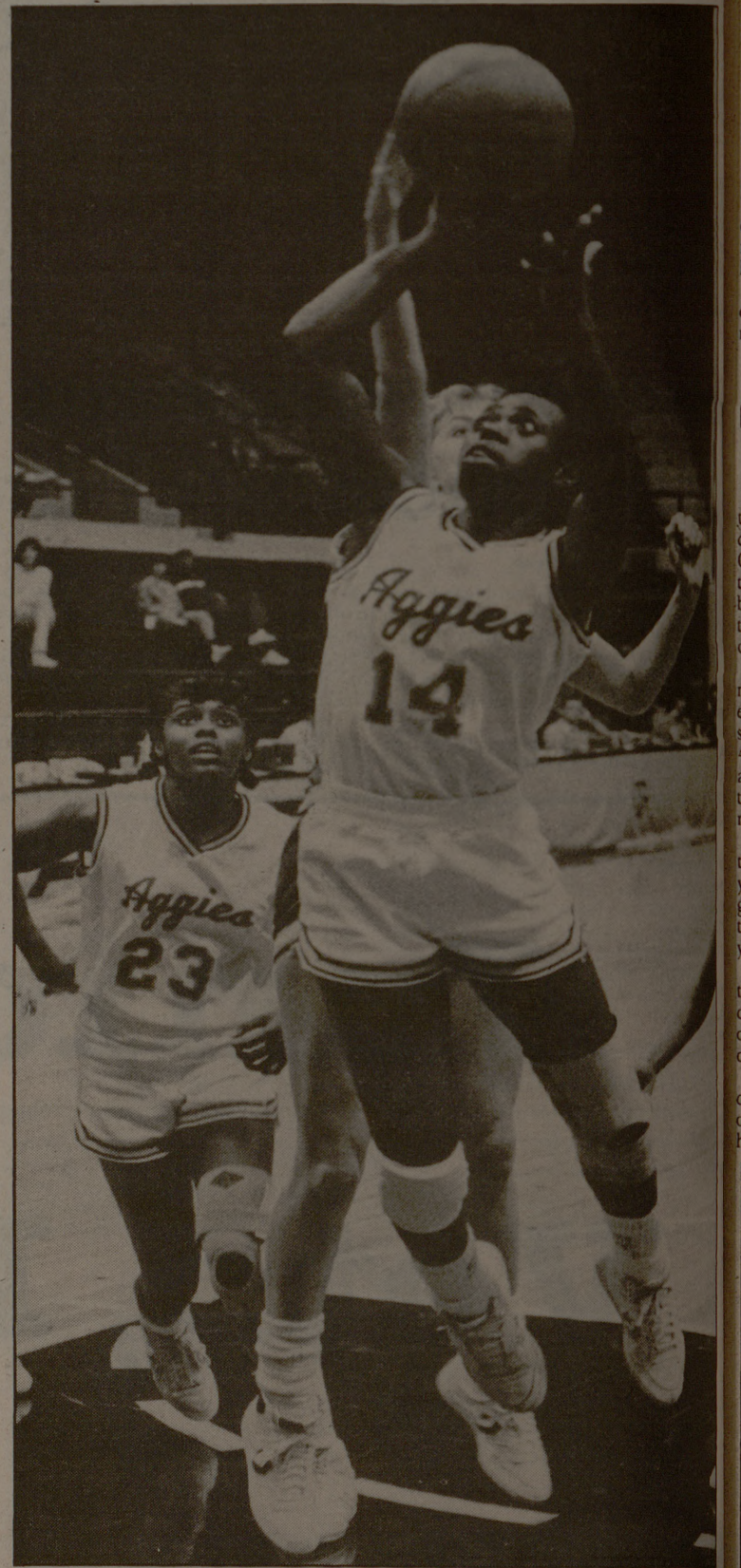


Photo by ANTHONY S. CASPER

A&M guard Lisa Langston (14) is sure to get a few points tonight when A&M hosts Arkansas at 7:30 in G. Rollie White Coliseum.

Get involved with Aggies for BARTON

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*Paid for by The Congressman Joe Barton Committee