

Sports

Mobil joins Cotton Bowl team

DALLAS (AP) — The Cotton Bowl, facing pressure to increase payouts to lure teams for its postseason game, signed a seven-year agreement with the Mobil Corporation Tuesday and became the eighth bowl to tie its name to a sponsor.

The 53-year-old Cotton Bowl joined the Sugar Bowl (USF&G), Fiesta (Sunkist), Gator (Mazda), Holiday (Sea World), Aloha (Eagle), Sun (John Hancock) and Citrus (Florida) to link up with a commercial tie in.

The Orange Bowl and the Rose Bowl are the only major postseason games without title sponsors.

The Cotton Bowl paid out \$2.4 million to Notre Dame and Texas A&M after last January's game.

Lon DeLuca, director of programming for CBS planning, said the Cotton Bowl would have been "in a difficult situation" if it had not found a sponsor.

The CBS contract with the Cotton Bowl lasts until 1990 but the game was faced with the prospect of having to increase revenues to schools



playing in the game without help from the network.

"The TV rights fees were going to be about the same," DeLuca said. "The Cotton Bowl had to have someone like Mobil to stay competitive. We're delighted for them."

CBS has been tied to the Cotton Bowl since the 1940s.

Field Scovell, a longtime executive of the Cotton Bowl Athletic Association, said he was happy although he had mixed feelings.

"It's like the guy who donates an organ to the church," Scovell said. "You wonder when he's going to start trying to call the tunes."

Jim Williams Jr., president of the CBAA, called it "a historic occasion for the Cotton Bowl and the city of Dallas. We are excited about our partnership with Mobil."

"The Mobil flying red horse has been identified with the Dallas community for as long as the Cotton Bowl Classic."

Mobil has been a sponsor for other sporting events, including the USA Mobil indoor and outdoor national track & field champions, automobile racing, and a featured race of the Breeders' Cup, thoroughbred racing's year-end championship.

The Mobil building in Dallas with its Flying Red Horse on top has been

designated a city landmark.

"It's sign is the most revered in the city of Dallas," said Williams. "We're natural partners."

Allen Murray, the chief executive officer of Mobil, said "Linking up with the Cotton Bowl intrigued us. It's one of the premier sporting events in the country. Our heritage is in Dallas although we are in 100 countries."

Williams said the agreement with Mobil includes helping obtain other sponsors, handling advertising, and putting on the postgame parade.

"We will be able to provide the network with a complete package," Williams said. "This was not a hard decision to make when we looked at our long-term future. It was something we had to do to stay competitive."

The dollar figure on Mobil's help was not announced but a CBAA source said it could amount to \$1.5 million per year.

Ritter skies to stardom from humbling roots

DALLAS (AP) — The squint lines curling from Louise Ritter's eyes are testament to more than 15 years of high jumping in the Texas sun.

She has blond hair with brown roots, wears a tasteful amount of gold and diamond jewelry to workouts, and drives a new red BMW to and from the Dallas athletic equipment store she opened three months ago with two partners.

Suffice to say, she is a more worldly version of the small-town girl who was too shy to utter more than two words to the media after winning her first collegiate championship as a Texas Woman's University freshman 11 years ago.

Perhaps the transformation has come with age; she's 30 now. More likely, though, the change has come from confidence. Ritter has held the American high jump record eight of the past 10 years.

Almost as a warning to the competition she was to face last month at the U.S. Olympic Trials in Indianapolis, Ritter pushed her record up another inch — from 6-feet-7 to 6-8 — in early July in a small tuneup meet.

"It makes a big impact on somebody when they look in the paper and they read that you've done something like I did," Ritter said. "You just have to wonder, Your curiosity is there. Did she clear it by a lot? Was it a fluke? Could she have jumped higher?"

Ritter won the Olympic Trials, leaping 6 feet 6 3/4 inches on July 23 in Indianapolis. The second and third place finishers cleared 6-5.

Ritter is one of only five women to jump 6-8. The only other woman to reach that mark this year is Bulgaria's Stefka Kostadinova, who owns the world record of 6-10 1/4.

"That means a lot to me. It's something you can look at and know that no one in the whole USA is better than you," Ritter said.

But this is not what Ritter envisioned for herself growing up in Red Oak as one of three daughters to a truck driver. She was an active child until the fourth grade, when she was diagnosed as having rheumatic fever and was confined to bed and rest when she wasn't at school.

"I remember a lot of days sitting and watching my sisters and all the neighborhood kids playing and thinking, 'Will I ever get to play again?'" said Ritter, who had the disease until she was 12.

"I think that's why I was so active afterward. It was like I finally got to do what I wanted to do."

She did it all — ran track, long-jumped, triple-jumped, high-jumped and lured more scholarship interest as a basketball center.

She set the junior national high jump record and decided to pursue that event on a partial scholarship at TWU in Denton.

The decision was based partly on her love of the event ("I can control

my own destiny," she said) and partly on her confidence in Dr. Bert Lyle, then the school's track coach.

Ritter and Lyle have worked meticulously through the years on her high jump technique, changing her style from the straddle in high school to the more common flop.

"Strength and speed are her assets, but also intelligence and competitiveness," said Lyle. "You have to understand that this is a complex event. You're trying to take off from a spot to get your best height and clear the bar."

"But I'd say there are few who equal her ability to compete when the going gets tough."

Despite her consistency over the years Ritter does not have an Olympic medal. In 1979, she won the gold medal at the Pan American Games and was already the American record-holder. But the United States boycotted the 1980 Olympics.

Although she watched Pam Spencer take away the American record in 1981 and Coleen Sommer better it in 1982, Ritter regained the mark in 1983 and seemed poised to medal in 1984. But a hip injury held her back that year. Although she won the U.S. Olympic Trials, she finished eighth at the L.A. Games.

"I won the trials in 1984, but who remembers that?" she said.

Hogs' Hatfield likes prospect of Grovey at QB

FAYETTEVILLE, Ark. (AP) — Right off, Ken Hatfield wants everyone to know that Quinn Grovey is not Brad Taylor, the strong-armed quarterback of a few years ago.

But, he says, people should "remember his quick feet and the fact that he had the key play in four of our five conference wins last year."

There will be a great deal of pressure on Grovey, a sophomore, who will be the No. 1 quarterback at the University of Arkansas this fall.

For one thing, there was a lot of grumbling last year about the Hogs' lack of passing, and Hatfield has retooled the offense to appease some fans. For another, it's been more than a dozen

years since UA has been to the Cotton Bowl.

"We will still be an option team because we want to take full advantage of all our personnel," Hatfield said. "We will utilize a different formation to use their talents more. You win with people, not formations."

"We recognize the need to throw the ball more. It all starts with healthy quarterbacks. The poorest thing we have done in the past is throw the ball when people know we have to throw the ball."

Last year, Arkansas completed 72 of 126 for 940 yards — Grovey, playing behind Greg Thomas when Thomas was healthy, connected

on 38 of 62 for 495 yards.

The five projected starters in the offensive line never played together in the spring and Hatfield says quickly building a cohesive unit is a must. Freddie Childress, who topped 360 last year, has lost about 50 pounds and Hatfield says it is essential that he be productive in the fourth quarter.

"We have as much talent and depth at the skill positions as we have had in the five years I've been here," Hatfield said. "That will help us do a lot of things offensively."

The biggest name player is James Rouse, who scored 17 touchdowns last year and topped 1,000 yards rushing. He has 28 career touchdowns — third on the UA list.

Loose hamstrings lull Louis Lipps

LATROBE, Pa. (AP) — All but four times last season, the Pittsburgh Steelers' weekly injury report said: "WR Louis Lipps, hamstring, out."

And when Louis Lipps was out of the lineup, the Steeler offense was down and out.

Lipps brought instant offense to the Steelers as a rookie out of Southern Mississippi in 1984, scoring 12 touchdowns and leading them to the AFC title game. He was even better as a sophomore, scoring 15 touchdowns and giving the Steelers the big play threat they had lacked since Lynn Swann's retirement in 1982.

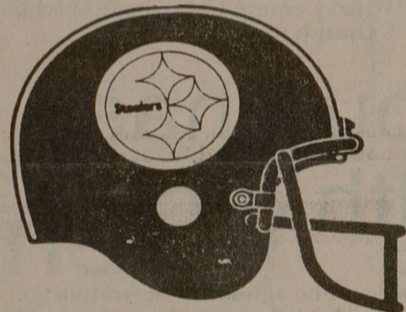
But the last two seasons, Lipps has been hurting, and so has the Steelers' offense. He managed only three touchdowns in 1986 and exactly zero last year, when he played in parts of only four games. It was no coincidence the NFL's worst offense

scored only 14 touchdowns in 12 non-strike games, including only one touchdown pass in the last seven games.

"There are 11 guys out there and one guy can't do it all," Lipps said at the Steelers' St. Vincent College training camp. "But it was frustrating on the sidelines, watching, standing. That was tough in itself, knowing you can't help your team."

The 5-foot-9, 190-pound Lipps wasn't the only person frustrated by his inability to play with aching hamstrings.

Steelers conditioning coach Walt Evans publicly criticized Lipps last season for his lackadaisical work habits, which he said contributed to the hamstring injuries. Evans' remarks came after Lipps tore a hamstring on his first day back from the 24-day players strike.



Evans' candor caused tension in the Steeler lockerroom for several days — but the stinging criticism may have had its desired effect. "Things got twisted and turned and misinterpreted," Lipps said.

Assistant coach Jon Kolb said Lipps strictly adhered to an extensive offseason conditioning and run-

ning program, and as a result reported to training camp last month in his best shape in three years.

"I did a lot more running in the offseason and I feel a lot better," said Lipps, a Pro Bowler in his first two NFL seasons. "The last two years, having the injuries, made this season more of a challenge. I'd never had to deal with being hurt before — not in high school or college."

"It's not a good feeling, knowing you're hurt and it's hurting the team. This season, so far, it's going fine."

"I want to return 100 percent," Lipps said. "I'm sure not going to put any pressure on myself by saying I'm going to do this or do that. But I'm confident I can help this football team."

"Louis Lipps just wants to be Louis Lipps this season."

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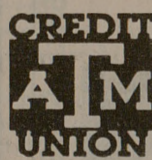
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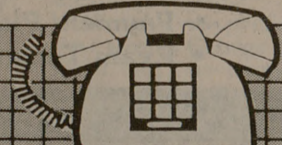
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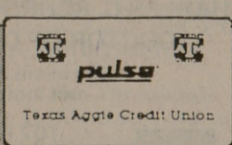
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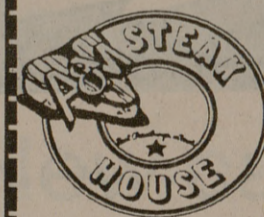
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