

Throwing caution to the wind

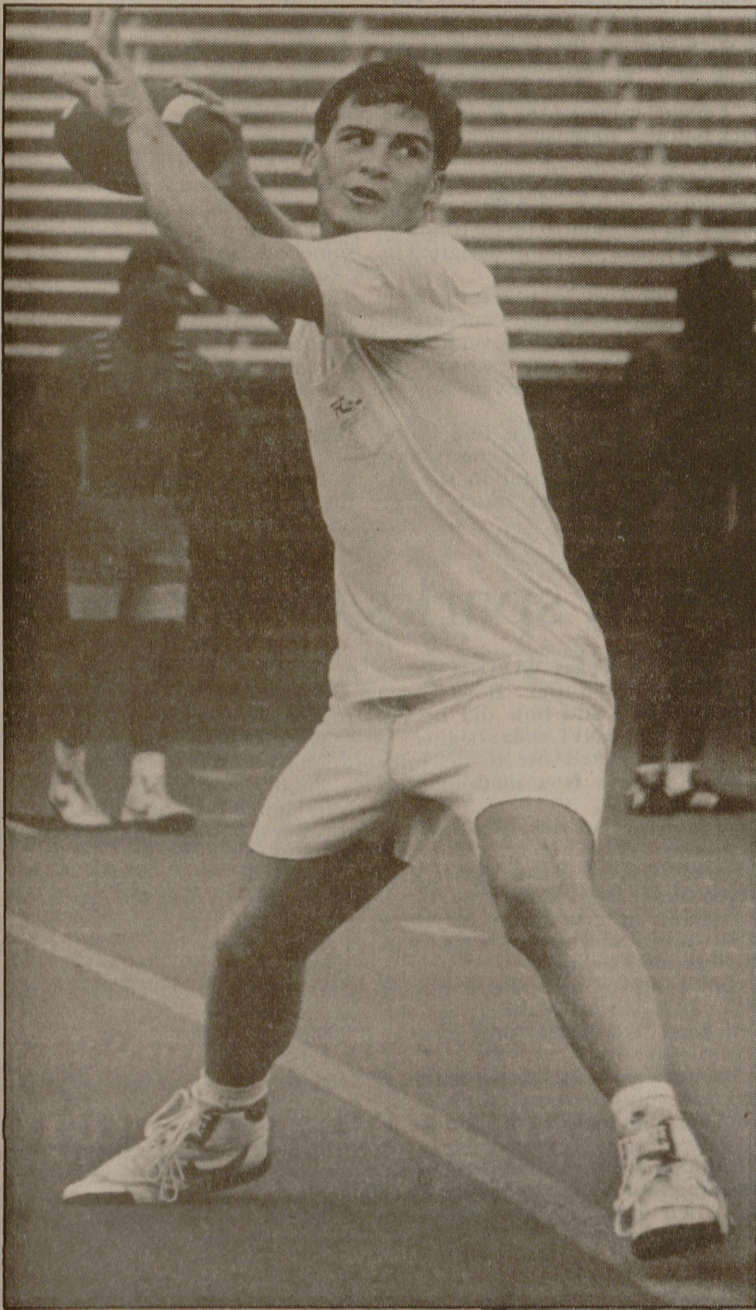


Photo by Sondra N. Robbins

A&M quarterback Bucky Richardson practices on Kyle Field. Richardson returns to the lineup after knee surgery last year.

IBM yanks advertising from prestigious PGA Championship

BIRMINGHAM, Ala. (AP) — IBM will not advertise on PGA Championship telecasts because the host club, Shoal Creek, has no black members.

"When we learned that this tournament was being played at a club that was exclusionary, we decided it was not an appropriate vehicle for our advertising," Gina Chew-Holman, a spokeswoman for IBM, said Tuesday.

"Supporting even indirectly activities which are exclusionary is against IBM's practices and policies," she said.

Hall Thompson, founder of Shoal Creek, where the tournament is to be played Aug. 9-12, has said the club would not be pressured into accepting blacks, although he later apologized and said he was quoted out of context.

Shoal Creek officials said the club does not have any policy against blacks and that some have been guests.

Nevertheless, Chew-Holman said at IBM headquarters in Armonk, N.Y., that the decision to drop TV advertising during the tournament was made more than a week ago after the racial membership issue surfaced.

"We have not had any reaction from the PGA, Shoal Creek or ABC," she said.

Stephen J. Solomon, the senior vice president of ABC Sports, returned from the British Open on Tuesday and said he had not known about IBM's decision.

Chew-Holman declined to say how much money IBM had planned to spend on TV advertising during the tournament, which is to be televised for two days by ESPN and the final two days by ABC.

Steve Bradley, publicity chairman for the tournament, said IBM's decision was "a matter between an advertiser and ABC. The contract was between the PGA and ABC. I don't think it's proper for me to comment on it."

Efforts were made to reach Joe Steranka, senior director of broadcasting for the PGA, for the association's reaction to IBM's withdrawal, but he had not returned a telephone call by late Tuesday.

Shoal Creek, opened in 1977, was the site of the 1984 PGA and the 1986 U.S. Amateur, but the racial make-up of its membership was not questioned at the time of those tournaments.

However, Thompson's statement about not being pressured into accepting black members drew widespread attention.

Leaders of two groups, the Southern Christian Leadership Conference and the National Association for the Advancement of Colored People, have called for picketing during the tournament. The Rev. Abraham Woods, Birmingham SCLC president, said the momentum toward picketing might be too much to stop even if the club accepts a black member before the tournament.

Thompson has refused to comment on the matter since his apology, as have other club members.

Bradley said that since he is not a Shoal Creek member, he was in no position to say whether any movement is under way to take in blacks.

Missing Soviet found with Red Wings

DETROIT (AP) — A Soviet hockey player who disappeared at the Goodwill Games has popped up in Detroit with a five-year contract to play for the Red Wings.

Sergei Fedorov, 20, a center with the Soviet national team, signed the contract Monday, Red Wings Executive Vice President Jim Lites said at a news conference Tuesday at Joe Louis Arena.

Fedorov has not applied for political asylum in the United States, opting for a temporary work permit instead, said Lonnie McDaniel, deputy director of the Detroit Immigration and Naturalization Services.

"Sergei has every intention of returning to the Soviet Union when his playing career is over. This is not a defection," Lites said. "He felt it was appropriate for his career and his future that he play here."

Fedorov's current permit allows him to visit for business. He has applied to change his status and be a "temporary worker of distinguishing merit and ability," McDaniel said.

"If he can prove that, I would say he stands a good chance of his being approved," he said, adding the player could use coaches' testimony, rosters from championship teams, and newspaper clippings to make his case.

The Red Wings also filed an application to allow Fedorov to play for the team, McDaniel said. This is done annually for all foreign players including Canadians, he said.

Fedorov, staying in the Detroit area, will appear in public only when his application is approved, Lites said. Also, Fedorov asked the Red Wings not to disclose details of his disappearance from Portland, Ore.,

on Sunday, or his arrival in Detroit Monday.

"Obviously I don't think they're real pleased," Lites said of the Soviet team.

"He checks very well. He works very hard. He moves the puck very well," said new Red Wings coach Bryan Murray. "He played on a team that won the World Championship and he played very well on that team."

"We just think it's a great acquisition for our whole team."

Fedorov, who knows only a few English words, was chosen by the Red Wings in the fourth round of the 1989 entry draft and has had indirect contact with team officials since then, Lites said.

But NHL rules forbid any player to join a team if they have an existing contract in another league.

Clay Rasmussen
Sports Editor

Future so bright, gotta don shades ... maybe NOT

I have gazed into my crystal ball and I have seen the future of the Dallas Cowboys.

The future is bleak. Actually, my crystal ball was a television set and the vision I had was based on the new version of the Tom Landry Show, now appropriately named the Jimmy Johnson Show.

I went to Dallas this weekend and was flipping through t.v. stations when I happened upon a glitzy, disco-ish program that caught my attention. Suddenly I saw six Dallas Cowboy cheerleaders strumping across the screen, doing half turns and wiggling their ... well, uh, you get the picture.

My first inclination was to switch the channel. I thought this was just another rerun of "The Dallas Cowboys Cheerleaders" movie. Remember that pic that made all in the city of Dallas hang their head in shame when it was aired nationally?

But suddenly the picture turned and there were six pseudo-Dallas Cowboys in full uniform, banging each other in the head with their helmets.

My jaw dropped to the floor. I was in utter disbelief.

There on my screen sat local sportscaster Ted Dawson. Alongside Dawson sat former SMU running back Craig James. Both were staring blankly at an image of Jimmy Johnson.

The only one who looked

See Rasmussen/Page 6

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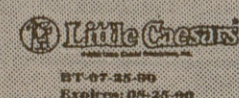
Small **\$7.80**
Medium **\$9.95**
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BUY ONE Sandwich
GET ONE FREE!
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TWO PIZZAS
with cheese

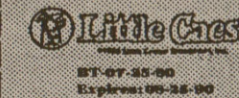
Small **\$5.99**
Medium **\$7.99**
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