Martina aced

by advertising

Thy is it women athletes have to be attractive to be the spokesperson or official

Look around the advertising

world and it's very obvious the

same does not hold true for men.

Mike Tyson, Larry Byrd and Evan-

One could argue that these men

are outstanding in their fields and

their name recognition alone can sell a product. It could also be ar-

gued that women athletes just

don't have the same name recogni-

tion because fewer people watch

anyone that has never heard the

name Martina Navratilova.

Well, I would love to hear from

Navratilova has 55 Grand Slam

wins including a record nine Wim-

bledon Championships. And on Saturday Navratilova was the old-

est female ever to play in the finals

Talk about being outstanding in your field. Talk about notoriety.

And yet, Navratilova has never

been offered a product endorsement

Women athletes seen in con-

In fact, she's admittedly gay.

Not that that could possibly have

anything to do with overlooking

this outstanding female athlete for promotional campaigns. Everyone knows how widely accepted a gay

Chris Evert, Mary Lou Retton

and Nancy Kerrigan cannot hold a candle to Navratilova's athletic

prowess or her legacy, but they all

fill the necessary requirements to sell a product. And they have be-come the darlings of the female

athlete endorsement world because

Today's advertising seems to in-

dicate that the average man is

threatened by a talented woman

athlete who isn't attractive enough

from beer to shoe commercials por-

traying modelesque women in ath-

letic roles or dressed in skimpy uni-

forms. Beauty sells where women

Please see Parten/Page 4

This is evidenced in everything

to fantasize about.

outside of tennis equipment.

der Holyfield are living proof.

community

CONSTANCE

Sportswriter

women's sports.

at Wimbledon.

endorser of a product?

PARTEN

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r's bureau coorsumer product advertising are aldation of Housways cute and bubbly. Navratilova is not cute and bubbly. They also that with the display the appropriate amount of femininity. Navratilova is not femeedles, Page 6

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\$30/student

M/W, thru Aug 3 6:45-7:45pm

\$30/student \$35/nonstudent

T/Th, thru Aug 4 5:30-6:30pm \$30/student

Lady Aggies' coach arrives

Harvey meets the press as A&M's new head coach

By Mark Smith

The past couple of days have held a number of firsts for Candi Harvey.

Saturday was the first time she as sumed the head coaching position of Texas A&M University. She met the players she will coach next season for the first time on Monday and Tuesday she held her first press conference as the Lady Aggies' coach in the Koldus

"I'm incredibly excited to be here," Harvey said. "This fulfills all my hopes and dreams of having the opportunity to come back to Texas.

Harvey has spent most of her coaching career in Texas. For four years she was head coach at Robert E. Lee High School in Tyler. She then served as an assistant coach at Stephen F. Austin University for six years.

She said having that experience in the state helped her get the job. "I think having Texas ties was impor-

tant," she said. Harvey's last coaching job was the head coach of the Tulane Green Wave. She served as coach for four years, turning around the Tulane program.

As the Tulane coach she had a 46-68

record. Although it is not a winning record, Harvey said she had to build the Tulane program from the ground up.

"One of my comments when I got to Tulane was that the cupboard wasn't bare, it wasn't even built yet," she said.



A&M's new head women's basketball coach Candi Harvey meets the press for the first time Tuesday in the athletic department conference room.

"But, in my last two years we put to gether back-to-back winning seasons."
Athletic Director Wally Groff said he was not concerned with Harvey's num-

bers at Tulane. "She [Harvey] has proved she can take a program to the next level," Groff

Leaving Tulane was hard, Harvey said, but she felt the job at A&M repre-

"No matter how painful it was to leave, I never had a doubt that this is where I'm supposed to be," she said. "A team is like a family. I left my family there to join another one.

Harvey said she doesn't subscribe to any particular style of basketball, but lets the ability of the players determine what type of game she plays.

Please see Harvey/Page 4

"Buster" Douglas hospitalized with diabetic coma

COLUMBUS, Ohio (AP) - Former heavyweight champion James "Buster" Douglas was reportedly hospitalized Tuesday in a diabetic

WBNS-TV, quoting a relative it did not identify, said Douglas, 34, was in poor condition Tuesday afternoon at Grant Medical Center.

The hospital refused comment and hosiptal spokeswoman Karen Waldbillig said the family asked that no information be released.

Other relatives told the station Douglas was taken to the hospital Monday and had slipped in and out of a coma since then. They said Tuesday afternoon that his condition was improving.

It was not known whether Dou-glas previously had been diagnosed as a diabetic or which form of the disease he might have. In some cases, if diabetes goes untreated, the victim may go into a diabetic coma, which can lead to death.

Douglas' father, Bill Douglas, could not be reached for comment. A man who answered the phone at Bill Douglas' home Tuesday morning identified himself as a friend of the family and said he knew nothing of Douglas' condition. He would not confirm that Douglas was in the hospital. There was no answer at

the home Tuesday afternoon.

Messages seeking comment from the fighter's business manager, Lawrence Nallie, were not returned. Douglas, a native of Columbus, was the heavyweight champion for

A&M athletics rank No. 24 in Sears Cup

Cups' inaugural year sees A&M, Texas as only Southwest Conference schools

By Brian Coats

Chalk up another national top 25 finish for Texas A&M. The overall athletic department finished 24th in the final standings of the inaugural National Association of Collegiate Directors of Athletics (NACDA) 1993-94 Sears Directors' Cup.

The Cup ranks overall athletic departments based on the finishes of ten

men's sports and ten women's sports, plus two wild card sports.

A&M scored 454.5 points, one-half-of-a-point ahead of Florida State. North Carolina won the cup with

806.5 total points.

A&M's football team, which finished ninth in the nation, collected 55 points, the most of any sport. Women's basketball, softball and men's ten-nis each scored 52.5 points. Women's volleyball, men's indoor

track and outdoor track and field, men's golf and the men's and women's swim teams also contributed points. All of these sports placed on the national level.

A&M Athletic Director Wally Groff said the Cup is a good indicator of the overall strength of the A&M athletic department, particularly the women's programs.
"We were 24 because of the success

of the women," he said.

Lynn Hickey, the senior associate athletic director, appreciated Groff's

"That was nice of him to say," she said. "We were really fortunate that all our women's teams stepped up a notch this year.

The Pac-10 led the nation with six schools ranked. A&M and the University of Texas, which finished seventh, were the only Southwest Conference schools represented. Four future Big

1993-94 Sears Directors' Cup Final Standings

| | School | <u>Points</u> | School | <u>Points</u> |
|---|----------------|---------------|---------------|---------------|
| | North Carolina | 806.5 | Minnesota | 553.0 |
| | Stanford | 786.5 | Alabama | 552.5 |
| | UCLA | 779.5 | Clemson | 546.5 |
| | Florida | 768.0 | California | 535.5 |
| | Penn St. | 756.0 | Nebraska | 524.5 |
| | Arizona | 710.0 | Virginia | 513.0 |
| | Texas poller | 697.5 | Oklahoma | 499.0 |
| | Southern Cal | inev 10 677.0 | Georgia | 495.5 |
| | Michigan | 656.0 | Brigham Young | 488.0 |
| | Arizona St. | 603.0 | Ohio St. | 483.5 |
| ı | Notre Dame | 595.0 | Texas A&M | 454.5 |
| | Wisconsin | 565.0 | Florida St. | 454.0 |
| | Tennessee | 560.0 | | |
| | | | | |

12 schools made the list-A&M, Texas, er schools on the list. Nebraska and Oklahoma.

Groff said A&M coaches and student-athletes should feel especially proud because A&M has fewer intercollegiate sports than some of the oth-

"The Cup takes into account 22 sports" he said. "Some schools had all 22, and we only had 19. It's a credit to the hard work of our coaches and student-athletes.'

SUMMER '94 Register Now 845-1631

DANCE

Beginning Country & Western Dance Mon. July 11, 18, 25, Aug 1

6-7:15pm \$25/nonstudent \$20/student **Ballroom Dance**

Tues. July 5, 12, 19, 26 6-7:30pm \$20/student

\$25/nonstudent **Jitterbug** Wed. July 6, 11(7:30), 27, Aug 3

6-7:15pm \$20/student \$25/nonstudent

Voice Training Mon. July 18, 25, Aug 1

6-8:30pm \$30/student \$35/nonstudent

AEROBICS M/W, thru Aug 3

\$35/nonstudent Pagemaker 5.0

7-9pm \$35/nonstudent \$35/student

SELF HELP Personal, Family & **Home Protection** Thurs. July 14, 21

6-8pm \$10/student \$15/nonstudent

Self Defense Tues. July 5, 12, 19, 26

6:45-8:45pm \$30/student \$35/nonstudent

First Aid M/W, July 11,13, 18, 20

\$18/student \$23/nonstudent CPR

M/W, July 25, 27 6-10pm

\$23/nonstudent \$18/student

COMPUTERS Intro to Macintosh

Mon. July 11 7-9pm \$35/nonstudent \$20/student

T/Th, July 12,14,19,21,26,28

\$40/nonstudent

ARTS/CRAFTS

Painting II Thurs. July 7, 14, 21, 28, Aug 4

6-9pm \$35/student \$40/nonstudent

Drawing II Tues. July 5, 12, 19, 26, Aug 2

\$35/student \$40/nonstudent

Watercolor Wed. July 6, 13, 20, 27, Aug 3

\$40/nonstudent \$35/student **Matting & Framing** Thurs. July 14, 21, 28

6:30-8:30pm \$30/student \$35/nonstudent Stained Glass

Wed. July 6, 13, 20, 27, Aug 3 6-9pm \$40/nonstudent \$35/student

Leaded Glass Tues. July 5, 12, 19, 26, Aug 2 \$30/student \$35/nonstudent

POTTERY Beginning Wheel M/W, July 11, 13, 18, 20, 25, 27

5:30-7:30pm

5:30-7:30pm M/W, July 11, 13, 18, 20, 25, 27

7:45-9:45pm T/Th, July 5, 7, 12, 14, 19, 21

\$35/student \$40/nonstudent **OUTDOORS**

Intro To Falconry Thurs. July 7, 14, 21, 28, Aug 4 6-7pm \$20/student \$25/nonstudent

Fly Tying Tues. July 12, 19, 26, Aug 2 6:30-9pm \$35/nonstudent \$30/student

PHOTOS Photography Mon. July 11, 18, 25, Aug 1

6-9pm \$30/student \$35/nonstudent Video Camera Meth-

ods and Techniques Thurs. July 7, 14, 21, 28 \$25/nonstudent \$20/student

WORKSHOPS MSC Basement Level

VARIETY Wines of America Tues. July 5, 12, 19, 26 7-8:30pm

\$20/student

\$30/student \$35/nonstudent

Bike Maintenance Tues. July 12, 19, 26, Aug 2 7:30-9:30pm

\$25/nonstudent

Billiards Sat. July 9, 16, 23, 30 2-4pm \$30/student \$35/nonstudent

Basics of Investing Tues. July 5, 12, 19, 26, Aug 2 7:30-9pm \$20/student \$25/nonstudent

Cake Decorating Mon. July 11, 18, 25, Aug 2

6-9pm \$20/student \$25/nonstudent

WOODWORKS Woodworking I Tues. July 12, 19, 26, Aug 2

6-8pm \$40/student \$45/nonstudent Woodworking II

Wed. July 13, 20, 27, Aug 3 \$45/nonstudent \$40/student