

NOBODY DOES SPRING BREAK BETTER!

# SPRING

AS SEEN LAST APRIL ON CBS NEWS "48 HOURS"

# BREAK

DRIVE YOURSELF & SAVE!

COMPLETE FIVE & SEVEN NIGHT TRIPS

**CROAD TRIP!**

**\$58\*** **14TH SELLOUT YEAR!**

as low as

**PARTY**

**SOUTH PADRE ISLAND**

**PANAMA CITY BEACH**

**DAYTONA BEACH**

**KEY WEST**

**STEAMBOAT**

**VAIL/BEAVER CREEK**

\* PER PERSON DEPENDING ON DESTINATION / BREAK DATES / LENGTH OF STAY.

**1-800-SUNCHASE**  
TOLL FREE INFORMATION & RESERVATIONS

## KFC enters another era

DALLAS (AP) — The new Colonel's Kitchen restaurant being tested by KFC is a little more expensive. It's got a much funkier red-and-purple neon chicken logo. And it offers more food variety, even — gasp — turkey.

"We've been really providing meals that people could eat at home for 40 years. The real challenge that I offered up to the group was how can we take KFC, which is a great brand, and develop the equity that we've built over the years and develop an even more contemporary store of the future, and this is what we came up with," said David Novak, who began working on the idea when he became KFC's chief executive officer and president on July 19.

Actually a remodeled KFC, the new Colonel's Kitchen has more windows, an open deli-style counter and an on-site bakery. Colonel Sanders is depicted in white relief near the entrance wielding a rolling pin.

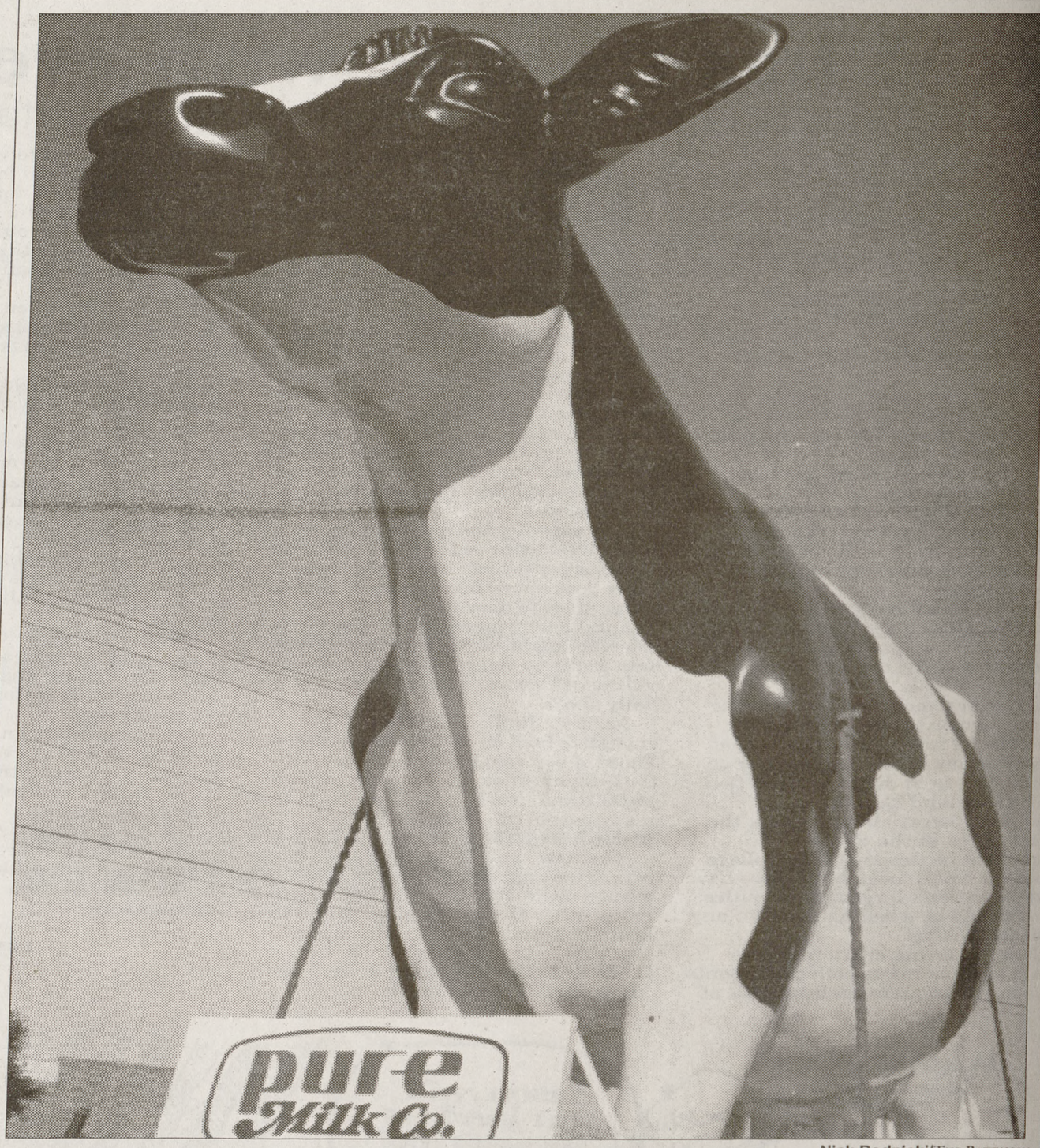
"We want it to have the feel of a kitchen, the kitchen you'd have at home," Novak said.

The company is looking toward its next step, as many people steer away from fried foods and competitors like fast-growing Boston Chicken and Kenny Rogers Roasters multiply.

While Novak affirmed the company's commitment to its "fried heritage," KFC added rotisserie chicken to the menu in 1993 and wants to continue providing more choices, he said.

"KFC is looking for ways to do better," said Emanuel Goldman, an analyst for PaineWebber in San Francisco. "They used to be called Kentucky Fried chicken, and then the name was changed to KFC because of the 'f' word. I think that the company would like to broaden beyond the fried image."

The chain has no plans yet to roll out the new restaurant, but will consider various options after seeing how well it does, Novak said.



Nick Rodnicki/The Battalion

## Moo-ving right along...

This month, the Pure Milk Company's cow is stationed in Bryan at Arby's on 29th street. It travels across the state to places that use Pure Milk Company's dairy products.

# REC SPORTS HILITES

TEXAS A&M UNIVERSITY

Monday, January 23, 1995

- ★ Rec Facility Hotline ..... 845-0737
- ★ Read Court Reservations .... 845-2624
- ★ Intramural Rain Out Info ..... 845-2625
- ★ Penberthy Golf Range ..... 845-9655
- ★ Outdoor Equipment Rental .. 845-4511
- ★ Rec Sports Office ..... 845-7826

EXERCISE CLASSES \* INFORMAL RECREATION \* INSTRUCTIONAL CLINICS \* INTRAMURALS \* SPORT CLUBS \* TAMU OUTDOORS

### This Week's Game Plan

- Mon., Jan. 23**
- ★ Entries Open:
  - ★ Wallyball
  - ★ Squash Singles
  - ★ Official's Orientation Mtg.
  - ★ Wallyball, 7 p.m., 164 Read

- Tues., Jan. 24**
- ★ Entries Close:
  - ★ Preseason Basketball
  - ★ Basketball
  - ★ Indoor Soccer
  - ★ Three-Point Shootout
  - ★ Table Tennis
  - ★ Team Bowling

- Wed., Jan. 25**
- ★ Preseason Basketball Brackets posted-3 p.m., 159 Read

- Thurs., Jan. 26**
- ★ Captains' Mtgs.
  - ★ Basketball
  - ★ Team Bowling
  - ★ Indoor Soccer

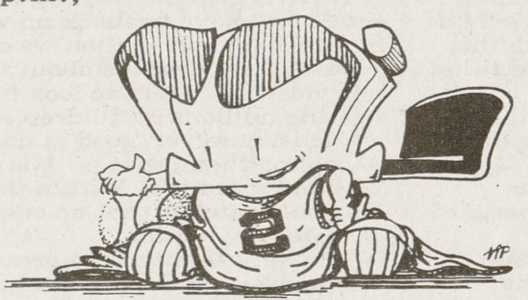
- Fri., Jan. 27**
- ★ Table Tennis Brackets posted-2 p.m.

- Mon., Jan. 30**
- ★ Entries Open:
  - ★ Preseason Softball
  - ★ Slow Pitch Softball
  - ★ Valentine's Day Run
  - ★ Official's Orientation Mtg.
  - ★ Softball, 7p.m., 267 GRW

### Exercise Classes

Due to the overwhelming response, we have very few openings in the exercise classes. If you are interested in a class, please call our office on Fri., Jan. 27, as we might have a few more openings. Otherwise, pro-rated spaces will be offered on Feb. 27 and March 27. We appreciate your response and look forward to offering more classes when the Student Recreation Center is in operation.

"Hatman here to remind you that basketball registrations close on Tuesday."



TAMU OUTDOORS

Take an adventure trip to Baja, Mexico, or the Bahamas.

### Sea Kayaking Baja, Mexico May 15-20

Registration ends April 14

Join TAMU Outdoors in a sea kayaking adventure to the Baja Peninsula, Mexico! We will launch at Bahia de Los Angeles, a large blue bay studded with tiny, uninhabited islands in the Sea of Cortez. Spend an unforgettable week paddling and enjoying the abundant birdlife, dolphins, and eighty-foot Finback whales. Relax in the natural mudbaths, and experience great hiking, sunbathing, and snorkeling.

The \$380/418\* week-long adventure includes the ocean kayaks, camping gear, meals, roundtrip transportation from San Diego to Baja, and experienced instruction and guides by Outback Adventures of the University of California, San Diego. Trip price is based on a group size of 10 participants.

Anyone comfortable with the water and ready for an outdoor adventure is welcome. Prior experience is not necessary. \*Transportation to and from San Diego not included. Round-trip group airfare can be arranged. \*Students and faculty/staff with a rec membership +Faculty/staff without a rec membership and members of the Bryan/College Station community.

### Sail/SCUBA Dive the Bahamas August 19-25

Registration ends June 15

Join us on a sailing/diving adventure in the turquoise and emerald world of the Bahamas!

As we sail on our Blackbeard's cruise, we will trace the historic route of pirate ships and treasure galleons. Explore pine and palm-studded islands, walk white sand beaches and swim in a crystal sea. A typical day includes snorkeling, SCUBA diving, fishing, lobstering, sunbathing, beach combing, or exploring a real shipwreck! At night, gaze at a star-studded sky.

The \$649\* fee for this adventure includes: all meals aboard ship, fishing, island hopping, unlimited SCUBA diving (with tanks and weight belts).

\*This trip leaves Miami, FL. Transportation to and from Florida is not included in this package price.

Sign up in the Rec Sports Office, 159 Read Building. For more information, call Patsy at 845-3093. MasterCard, Visa, Discover, and American Express welcome.

### Faculty/Staff:

Consider yourself invited to become a Rec Sports Member!

Was one of your New Year's resolutions to start exercising? We invite you to make good on that promise to yourself. Faculty/staff and spouses are eligible to purchase a rec membership. Faculty/staff and spouses may participate in intramurals, receive a reduced rate on trips and clinics offered by TAMU Outdoors, and discount at the Penberthy Golf Range (due to open Feb. 10) with a rec membership. It also gains you access to the Read Building and the DeWare Field House and weightroom for informal recreation. Rec memberships are \$35/two semesters (spring and summer) or \$20/semester. Visa, MasterCard, American Express and Discover welcome. All memberships purchased expire Aug. 23, 1995. Locker rental is also available for \$14/two semesters or \$8/semester with a rec membership. If you have any questions, please call 845-7826 or stop in and visit us at 159 Read Building, located beneath the east stands of Kyle Field.

**INTRAMURAL PRESEASON BASKETBALL, BASKETBALL, INDOOR SOCCER, TABLE TENNIS, TEAM BOWLING, AND THREE-POINT SHOT ENTRIES CLOSE TOMORROW AT 5:30 P.M. IN 159 READ.**

### Wanted: Officials

Individuals to officiate wallyball are needed. Orientation meeting is 7 p.m. tonight in 164 Read. Softball officials orientation meeting is scheduled next week, Mon., Jan. 30, 7 p.m. 267 G. Rollie White.

