

Merchandising program more than just clothing

By Melody Ragland
Staff Writer

The merchandising program in Texas Tech's College of Human Sciences dates back to the early 1970s, but has evolved with the times.

Shelley Harp, associate professor, said the merchandising curriculum used to be narrow with a focus and now has widened, but still has a focus.

"There are more opportunities for students," Harp said.

The word merchandising has a stigma of being a part of fashion, Harp said, but there are more job options other than the fashion industry.

"Most students do not go to the

clothing apparel market," she said. "They enter jobs at stores like Office Depot."

Students in Tech's merchandising program are encouraged to enter the job market as early as they can. Harp said students normally have had one or two non-credit internships before they begin their senior internship. The senior internship is completed for course credit.

Harp said students entering as freshmen begin professional development, which carries throughout their time at Tech.

"Each class involves some type of career development," she said.

As freshmen, students write their personal profile. Sophomores are required to research the merchandising

industry. Juniors are encouraged to work or complete an internship and fine tune their resumes and interviewing skills.

As seniors, students identify eight to 12 companies where they will pursue a job and work on their internship.

Students are required to have a hard copy of their resume as well as one online. Harp said most retailers are now us-

ing the resumes from online. "We've had really good luck with interviews," Harp said.

Generally students receive two to five offers for a senior internship. Harp credits this to the students' understanding of the industry, a strong work ethic and students not limiting their options.

Tommy Lowack, manager of college relations at Zale Corporation, said when hiring employees they look at the person's background and retail experience.

"Each class involves some type of career development."

Shelley Harp
Tech associate professor

Students still can be part of ceremony

Students wanting to participate in Texas Tech's first-ever class ring presentation ceremony must order an official class ring by April 6.

The ring, adopted earlier this year by the Ex-Students Association, is Tech's first official class ring, and only students with more than 60 hours at Tech may order it.

"The initial cut-off date was in March, but we received such an overwhelming response. So, I called the company and arranged a later deadline for students that haven't gotten a chance to order theirs yet," said

Curt Langford, director of marketing for the Ex-Students Association.

Students can order the ring throughout the year but must order by April 6 in order to take part in the ceremony.

The ceremony consists of the presentation of the ring in a cherrywood box by President Donald Haragan and will be at 7 p.m. April 27 at the Merket Alumni Center.

Students can view and order the ring at Varsity Bookstore, Texas Tech Bookstore and the Ex-Students Association.

Langford said students with questions about the ring can contact him or Mandy Wiley at the Ex-Students Association at 742-3641.

Langford said the ring has been a big success thus far.

"I think this is going to be the start of something special," Langford said. "It's very evident that some students that would not have ordered rings normally have because of this program."

More than 300 rings have already been ordered, Langford said.

Pharmacy school creates new tradition

With the creation of a new school comes the chance to begin new traditions that will live with the school and its students for years to come.

So is the case with the new School of Pharmacy at the Texas Tech Health Sciences Center in Amarillo.

Scott Kohnhorst, a third-year pharmacy student who was one of the first students to attend the school which was created in 1996,

helped design the ring and the ceremony. He said he wanted to leave a tradition students could use to unify them with the school and each other.

Kohnhorst said he borrowed the tradition from Texas A&M.

Tech will have their own ring ceremony for the new uniform class ring April 27.

"Since the pharmacy school is brand new, there is the potential to start a new tradition," Kohnhorst said.

"I wanted to leave a gift to all the other graduating classes from here on out."

The school sponsored its first-ever ring ceremony yesterday in the student lounge to present the rings to graduating students.

Student response has been overwhelming, Kohnhorst said.

"It's great. People are really liking it," Kohnhorst said.

"They're all pretty stoked about it. Everyone is pretty excited."

Bush, Dole would beat Gore in N.H., poll finds

(AP) A new poll shows New Hampshire voters put Texas Gov. George Bush far ahead in the 2000 presidential race, even though he's not officially in it.

Suffolk University in Boston interviewed 442 New Hampshire Democrats, Republicans and undeclared voters and found Bush leads Elizabeth Dole among Republicans and Gore leads Bill Bradley among Democrats.

But if the general election were held today, Bush or Dole

would beat Gore, the poll found.

In the general election campaign, respondents picked Bush 53 percent to 30 percent over Gore, with 17 percent undecided.

The pollsters interviewed the likely voters in the days before the NATO raids began in Kosovo and found President Clinton very unpopular. Sixty percent gave him an unfavorable rating.

The margin of error was plus or minus 4 percentage points.

Appeals court rejects pleas from 'natural born killer'

AUSTIN (AP) — The Court of Criminal Appeals on Wednesday affirmed capital murder convictions and death sentences in four cases, including one in which prosecutors described the defendant as a "natural born killer."

Dennis Bagwell, 32, was condemned by an Atascosa County jury for the Sept. 20, 1995, murder of his mother, Leona McBee, 47, and three other people in a mobile home in Wilson County.

Also killed were Leona McBee's niece, Libby Best, 24; Leona Best's

daughter, Reba, 4; and Tassy Boone, 14. One of the victims was shot, two were strangled and one was bludgeoned, authorities said.

Bagwell raised 23 points of trial error in his appeal, including claims that the evidence in the case did not support his conviction. The appeals court rejected each claim.

When he was arrested, Bagwell was on parole for attempted capital murder in Hidalgo County. He was convicted in 1982 of robbing and slitting the throat of an undocumented immigrant.

The multiple murder case was moved to neighboring Atascosa County because of pretrial news coverage.

Other appeals rejected by the court:

Shannon Carl Thomas, who was convicted and condemned for the 1993 Christmas Eve murder of a marijuana dealer and the execution-style slayings of the dealer's two children.

Relatives discovered the bodies on Christmas Eve 1993 when they went to the family's Baytown home to cel-

ebate the holiday and deliver presents. Rios and his children, 11-year-old Victor and 10-year-old Maria, all were shot in the head. A knife was also found stuck in the neck of Roberto Rios' body.

Thomas admitted being present but denied killing anyone. The jury found him guilty despite defense contentions that co-defendant Keith Bernard Clay was the real culprit.

Jasen Shane Busby, who was convicted by a Cherokee County jury of the April 1995 shooting deaths of Tennille Thompson and Brandy Gray.

Board changes deadline for clemency filings

AUSTIN (AP) — Death-row inmates will have to file a request for clemency 16 days sooner under a rule change adopted Wednesday by the Texas Board of Pardons and Paroles.

The new rules require that petitions for reprieve or to commute a death sentence to a lesser penalty be moved from five days to 21 days before a scheduled execution.

Defense lawyers say the earlier filing date is a problem because some executions are set only 30 days in advance and court appeals are usually still pending at that

point.

"It's going to blow up on them the first time some lawyer can't make (the filing)," said Bill Habern, co-chairman of the parole and conviction committee for the Texas Criminal Defense Lawyers Association.

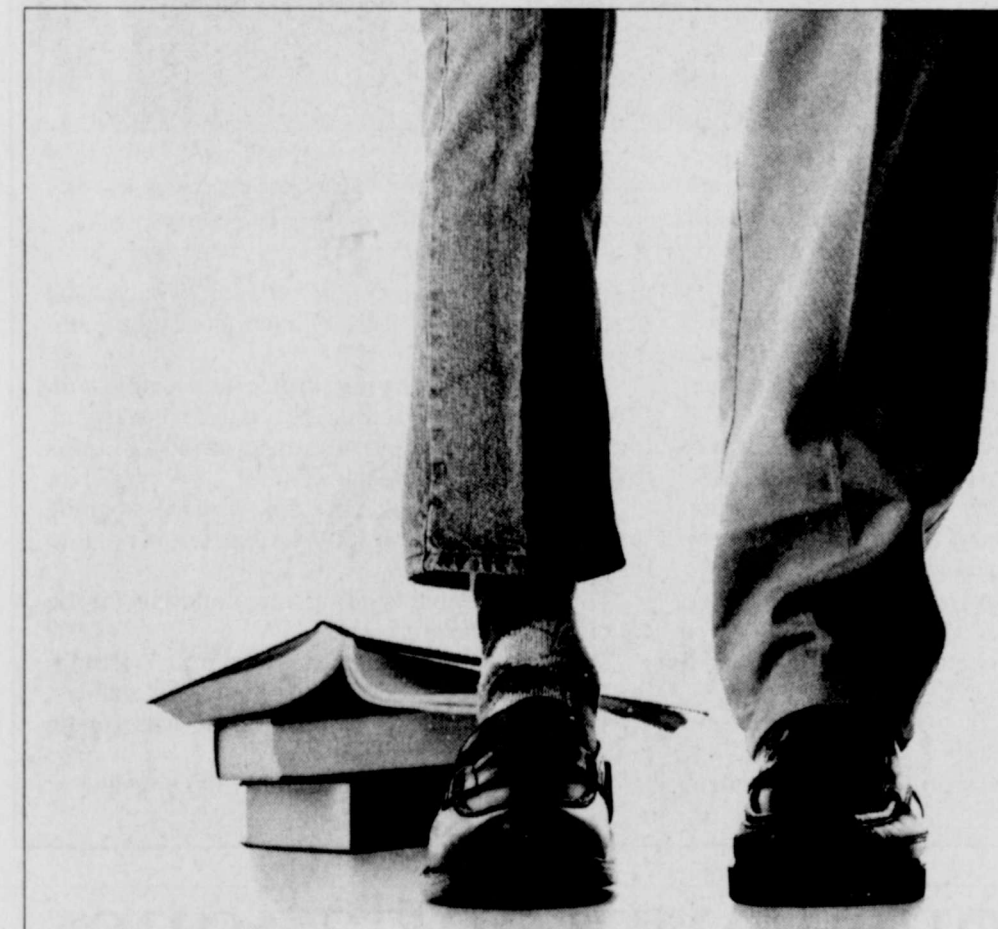
Sometimes it takes days before a defense lawyer even knows that an execution date has been set, op-

ponents told the board.

"The court sometimes will notify the trial lawyer who hasn't been involved in 15 years," said lawyer Rita Radostitz, who has defended eight death penalty cases.

"I've had clients hear about it through the newspaper before they get it in the mail," defense lawyer Maurie Levin said.

Correction: In Wednesday's University Daily, the fee source for the University Center was misidentified. The Senate considered increasing the University Center fee.



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Schools given professional twist

By Melody Ragland
Staff Writer

Texas Tech's College of Education has joined forces with several of the schools in the Lubbock Independent School District to help build public schools into Professional Development Schools.

Peggy Johnson, acting associate dean of undergraduate studies, said the idea came from the Holmes Group, which is a group of administrators and professors at research universities and public schools. She said they were under the assumption that challenges facing public schools need to be met by universities and public schools.

"We are teaching students for the future we can't predict," Johnson said. "And, we're teaching teachers for schools we can't predict."

Tech has been collaborating with several elementary schools in Lubbock and has just added

another school to be a part of PDS. Posey Elementary school is the newest PDS, but Tech also is working with Lubbock-Cooper and Ramirez elementary schools.

The involvement between Tech and the schools is an important one, Johnson said.

Tech students are receiving field-based experience before they step into a classroom to student-teach.

"Students are out there (in the classrooms) two semesters before student-teaching," she said.

College of Education students who are in the certified teacher program are required to complete field work at the school before they student-teach. The students plan les-

sons with the elementary school teacher and then teach their lesson.

"At Ramirez Elementary, the teachers and faculty have really worked together," Johnson said. "There have been real improvement stories on both sides."

Lucy Brown, the principal of Ramirez, said the school has gone through several changes for the better.

"This is the best program we've ever entered into," Brown said.

Brown said the children who attend Ramirez enjoy having the Tech students in their classes.

Even though Tech has been working with PDS since 1991, they have never had a "real collaboration," Johnson said.

She said Tech students, along with Posey teachers, will build a new Posey Elementary. The two groups will look at new programs, how the school day is conducted and the parental involvement.

Johnson said for the next decade, there is an estimated teacher shortage of two million. She said it is not a question of will a student receive a job, but if they will stay. The Tech students rarely decide, after working at a school, they no longer want to be teachers, Johnson said.

"This is good work," she said. "This is work that really does help."

The cost of the program has normally been paid for by grants. She said at this time they are looking for more grant opportunities.

She said the program is more labor intensive, but outside funding is helpful.

The Tech students are not paid for their work.

"We are teaching students for the future we can't predict."

Peggy Johnson
acting associate dean

Nation of Islam leader remains hospitalized

WASHINGTON (AP) — Nation of Islam leader Louis Farrakhan continued to receive treatment Wednesday at Howard University Hospital, but neither Nation of Islam officials nor the hospital would say much about his condition.

A statement sent to news organizations from the Nation of Islam newspaper, *The Final Call*, said

Farrakhan's treatment 'continues to be successful and his prognosis is excellent.'

Farrakhan, who was treated for prostate cancer several years ago, has been ill since early January with an undiagnosed condition, according to a *Final Call* article last month.

Farrakhan, 65, was admitted Tuesday afternoon.

At a March 19 press conference in Chicago, Nation of Islam Minister of Health Abdul Alim Muhammad said Farrakhan was being treated in Chicago, where he lives, for complications stemming from treatment of his prostate cancer.

Alim said Farrakhan was not in any imminent danger and would rest for four months to recuperate from

the illness.

A source within the Nation of Islam said Farrakhan, his family and an entourage flew here Tuesday from Chicago, where Farrakhan lives.

Farrakhan had been treated at Howard University Hospital in the early 1990s for the prostate condition, the source said, speaking on condition of anonymity.

NATO airstrikes against Kosovo likely to cost United States billions

WASHINGTON (AP) — Prolonged and intense NATO airstrikes in Yugoslavia could cost the United States billions of dollars, putting more pressure on a \$270 billion Pentagon budget already stretched thin unless Congress provides new money.

Using the four-day Operation Desert Fox in December in Iraq as a guide, congressional and outside economists estimate the Pentagon could spend several hundred million dollars a week over regular U.S. defense costs.

NATO has said airstrikes could continue for weeks to degrade the Yugoslav military's ability to attack independence-minded ethnic Albanians in Kosovo.

"The longer it goes on and as more aircraft are destroyed and as more munitions are consumed, the costs are going to come up," said Steven Kosiak of the Center for Strategic and Budgetary Assessments.

Most extra defense costs will come from replacing missiles launched and bombs dropped on

Serb military targets. The 7,300 U.S. troops and 210 warplanes there already are paid for.

Aircraft refueling and maintenance also drive costs above peacetime training levels.

In the cases of Iraq and Yugoslavia, most airstrikes are conducted by U.S. troops and aircraft already in the region with only some added airpower, so potential transportation costs for ships, troops, military gear and weapons are not a big additional factor.

"The real budget question in the wake of an operation is how much do you need to rebuild your stock of munitions," said Steve Daggett of the Congressional Research Service.

Precision bombs come fairly cheap — about \$40,000 each, mostly for the laser guidance system attached to 500- to 2,000-pound iron "dumb bombs," Daggett said.

Navy Tomahawk and Air Force cruise missiles can average \$1 million apiece, which can raise the

Celebrations begin for new territory

IQUALUIT, Nunavut (AP) — Dignitaries and foreign TV crews crowded into this small Baffin Island town Wednesday, and Inuit chefs prepared a huge feast featuring caribou, musk ox and raw seal to celebrate the creation of Nunavut, Canada's newest territory.

Stretching deep into the Arctic, with only 25,000 residents in an area as large as Western Europe, Nunavut (pronounced Noo-nah-voot), is the product of the largest land-claims settlement in Canada's history and gives its Inuit majority their long-sought chance at self-government.

"This is proof that we are committed to reconciling aboriginal rights in Canada," Indian Affairs Minister Jane Stewart told reporters. "We aren't stuck in the past, we are prepared to evolve ... I can't tell you the sense of pride this gives me as a Canadian."

The new capital, Iqaluit (pronounced Eee-kah-loo-ett), is normally home to 4,500 people. More than 1,000 visitors were expected for ceremonies starting with a midnight fireworks show to mark Nunavut's official birth. The festivities run through the day Thursday with speeches, a traditional drum dance, the community feast and an evening rock concert.

With only 150 hotel beds in town, visitors were advised to bring sleeping bags and were being housed in a community college, at military barracks, in private homes, even a drug-and-alcohol treatment center.

Nunavut is being created out of the eastern 60 percent of the North-

west Territories, culminating more than 20 years of lobbying by Inuit leaders. About 85 percent of Nunavut's 25,000 people are Inuit, as are 15 of the 19 candidates elected in February to the territorial legislature.

The main ceremony, to be attended by Prime Minister Jean Chretien, will be at midday Thursday in a complex of hangers designed to deploy jet fighters in the event of a Soviet military threat during the Cold War. Inuit performers will present a drum dance, and Nunavut's flag will be raised for the first time.

Over the past few days, several preliminary ceremonies have taken place, including the presentation of a new Canadian 25 cent coin designed by Inuit artists and engraved with an owl and bear. Nunavut's new ceremonial mace also was unveiled — made of the tusk of a narwhal, a walrus-like creature. The mace is encrusted with jewels and tiny figures of seals. On Tuesday, the still-unfinished legislative building was dedicated at a ceremony attended by many Iqaluit residents.

"This building is for you as you take the dream and vision into the next millennium, with pride in who you are, where you live and what you will accomplish," said Tagak Curley, president of the company that constructed the building.

Curley was one of the Inuit activists who began lobbying for an Inuit-governed territory back in the 1970s.

"Our forefathers dreamed of one day regaining responsibility, ownership and accountability," he said.

"The real budget question in the wake of an operation is how much do you need to rebuild your stock of munitions."

Steve Daggett
Congressional Research Service

Iraq at \$260 million, although outside analysts estimate the pricetag is closer to \$500 million.

Tech cheer squads on national TV

The Texas Tech cheerleaders and pom pon squad will compete in the National Cheerleading Association's cheerleading competition Friday in

Daytona Beach, Fla. The competition will be aired at noon April 17 on CBS and also at 8 a.m. May 29 on the USA network.

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MAJOR UPGRADE

Should there be another major golf tournament?
see p. 7

WEIGHTY ISSUE

Tech athletes to get new weights facility
see p. 7

Thursday, April 1, 1999

Swinging with
SUCCESS

Men's tennis adds momentum heading into weekend action against Texas, A&M

By Jeff Keller
Staff Writer

The Texas Tech men's tennis team will try to use its solid performance last weekend as momentum when they travel to College Station and Austin this weekend for Big 12 conference matches.

The Red Raiders (12-6 overall, 2-2 Big 12) will face the Aggies today and will battle the Longhorns Saturday.

Tech is coming off the UC-Santa Barbara Invitational where it posted a 3-1 mark in four matches.

The Red Raiders made it to the championship match of the tournament where they lost to No. 5 SMU 4-0.

Prior to the match with the Mustangs, Tech had not lost a singles match in the tournament.

Every player on the Red Raider squad has a winning singles record this season, and Tech Director of Tennis Tim Siegel said the team's singles play is solid right now.

"We have no holes in our singles lineup," Siegel said.

"I think everybody is playing very well, and the guys feel good about themselves."

Sophomore Ryan Shupe has won eight out of his last nine singles matches and has posted an 11-4 mark at the No. 2 position this season.

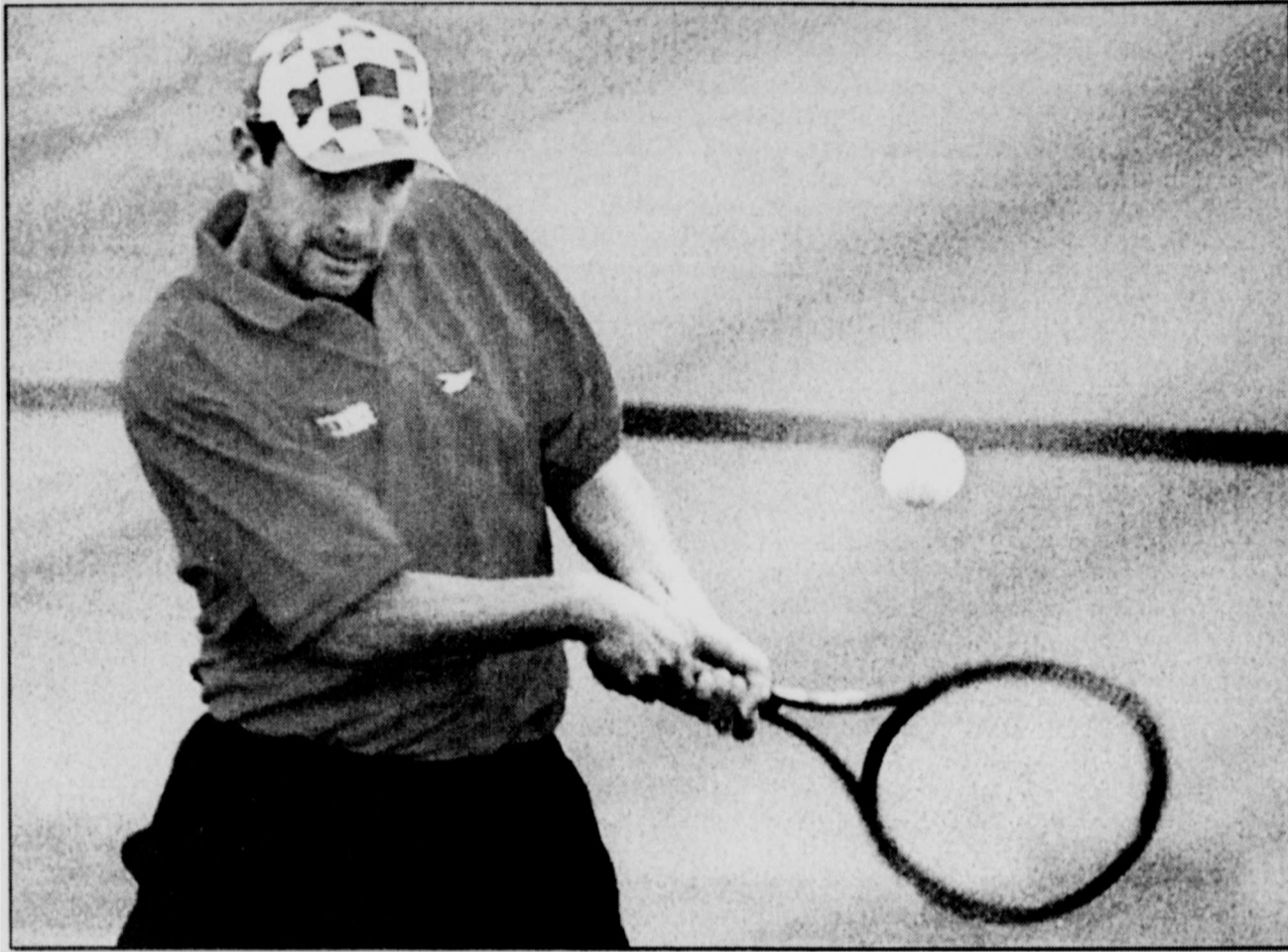
Siegel said Shupe provided a boost for the Tech squad during the tournament.

"We have no holes in our singles lineup."

Tim Siegel
Director of Tennis

"He's playing great tennis, and I think he was our MVP of the weekend. He's just not losing singles matches."

Shupe said the team is playing high-caliber tennis right now, and



Brian White/The University Daily

Swinging With Vengeance: Senior Peter Danolic has helped the Red Raiders to their best start since 1993. Tech is 12-6 overall and 2-2 in Big 12 play heading into weekend action at Texas A&M and Texas.

the Red Raiders hope to play as well against Texas A&M and Texas as they did in the Santa Barbara tournament.

"The Santa Barbara tournament is definitely a momentum-builder for this week," Shupe said.

"We're all playing where we should be right now—we're peaking. None of us are injured. We're all healthy and in good shape. So, that is a definite plus."

If Tech is to continue its winning ways, it will have to do it against an Aggies squad, which is ranked No. 21 in the nation and a Longhorns team

that now stands at No. 6 in the country.

Tech has not beaten Texas A&M in two years and has not beaten Texas since the 1992 campaign.

Sophomore Borut Martincevic has compiled a 9-7 record at the No. 1 slot this season and said the Red Raiders will face a tough challenge this weekend from their conference foes.

"I think we have a good chance against Texas and Texas A&M," Martincevic said.

"But, both are going to be tough

matches."

Tech is off to its best start since 1993, and Siegel said his team is playing with enough confidence to beat higher-ranked teams like the Aggies and the Longhorns.

"We believe now that we can win," Siegel said.

"In the past, maybe we didn't feel as confident playing these two schools. But, we do now. They are both very good teams, very strong. But, I am just looking forward to this weekend."

Former Rice swimming coach sues student-athletes

HOUSTON (AP) — A former Rice University swimming coach is suing 14 student-athletes she blames for bad-mouthing her coaching ability until she lost her job.

Kris Wingenroth, 45, coached men's and women's swimming teams at Rice for 15 years until her contract was not renewed last summer. Her tenure included five "coach of the

year" awards in the Southwest Conference.

But Wingenroth claims students went on a mission to oust her, complaining that she was too soft just before her contract wasn't renewed.

"There is not another single reported case in the world of a coach suing the athletes who criticized the coach," attorney Rusty Hardin, hired

by the school to represent the students, told the *Houston Chronicle* in Wednesday editions.

"Rice's position is the students have to feel free to express their opinions. If they can't do that, then the whole idea of a university as a place to freely exchange ideas will go down the tubes."

Hardin said the school decided

not to renew the coach's contract after looking into the students' concerns.

Wingenroth's attorney, James Adams, could not be reached for comment.

Wingenroth, who Hardin said is now in Ecuador studying Spanish, initially sued two swimmers, Cory Teague and Christian Selchau-

Hansen, in state court in December. She added 12 more to the list earlier this month.

The former coach is seeking unspecified actual and punitive damages for several legal claims, including defamation, conspiracy to interfere with her contract and intentional infliction of emotional distress.

On March 7, her attorney filed a

75-paragraph document outlining what the swimmers allegedly did to get her removed from the swimming program.

According to the lawsuit, Wingenroth's first confrontation with the swimmers occurred in March 1995, after she reported to university officials that several swimmers had used illegal drugs at a party.

Changing face of baseball could mean players wearing ads

NEW YORK (AP) — Imagine this: Mark McGwire walking to the plate with a patch on his bulging biceps advertising a burger joint.

Or those famed New York Yankees pinstripes — the ones worn with pride by Ruth and Gehrig, DiMaggio and Mantle — pitching an ad for bagels.

It could be coming to a ballpark near you.

Baseball, according to the *Sports Business Journal*, is considering al-

lowing its teams to sell advertising on the sleeves of their uniforms in the near future.

It's not unprecedented: Soccer teams around the world have ads on their shirts, selling everything from breweries to banks, often emblazoned in letters larger than those of the team name.

The ads could be on 1- to 1 1/2-inch square patches — perhaps too small to be easily seen from the upper deck, but certainly big enough to

be picked up in TV closeups and photographs.

NASCAR drivers are walking, talking billboards when they wear their track outfits during each competition.

And tennis players and golfers frequently appear on the court and the course wearing caps with corporate logos.

Although shoes and equipment such as bats and gloves carry brand names and logos, ads on uniforms

apparently would be a first for the four major U.S. team sports.

Currently, the only corporate marking on baseball uniforms is an "R" for Russell Athletic, the manufacturer of the official jerseys used by the teams.

"This is about trying to find creative ways to bring valuable partners into baseball," Tim Brosnan, baseball's senior vice president of domestic and international properties, said Wednesday.

Brosnan would not put a timetable on the discussions or when a final decision will be made on the issue, saying it is dependent "on when things gel."

Several officials speaking on the condition they not be identified said owners would have to give the final go-ahead and pointed out that commissioner Bud Selig moves slowly and carefully toward decisions, especially decisions of this magnitude.

"There are active discussions

about the issues that bring additional partners and additional sponsors into baseball," Brosnan said of the advertisement opportunities.

"We're kicking around a lot of things."

Selig and chief operating officer Paul Beeston did not respond to telephone calls seeking comment on the possibility of adding ads to major league players' uniforms.

Baseball would prohibit uniform ads only from tobacco, alcohol and media companies.

Broadcasters of games are unlikely to want to show closeups of players wearing ads for their competitors.

In the scramble to find new revenue in the 1990s, often to cover players' escalating salaries, teams have dramatically increased ballpark advertising, plastering ads on fences and — for the first time — behind home plate, where they are visible behind the batter from the center field television camera during televised broadcasts.

Teams have even sold the naming rights to stadiums — Banc One Corp. will spend more than \$66 million on the naming rights to the Arizona Diamondbacks' ballpark in the next 30 years.

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