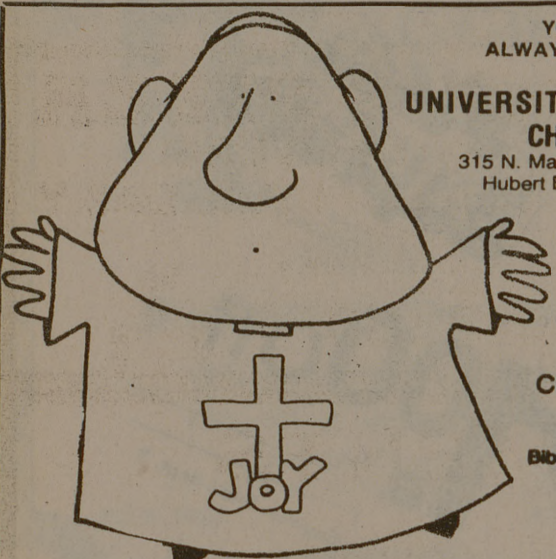


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 Thursday Thru Monday
 2:40 5:00 7:20 9:45
 Adult \$3.00 Child \$1.50

FRIDAY NIGHT SHOWS CINEMA I "FLESH GORDON"
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CINEMA II "LAST DAY!" GREASE
 Last Day Shows
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 John Travolta Olivia Newton-John
is the word

First lady to be hosting at summit

United Press International
 WASHINGTON — Rosalynn Carter plans to be present at Camp David throughout the Middle East summit conference. "I'm going to be there all the time," the first lady said about the meeting that begins Sept. 5. She will be keeping company with Mrs. Menachem Begin, wife of the Israeli prime minister. It was not known yet if Mrs. Anwar Sadat, wife of the Egyptian president, will accompany her husband to the summit. Mrs. Carter has met both women on several occasions. Mrs. Carter was reported eager to resume official activities after a 12-day vacation in the western wilderness.

Bees, firemen tangle with burning mattress

By SCOTT PENDLETON
 Battalion Staff
 A mattress full of bumblebees made it hotter than usual for the Bryan Fire Department Wednesday. The occupants of a house in the 1200 block of W. 18 St. had tried to smoke the bees out of the mattress, which was in a small building behind the house. When the mattress caught fire, the fire department was called. The fire was out when the firemen arrived, but the bees prevented them from making sure of it. An exterminator had to be called to kill the insects before the firemen could finish the job. The fire department answered five other calls Wednesday. One was an electrical fire in the 900 block of W. 17th St. An extension cord shorted out in a house which was not damaged. The other calls were grass fires. Two were on Sunset Street, one on Dean Street and one at the corner of 20th Street and Tabor. The Bryan Police investigated a residential burglary, three thefts, and an instance of vandalism Wednesday after 2 p.m. The College Station Police Department reported five minor automobile accidents, one automobile burglary, two animal control calls, and a call about livestock on the highway. The College Station Fire Department answered three calls Wednesday. A two car collision before 1 a.m. at Highways 6 and 30 resulted in minor injuries for the passengers, with one person being treated at St. Joseph Hospital and released.

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Gold in them thar kids Mini-cars, maxi-cash

United Press International
 TEMPE, Ariz. — The company that claims to be the fifth largest car manufacturer in the country owes it all to the kids of America. F.W. & Associates, Inc., builds mini-cars — gas-powered replicas that are one-third as large as the full-size models. And, naturally, they are designed for the younger set. Many of the 20,000 vehicles manufactured annually by the firm are given away in various promotions by national manufacturers, and that's another place where the kids come in. "You can give away a big car, but nothing can draw people like our mini-cars because kids will drive their parents crazy (wanting one)," said Fred Wagenhals, the firm's 36-year-old founder and president. "One hamburger chain in Cleveland had a promotion to give away our cars and drew 100,000 entries in 12 outlets," Wagenhals said. "They finally stopped it." Just after the firm moved its operations from Mansfield, Ohio in January, a local children's television show drew 25,000 entries for a drawing for one of the cars. The response was so big "they said they would never do it again," Wagenhals said. A Scottsdale, Ariz. car dealer had 9,000 entry blanks dropped in the box in just 30 days. "Kids have the power," Wagenhals said. The brightly colored cars are built in 23 models, including sports cars, passenger cars, vans, Jeeps and pickups. They have fiberglass bodies built on go-cart frames and are powered by lawnmower engines that are started with the pull of a rope. The cars, about 26½ inches high and weighing 150 pounds, have enough power to carry their young driver along at about 15 miles per hour. Promotions are the lifeline for F.W. & Associates as only about 10 percent of the minicars, priced about \$525, are sold through retail outlets. The firm has had promotional tie-ins with car companies, tire dealers, food chains and other retail outlets. This fall, Wagenhals and his vice president, Ed Fochtman Jr., are entering a new field of promotion — college and professional athletics. For this, the company is producing its first two-passenger vehicle, the Hawk-eye, a hybrid not patterned after any manufactured car. Wagenhals already has approached Arizona State University and worked out a plan to promote the mini-cars, featuring an ASU motif, in the Sun Devil football programs and through mailings to the university's alumni.

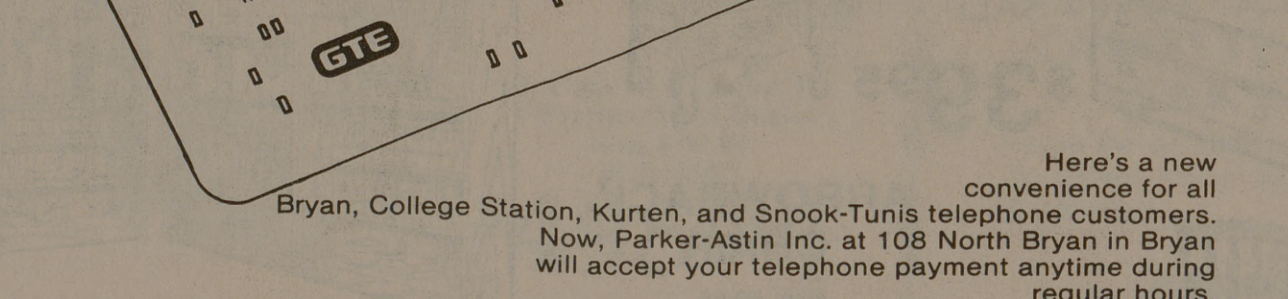


In return, the firm will give \$100 for each car sold to the Sun Angel Foundation, an athletic booster group that is helping ASU pay off \$4 million in stadium expansion costs. "If it works at ASU," Wagenhals said, "then we go to Notre Dame, Southern Cal, Ohio State and so on." On the professional level, F.W. & Associates has received permission to market the cars in conjunction with three National Football League clubs. Wagenhals eventually hopes to enter all the NFL markets. Wagenhals and Fochtman were making fiberglass bathtubs when they started the mini-car business with an assist from their sons who wanted scaled-down cars to play with. "We built each of them one and other children saw them and asked for one," Fochtman said. Word got around quickly and their first month of production in 1976 resulted in sales of \$6,819. By the end of the first year the sales totaled \$2 million. The 1977 figure was \$4.2 million and Wagenhals is hoping to top \$7 million this year. The first break for the company came from American Motors. "American Motors was getting ready to introduce a new model and they wanted something to draw traffic," Fochtman said. F.W. & Associates sold them the idea of placing mini-cars in dealer showrooms around the nation and the firm landed its first big account. Now, Wagenhals and Fochtman hold contracts with all U.S. car manufacturers, as well as Volkswagen, to build the scaled-down models of their vehicles. While most of their sales are the result of promotions, mini-cars have been sold to persons throughout the world. "There are not many countries that haven't shipped to," Wagenhals said. "For instance we shipped cars to the Imperial Palace of Japan. It cost \$1,200 in freight per car, about twice the price of the car itself." The company moved to Tempe, Ariz. in January and set up a 30,000-sq-ft plant that is designed to resemble a Detroit auto plant, complete with conveyor belts. And, despite a March flood that caused \$150,000 damage to the plant, some 100 employees now work two of 10-hour shifts, four days a week in production up to 100 mini-cars per day.



Sweetness and light
 Greg Mitchem weighs out some chocolate-covered malt balls on the new scale in the Sweet Shop in the Memorial Student Center. Mitchem, a junior, says the new electronic scale gives a digital readout that is accurate within one one-thousandth of a pound. How many calories would that be?

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