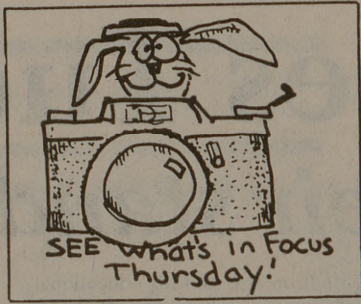


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Teen reading tastes change

'Scholastic' sees swing from sex to romance

NEW YORK — Teenagers are moving away from explicit sex, divorce and whatnot books to romantic tales that leave something to the imagination.

Maurice R. Robinson, peerless as an observer of the school set's reading tastes, said so, puffing on a thin Dutch cigar, eyes twinkling.

"After years of being deluged with young adult books dealing with the unhappy realities of life such as divorce, pregnancy outside of marriage, alcoholism, mental illness and lately child abuse, teenagers seem to want to read about something closer to their daily lives," Robinson said.

"The adolescent girl is now reaching out for novels which deal with the experience of teenage life she can relate and identify with."

To keep up with the switch in reading tastes, Robinson said "Scholastic" last year brought out four titles in a series, "Wildfire Romances."

They are going like tickets to an Elton John concert. Two more are in the pipeline. The firm is looking into romantic novels for adolescent boys, too.

The young men also are reaching for the upbeat and books more directly related to their real life experiences. Books on biking, marathons and other sports books are moving well with both sexes.

The secret to Wildfire stories is simple: spin a yarn that helps adolescent girls deal with their feelings.

"Scholastic" business is dependent on keeping in touch with reading tastes of kids, including curriculum needs charted by teachers.

Robinson arrives at the skyscraper headquarters before most other employees every morning. He stays late and puts in a six-day week. The sixth day he gets to match notes with the firm's president and chief executive officer, M. Richard Robinson Jr.

"Scholastic" started in Robinson's home in Pittsburgh, Pa., as a school newspaper for Western Pennsylvania. Operated in the red for many years, it now is a \$125 million a year business with 2,000 on the payroll.

The firm puts out 31 magazines for elementary and secondary schools. Combined circulation is

In 1928 an issue of 'Scholastic' magazine was banned in New York City schools because in a short story the villain poured a scotch and soda and a woman lit a cigarette.

11 to 12 million per issue. It runs five classroom paperback bookclubs for all grade levels and moved more than 60 million volumes last year.

That is one way Robinson and company keep tabs on school kids' changing reading tastes.

Here are top picks of its books for selected periods over the last 20 years:

—SEE-SAW Book Club. Nursery school, kindergarten, first grade. 1979: "Clifford's Good Deeds" by Norman Bridwell. About a big red dog's adventures. 1969: "I Know an Old Lady," based on song of an old lady who swallows a fly, a spider, a bird and other creatures.

—LUCKY Book Club. Grades 2-3. 1979: "Charlotte's Web," a classic by E.B. White. 1969: "Wizard of Oz." 1959: "Adventures of Black Rock Cave," a mystery.

—ARROW Book Club. Grades 4, 5, 6. 1979: "Unidentified Flying Oddball," by Vic Crume. Based on a Walt Disney movie. 1969: "Arrow Book of Brain Teasers. 1959: "Old Yeller."

—TEENAGER Book Club, grades 7, 8, 9. 1979: "The A Guide To Good Grades." Shows students how to develop better study habits and gives tips on test-and-note-taking. 1969: "Romeo and Juliet." 1959: "Jokes and More Jokes."

Some scholastic magazines are the remedial type. The newest one, "Scholastic MATH" is a bestseller. Its circulation soared past 400,000 this month.

"Scholastic" growth was slow at first, Robinson said. It wasn't always smooth sailing.

"In 1928 an issue was banned in New York City schools because in a short story the villain poured a scotch and soda and a woman lit a cigarette," he said.

"Scholastic" has had a taste of controversy over

its 60 years. In 1931, there was outrage over publication of a prize-winning essay by Farmer, a West Seattle High School student in Seattle, Washington.

The essay, "God Dies," was voted for prize by four judges in the "Scholastic" contest.

Uprou over "God Dies" led to subsequent cancellations from some schools, mainly high school. Robinson was denied a display booth at the annual meeting of the National Catholic Educational Association that year.

Boothless, he went to the convention as a leader of the association. A representative of the association was put on Scholastic's Advisory Council.

In the essay, Farmer came to the conclusion that "God is gone" and wondered why the people hadn't also found that out.

Farmer became an actress and starred in movies and three Broadway plays. She died of throat cancer in 1970.

Thirty years later, "Senior Scholastic" ran an article — "Is God Dead?"

It dealt with same concept as Frances Farmer's essay.

There was not one protest.

Is the reading matter in "Scholastic" less easier than it was in the 1920s?

It is difficult to say due to the fact that reading must be geared to reach a wider range of students — with compulsory education laws all the way to school.

In the 1920s, the schools, especially higher grades, got just the highly motivated kids who wanted more learning to help them on with a career or college.

"Scholastic" is more than magazines, Robinson said it is a service organization providing of print and audio visual materials for the schools.

From the beginning, we championed the concept that lifetime reading habits could be engendered by offering students a choice of books at prices they could afford.

"Through our magazines, we inspire them to develop the love of reading at an early age and help teachers to achieve their goal of literate younger generation."

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Paid by Dr. Larry Satterwhite
Computing Science, TAMU
WHAT DOES A CONSTABLE DO?
WHAT IS THE RECORD OF E.W. SAYERS AS CONSTABLE OF BRAZOS COUNTY PRECINCT 7?

The OFFICE OF CONSTABLE is an elected law enforcement position. This office is usually held by a mature, highly experienced individual who has dedicated many years to becoming a knowledgeable professional in law enforcement services to the citizens of a county. Typically one group of major responsibilities include working in conjunction with one or more Justices of the Peace in the serving of civil and criminal papers for the courts. In Brazos County, the responsibilities of a CONSTABLE are the following:

1. Serve civil papers for county, district, and state courts.
2. Execute criminal warrants for misdemeanors and felons.
3. Provide law enforcement control at cultural, social and sporting events.
4. Coordinate with other law enforcement agencies to assure effective law enforcement in Brazos County.

The position of CONSTABLE is an important elected position in the county system of government in Texas and should carefully be considered when YOU VOTE on November 4, 1980.

E.W. SAYERS has been a resident of Brazos County for 23 years. He and his wife reside at 506 Brooks in College Station. CONSTABLE SAYERS has been a sworn law enforcement officer for 16 years and has been an elected CONSTABLE of Brazos County for the last 12 years. Currently he supervises 20 commissioned deputies in all areas of civil and criminal law enforcement.

SPECIFIC ACCOMPLISHMENTS during his 1977-80 term of office:

1. Served a total of 1,044 CIVIL PAPERS
 - 1977 275 papers
 - 1978 219 papers
 - 1979 295 papers
 - 1980 255 papers (to August 31)
2. Collected a total of \$210,087 in RESTITUTIONS, FINES, AND OTHER FEES for the citizens of Brazos County for WORTHLESS CHECKS.
 - 1977 \$44,137
 - 1978 54,434
 - 1979 62,629
 - 1980 48,887 (to August 31)
3. Provided law enforcement supervision for many dozens of cultural, social, and sporting events in Brazos County.
4. Coordinated many activities with municipal, county, and state law enforcement agencies.

JOHN M. BARRON, JR.

**THE ONLY AGGIE
IN THE RACE
FOR
COUNTY
ATTORNEY**

An A&M graduate, class of '71, Barron understands the problems of the university and the people of College Station.

Barron has practiced law in Brazos County for almost six years. His opponent for less than one year. Barron has tried more contested jury cases this past year than were ever tried before in the county court. Barron won a majority of them. His opponent has never tried a contested criminal case. Barron has obtained more than 1500 misdemeanor convictions since taking office January 16, 1978.

Barron has collected more than \$270,000.00 in hot check restitutions since taking office January 16, 1978.

Barron has done this, and much more, without assistance in the office. Assistance which should be provided by the Brazos County Commissioners Court.

**AN AGGIE FIRST LAST AND ALWAYS
VOTE FOR PERFORMANCE
VOTE TO RE-ELECT
JOHN M. BARRON, JR.
BRAZOS COUNTY ATTORNEY**

(Political ad paid for by Committee to Re-elect Barron, David Barron, Treas., Box 4146, Bryan, Texas 77801)

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- *Cement Finishing
- *Carpentry
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