

Battalion Classified

FOR RENT

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2 Blocks from Campus
Summer rates 1 bedroom \$200 2 bedroom \$250

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2 blocks from food stores, etc.
2 blocks from nite life on University.
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*Quiet & Convenient Location
*Short or Long term leases available
*No children or Pets

Efficiency From \$185
1 Bedroom From \$220 - \$265
2 Bedroom From \$250 - \$300

3500 Finfeather
M-F 8-5, Sat. 8-12 822-7772 146122

D.R. Cain Rentals

1 - 2 - 3 Bedroom Apts.
Townhomes Duplexes

College Station:

- *Brazos House
 - *Hawk Tree
 - *Longmire House
 - *Navarro 4-plexes
 - *Yellowhouse
- Bryan:
- *Briar Oaks
 - *Briarcrest 4-plexes
 - *Pecan Ridge
 - *Wilde Oak Circle

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693-8345
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New Mini Storage Facility for rent. All sizes. Competitive Rates. 10% Aggie Discount. 693-0358 160622

FOR SALE

Students! Tired of little box type Apartments? You can own your own home for less than you pay for rent. Payments start out as low as \$125.00 a month. Call for more details. Yellow Rose Mobile Homes-Bryan. 779-8222 16062

Vet. School-Med. School-Grad. School. Payments start at \$125.00 a month. You need long term housing to beat the rent rate. Call for details. Yellow Rose Mobile Homes, 779-8222 16062

Attention Aggie freshman! Apartment Dealer! Payments start out as low as \$125.00 a month! New 2 bd. 1 bath, includes, furniture, drapes, refrigerator, stove. Don't get caught in the rent rut-Buy a home of your own-Great tax savings for Mom and Dad. Call for details. Yellow Rose Mobile Homes-Bryan-779-8222 16062

Cheap Housing! Several low cost pre-owned mobile homes. Several available with refrigerator, stove, drapes, and A/C. Some with owner financing. Act Now! These won't last! Yellow Rose Mobile Homes, 779-8222 16062

1978 Yamaha SR-500, header, OIL-Cooler. Great Around town transportation. \$625. 696-3588. 15715

'75 Nova 2dr Hatchback, air, cruise, reliable car, \$1100.00, 846-0633, Eve. 15813

Sell Roses in Nightclubs. Good Pay, short hours. Call Ed At 846-4289. 15715

14x80 Broadmore, 3br, 2 bath, Central Air, Set up, Must sell, Call 775-2444. 15716

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Found: Black puppy on A&M Campus. Call 696-3827 or 845-3313. 16063

HELP WANTED

GOVERNMENT JOBS! \$16,559-\$50,553/year. Now hiring. Your area. Call 1-805-687-6000 ext. R-9531 15586

Bartender wanted Elk's Lodge. No experience necessary. Call after 4:00 PM 846-2096 Karen. 16065

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SWENSEN'S CULPEPPER PLAZA, COLLEGE
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The Battalion
Since 1878

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1 Bedroom \$265
2 Bedroom \$375

Hours:
M-F 9-5 S-S 9-2

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693-6716 154112

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apts. furnished or unfurnished.
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distance to campus, 846-8014. 15925

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On 3 bedroom, 2 baths with washer & dryers. From \$335-395/month. Near shopping centers and campus. Limited number available during summer. For appointment, call 696-7714 or 693-0982 12516

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12:45 3:00 5:15
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A PARAMOUNT PICTURE
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METRO PROPERTIES MANAGEMENT INC.

Slouch

By Jim Earle



A&M students market cars

GM interested in ad project

By **MICHAEL RAULERSON**
Reporter

An award-winning advertising campaign designed by Texas A&M marketing students has attracted the interest of the General Motors Corp.

General Motors is considering the layout technique for the name of the 1984 Oldsmobile Cutlass Ciera and the slogan, "Oldsmobile...A tradition of quality," said Dr. Valerie Zeithaml, the Texas A&M professor who was in charge of advertising and creative strategy for the campaign.

A team of 12 students developed a campaign that won third place in the Intercollegiate Marketing Competition, a national contest sponsored by General Motors. The team took first place in the presentation of the campaign to judges in mid-April.

The team received \$4,000 for the campaign, \$1,500 for participating in the contest and \$2,500 for winning third place, Dr. O.C. Ferrel,

faculty supervisor for the team, said.

The top three schools presented their campaigns to General Motors executives in May. San Francisco State University and State University of New York at Albany were first and second, respectively, Zeithaml said.

The campaign consisted of three magazine ad layouts, two 30-second television spots, and a one-minute radio spot. The team wrote a jingle describing the automobile using the song "Maria" from the movie "West Side Story."

The filming of the driving parts for the television spots was done between Navasota and Hempstead and the close-ups were done on campus. The radio recording was done in a private studio.

Developing the campaign took most of the spring semester, Tim

Widdison, a project copywriter, said. The team started researching the project in January and finished with the presentation to judges in April, he said.

"It was a lot of fun," Widdison said. "It was more fun after we got done."

Several marketing professors selected the team for their abilities to fill the positions of an "advertising agency" that the department set up for the campaign, Zeithaml said. Each student had to apply for the positions, she said.

"It (the agency) simulated very well the work that goes into producing an advertising campaign," Tam Cannizzaro, president of the agency, said. "We learned quickly how to work with other people. I didn't know the people I worked with initially, now we're the best of friends."

Used cars could be good deals

United Press International
DETROIT — The typical used car sold in 1983 was 4.8 years old, had 49,969 miles on the odometer, and cost its owner \$4,902, a study by Hertz Corp. showed Sunday.

The annual estimate by the nation's largest rental-leasing agency found the 1983 statistics for used cars compared to the typical 4.25-year-old car sold in 1982 with 43,711 miles on it at a price of \$4,773.

Hertz said used car sales hit a record \$85.3 billion in 1983, up 7.4

percent from \$79.4 billion in 1982.

Two out of every three cars sold in the United States last year were used models. About 17.3 million used cars changed hands last year — a 4.5 percent increase from 1982 — but the figure still trailed the record 18.6 million used cars that were sold in 1980, Hertz said.

Of those used cars, 14.2 million were American-made while 3.1 million were imports, Hertz said. New car sales in 1983 were 6.4 million domestic and 2.4 million foreign for to-

tal car sales of 26.3 million autos.

"Used car buyers (averaged) savings of almost 60 percent under 1983 new car sticker prices, and about 38 percent under new car ownership and operating expenses in comparable driving," Hertz said.

The 1983 Hertz survey found the typical new car price was \$9,179, and it cost 43.28 cents per mile to own and operate a new car for 10,000 miles. At the \$4,902 price, it cost 23.6 cents per mile in 1983 to operate a 5-year-old used car.

NEWPORT
NAGLE 402

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NOTICE

New Summer Rates
Eff. Start at \$150
1 Bedroom Start at
\$175
2 Bedroom Start at
\$210
Additional Discount on 12 month Lease

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