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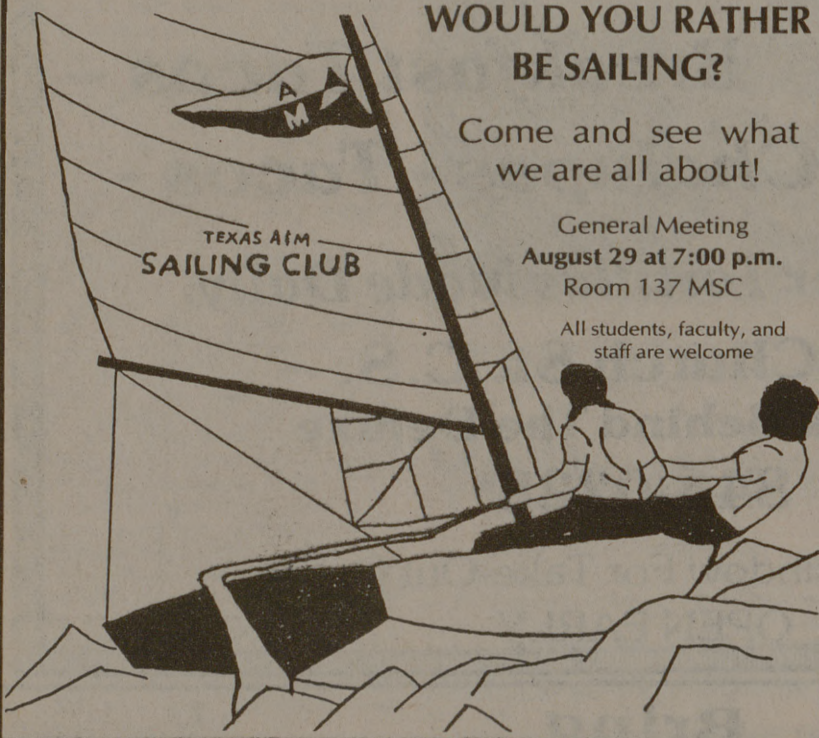
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Shuttle buses transportation bargain

By Dolores Hajovsky
Reporter

Riding a school bus isn't necessarily an experience which ends in high school. The Texas A&M shuttle buses look like and ride like the ones in high school, but they run all day and well into the night.

"The shuttle buses are a better bargain as far as transportation goes," says Bill Conaway, staff assistant for the Texas A&M shuttle bus service. Students and faculty can ride the buses to and from campus as often as they wish, Conaway says. The cost is \$44.50 for students and \$58 for faculty per semester.

At 7 a.m. the buses begin taking people to campus at 10-15-minute intervals. The evening routes begin at 6:30 p.m. with 30-minute intervals and fewer buses and last until 10 p.m.

The buses run as close to schedule as possible, Conaway said, but their schedules depend upon the traffic.

"This year the routes have been revised to be better situated for the students and the streets," Conaway said. "The bus that goes by you is your bus and will pick you up. Only one bus will run along a street, so it will be less confusing for the students. This will eliminate empty buses and be a lot easier for everyone to understand."

"In the past students would watch a bus go by with only 10 people on it and wonder why they couldn't get on. The bus drivers have their rules and can only pick up students on their designated routes."

There will be eight different routes in the fall. The two northern routes are Villa Maria and Lincoln. The on-campus stop for those routes has been changed to the corner of

Bizzell Street and Ross Street, across from the Engineering Research Building. Conaway said the corner will be a good bus stop because it is big enough for three or four buses.

The four southern routes are Welsh, Anderson, Southwest Parkway and 2818, which serves the Southwood Valley area. This on-campus stop is at Throckmorton Street and Joe Routt Boulevard, by Rudder Tower.

The two eastern routes are Scarlett O'Hara and Munson. Their on-campus stop is at Bizzell Street and Lubbock Street, by the Commons.

To take the bus to campus, passengers must have a bus pass or a coupon book. The passes can be picked up in Rudder Tower with a paid fee slip beginning Aug. 20. Maps and time schedules will be available there. The coupon books are \$5 for 10 one-ride coupons, which also can be purchased in Rudder Tower.

"We don't replace lost bus passes," Conaway said. "If passes are lost or stolen, students are given about three days to find them. After that they must purchase another one."

The bus passes bought throughout the semester are prorated. They can be purchased until the last week of school.

"Last year we sold a shuttle bus pass for \$7," Conaway said.

Prorated refunds for bus passes are given during the first four weeks of classes. No refunds are given after that.

"We try to do as good a job serving the students as possible," Conaway said. "But we always have people calling with 'helpful hints' on how to improve our service."



Soft cookies taking self-space

By RENEE HARRELL
Reporter

Soft cookies — chocolate chip, almond fudge, butterscotch, mint chocolate chip, peanut butter 'n fudge, coconut, iced oatmeal...

You may have tried one or all of the chewy "homemade" tasting cookies that are finding their way into Bryan-College Station supermarkets. You also may have noticed the increasing shelf space the new soft cookies are getting. It looks as if three consumer product giants are bringing a cookie war to Bryan-College Station.

Soft cookie manufacturers fighting for shelf space are the Keebler Co., which makes Soft Batch cookies, Nabisco Brands Inc., which makes Almost Home cookies and Procter & Gamble Co., which makes Duncan Hines cookies.

P&G has filed suit against Keebler, Nabisco and the Dallas-based Frito-Lay division of Pepsi Co. Frito-Lay does not distribute its Grandma's Rich 'n Chewy line of cookies in Bryan-College Station. P&G is charging its three rivals with stealing the patented secrets of its Duncan Hines cookies.

"The secret behind our soft cookie is the crispy outside and chewy inside," said Linda Appleby, public relations manager for P&G. "It's a mixture of two different sugars. They form two slightly different doughs and one is wrapped around the other. The outer dough turns crispy while the inner dough stays soft and chewy."

Appleby said P&G filed the lawsuit last June.

"We filed suit for a patent infringement immediately upon receipt of the patent," Appleby said. "We've had a patent pending since 1979, but just received the patent in June."

A spokesman for Nabisco said a denial of the charge was filed on July 19.

"We have denied all of the allegations in the law suit brought by P&G," said Caroline See, a Nabisco public relations manager. "We filed a denial concerning the patent infringement and unfair competition on July 19."

Keebler has not yet filed a denial. "We've been served with a copy of the complaint," said Craig Stevens, general counselor and secretary for Keebler. "We find it lacks no merit, therefore, we'll defend it vigorously." Stevens said Keebler hasn't answered the suit yet.

A Keebler spokesman tells Keebler's baking secret:

"They are made with Elfin magic," the Keebler spokesman said. "You know they're made by Elves. We have eight soft cookies out right now. I think our experience with the product is just too brief at this time to be expanding. The soft cookies are a rather new phenomenon."

A Safeway assistant manager says the three rivals have been strongly promoting their products.

"All of them have been promoting their soft cookies," said K.C. Mitchell, assistant manager of the College Station Safeway on South Texas Avenue. "All of the soft cookies have been on sale at different times the last three or four weeks. They're giving us in-store specials to put up somewhere else in the store, not just in the cookie section. Keebler has made a successful attempt at getting their stuff on the shelf. Archway is starting to get pushed out, but I don't think they will. We put up an Archway display last week."

Some of the traditional "hard" cookies are losing shelf space. Consumers may have noticed that Mothers Cake, Cookie Co. cookies and Archway cookies have lost shelf space in most local grocery stores.

The Kroger Family Center on South Texas Avenue has removed the Mothers line of cookies. At a Bryan Safeway that carries all three of the soft cookie brands, manager

Rick Colby said Mothers and Archway have both lost shelf space.

Williams said that because the entire cookie market is increasing, Mothers isn't being affected much.

"Mainly we've lost a little shelf space," Williams said. "We have lost a few sales, but it is negligible at this point because the total category has increased. It hurts more on the market share than on actual sales comparison. In the rest of the markets it has increased the total as much as 21 share points. It should do the same here. It'll be profitable to the grocers through increased sales."

Archway has begun the fight for more shelf space too. It has started putting up separate displays in some local stores where it isn't able to get shelf space.

While Duncan Hines and Almost Home cookies go through distributors, Keebler is a "store-door" distributor for itself. Local distributors say they haven't stopped carrying any of the traditional cookies yet.

Brenham Wholesale, which serves areas of Bryan-College Station, hasn't discontinued any traditional cookies. Head buyer John Schaefer said some stores have just added to their cookie sections. Brenham Wholesale has been carrying Duncan Hines about two months and Almost Home about two weeks.

"They were new products so I went ahead and got them," Schaefer said. "We're real successful with the Duncan Hines. We really can't tell with the Nabisco yet because we've just been carrying them about two weeks. The movement has been more than I thought it would be. They're ordering every week. I know my sales have tripled on the Duncan Hines."

Promotional measures being taken by Nabisco, Keebler and P&G include coupons and free mailing samples. All three are putting out coupons. Duncan Hines is the only one of the three that has sent out free samples.

Homemade ice cream beats heat

UNIVERSITY PARK, Pa. — Making and eating ice cream at home is a popular way to beat the summer heat, and with the right ingredients — and a few precautions — homemade ice cream can rival the best commercial confections.

Raymond Binkley, manager of Penn State's milk plant, recommends using finely shaved ice in the cream freezer. He said many people make the mistake of using cubes of coarsely cracked ice in their cream machines.

"Cubes don't take the heat away from the mix fast enough," Binkley said.

The shaved ice should be made with rock salt — not table salt — and about three parts ice to one part salt. The salt helps cool the ice cream faster.

Philip Keeney, professor of food science and one of the country's leading ice cream experts, says the secret to good homemade ice cream is basic: use lots of cream. Some home ice cream makers substitute milk for cream, perhaps to cut costs.

Cream contains butterfat and that's what separates good ice cream from great ice cream. Supermarket ice cream contains 10 percent butterfat, but superpremium ice cream such as Haagen-Dazs contains 16 percent butterfat.

"The only way to make good ice cream at home is to use lots of cream," Keeney said. "Some also use evaporated milk. Sweetened condensed milk is better."

Sweetened condensed milk also provides sugar for the mix, Keeney said.

His basic recipe: milk, cream, sweetened condensed milk and egg yolk. The flavors can be as imaginative as the tastes of the makers.

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