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## MTV plans second 24-hour channel

**United Press International** 

NEW YORK — MTV Network Inc., originator of cable television's 24-hour MTV rock-video station, is developing a second music video service that will be targeted at an older audience.

The "second service," as yet unnamed, is planned to debut on Jan.

David Horowitz, president and chief executive officer of MTV network Inc., said the new 24-hour service would feature the artists most popular with a 25-49-year-old audience in contrast to MTV's 12-34-year-old target group.

Cable operators carrying MTV will be offered the advertiser-supported second service for free.

"In just three years, MTV has evolved from a start-up business to a profitable and influential national cable channel," Horowitz said.

"Over the course of time it has become clear to all of us that the success of MTV has not only been an lite.

achievement in its own right, but also has opened the doors for fur-ther music programming innvoations at our company. As a result, we have been investigating the development of a second all-music cable

Robert W. Pittman, executive vice president and chief operating offi-cer of MTV Network Inc., said the development of the second service was stimulated by MTV's success and the need expressed by cable operators, advertisers and the record

industry.
"MTV proved that by creating the proper environment, television can be a powerful tool for the exposure and marketing of rock music," he said. "The second service is designed to effectively reach a new audience in much the same way.

The new channel will utilize many of the same facilities, resources and

Plans call for the channel to be carried on RCA's Satcom F3-R satel-

#### Lack of iron rising issue for children

**United Press International** 

ST. LOUIS — A pediatrician say iron deficiency is a serious but largely unrecognized problem that often is mistaken as a learning dis-

Dr. Alvin N. Eden said as mar as half of the 8 million children who will be born in the United States in the next two years will suffer from poor nutrition.

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'Make sure you give them a daily vitamin is a practice that's going up, but it's not getting enough iron," he said. "This is an age when iron deficiency is becoming an in-

creasing problem."
Children can suffer central nervous system damage even before anemia — a symptom of acute iron loss — is present, he said.

Fatigue and irritability caused by minor iron deficiency can be eased by three to four weeks of iron therapy.

# Disabled finding computers make life more productive

**United Press International** 

NEW YORK — Nan Davis is an example of how a computer can dramatically affect a person's life. Miss Davis was paralyzed in an

auto accident five years ago on the night of her high school senior prom. Doctors told her she would never walk again.
She did walk again — a few halt-

ing steps with the aid of a compute-rized device that electrically stimu-lated her leg muscles in much the same way her brain would have

To see her take those few steps to pick up her college diploma was not only moving, but focused attention on the use of computers as an aid to the disabled.

Fortunately, more and more peo ple are realizing that the same kinds of computers and accessories that are in common use in homes and offices can easily be adapted to transform a disabled person, dependent on others, into an independant person who happens to have a physical

Dr. Frank G. Bowe, who is deaf, is a long time activist pushing for the rights of the handicapped and his book. "Personal Computer & Special

Needs" (Sybex Books) gives example after example of how computers help the disabled.

He tells the story of Rick Pilgrim who, because of a spinal injury, is unable to move anything but his eyes

Under different circumstances, Pilgrim would be totally dependent on others for care and support.

Thanks to a government job development grant, but more importantly because of a voice-controlled computer, he is fully employed as a computer programmer.

Pilgrim may not be able to stretch his legs, but his computer has certainly allowed him to stretch his

mind and his horizons.

"I'm fulfilled," Pilgrim said.

"For most people, a computer is a tool," Bowe said, "for people with special needs it is essential." Peter A. McWilliams is the coun-

try's most popular computer writer. His readable, witty, informative and irreverant books have sold nearly a million copies. He was asked about his latest

book-in-progress during a telephone interview serveral months ago.
"It's about computers and the dis-

the interviewer. The unasked question was whether McWilliams was serious or making a somewhat tasteless

His book on the market at the time was a spoof called "The McWilliams II" that used computer jargon to describe a pencil and called an eraser a "delete function."

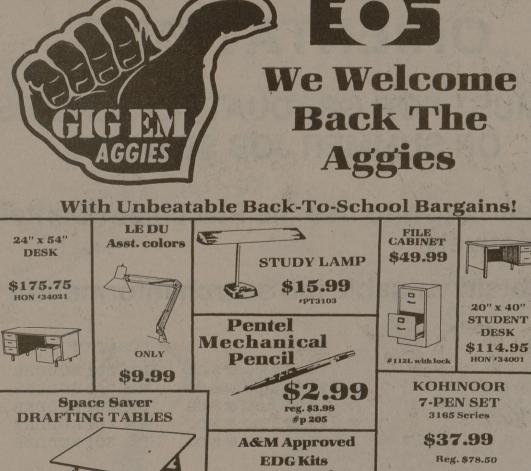
There was an audible sigh at the

other end of the phone. "Everybody has that reaction when I tell them about the book. Computers can make a big difference in the lives of the disabled and I want to explain that to people. I'm serious about this," he said.

In the resulting book, "Personal Computers and the Disabled" (Doubleday), McWilliams illustrated his point by conducting an interview with Henry Kisor, the book editor of the Chicago Computer of the Chicago Chicago Computer of the Chicago Compute the Chicago Sun-Times and a fellow computer columnist, entirely by computer.

Kisor is deaf.

'For the first time," Kisor said, "I am able to communicate with hear ing people without having to look at their lips or write them letters and wait for days to have them delly-



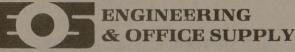


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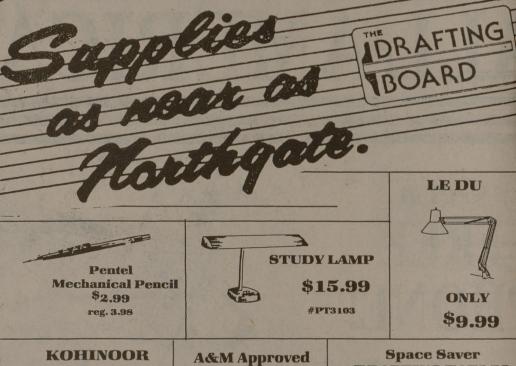
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