

University Book Stores

North Gate
846-4818



Culpepper Plaza
693-9388

AGGIE POSTERS
Regular \$6.95 each

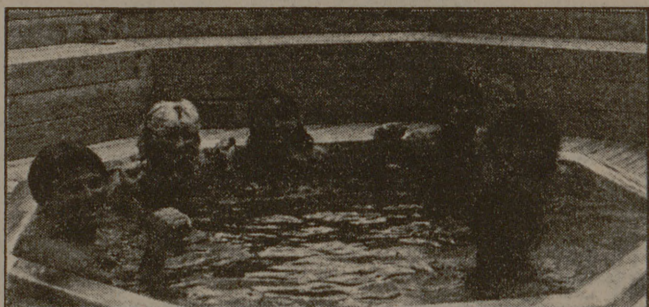
Christmas Special—set of 6 for \$25.95

Systems Administration Building
Aerial View of ASM
Academic Building
Kyle Field
Reveille
Bonfire

BOOKS & MORE
Parkway Square
696-2553

AGGIE UNLIMITED
Post Oak Mall
764-0966

THE CRIPPLE CREEK LIFESTYLE



Cripple Creek is more than just a place to live. It's a fun place to call "HOME".

- Lighted Tennis Courts
- Swimming Pool
- Hot Tub Spa
- Convenient Laundry Center
- Extensive Landscaping
- Large Walk-In Closets
- 24-Hour Emergency Maintenance
- On Shuttle Bus Route
- Close to Shopping, Clubs
- Restaurants and Banking Facilities
- Private Patios or Balconies
- Professional On-Site Management

Join in the Cripple Creek lifestyle. Visit our office today!

CRIPPLE CREEK
CONDOMINIUMS

Developed by
Stanford Associates, Inc.

904 University Oaks #56
College Station
764-0504 or 764-8682

Models Open Daily
Mon. thru Sat.
10 a.m. til 6 p.m.
Sun. 1 p.m. til 6 p.m.

Toy promotion not child's play

United Press International

NEW YORK — Every Mom and Dad ought to know that toys on the best-seller list this holiday season will not get there by accident.

They are launched into the top ranks by a well-orchestrated marketing strategy that includes pumping millions of dollars into television commercials during kiddie shows. The promotions are so finely tuned it is impossible for an orphan toy — an unknown — to wiggle into the front ranks.

Spontaneity is dead in toyland, as parents can observe firsthand the next time their kids get a massive attack of the "gimmies" for playthings pushed on commercials.

The marketing gets a boost from licensing arrangements guaranteed to keep cash registers ringing continuously for parties on both sides of the contracts.

Toyland, from a business standpoint, gets shaped for the holiday season during the previous February, just in time for the American International Toy Fair in New York. Hundreds of manufacturers put their new lines on display along with steady hits and news of any new li-

To a neophyte, the toy fair is not like one would imagine. Buyers saunter from exhibit to exhibit, carefully handling and playing with toys, reading about them and listening to the sales pitches. The scene comes across as steady hype.

ensing arrangements. The people who make the Barbie doll, for example, may show new characters, playthings, or even toothbrushes plugged into that line via licensing.

To a neophyte, the toy fair is not like one would imagine. Buyers saunter from exhibit to exhibit, carefully handling and playing with toys, reading about them and listening to the sales pitches. The scene comes across as steady hype. Deepest concentration seems reserved for viewing the commercials, especially those fashioned by the toy makers' advertising agencies for the kiddie TV shows.

Last February the buyers picked up a massive issue of Toy & Hobby World, the industry's largest circula-

tion publication, which included a copy of Licensing Today, also a U.S. Business Press Inc. publication.

This scene, to be repeated in February 1985 for the next Christmas shopping spree, includes buyers studying the toy fair publications as if they were gamblers eyeing racing sheets.

Evie Lazzarino, product information manager at Hallmark Cards Inc., in Kansas City, Mo., provided an insider's view of the promotion, licensing and marketing strategy that virtually prevents any toy from upsetting the hottest playthings.

Rainbow Brite, the character she told about, was programmed last February for stardom this holiday

season. Strategists are not surprised to find her in the top-ten hottest now. Kids were the targets, as combined to trigger Rainbow Brite from coast to coast. The facts:

• Rainbow Brite was created by Hallmark Properties, the licensing arm of Hallmark Cards Inc.

• Rainbow Brite was in development at Hallmark Properties several years before its introduction at the February 1984 American International Toy Fair in New York.

• Rainbow Brite is a character who lives at the end of the rainbow in a magical place called Rainbow Land. She and her friends, the Gals Kids and Sprites, provide all the color to all the world. Grow-up plans — Murky Dismal and Larry his sidekick — live under a dark cloud in a gloomy place called The Pits. They try to ruin Rainbow Brite's colorful plans. Rainbow Brite's best friends, a magical blue horse named Starlite, and a space sprite named Twink, help the girl triumph over Murky Dismal's plans.

Acid rain cure may be found in baking soda

United Press International

CHEYENNE, Wyo. — Baking soda, used for everything from baking to brushing teeth and deodorizing shoes, may also be a partial solution to the acid rain problem in the United States, one company's research suggests.

Church and Dwight, parent company of Arm and Hammer baking soda, which operates a trona mine near Green River, Wyo., is conducting experiments in conjunction with Cornell University to determine if baking soda can neutralize the effects of acid rain on pristine mountain lakes.

"We know it works," Cornell researcher James Bisongi Jr. said. "The question is longevity."

Bisongi said 14 tons of industrial baking soda manufactured from a trona mine by Church and Dwight in Wyoming were recently used to treat Wolf Pond, a 51-acre lake in the Adirondack Mountains of New York that is highly acidic because of emissions from the area's industrial plants.

Bisongi said treating the lake with the sodium bicarbonate involved no more than "simply driving 50-pound bags out in a boat, slitting them open and pouring it in." The baking soda markedly reduced the lake's acidic level overnight.

Using the standard pH scale for measure, with 0 being the most acidic, the lake went from a 4.5 pH factor to 6.9. Bisongi said Cornell and Church and Dwight will do more extensive research in the spring when runoff from the mountain snow will send a "gush of acid" into the Northeast's lakes. Then researchers will be in a better position to judge the long-term results.

Previous attempts to neutralize acid rain with alkaline materials used limestone, but most limestone settled to the bottom of the lake where it was covered by sediment, rendering it ineffective as a neutralizing agent.

Baking soda, however, acts like a tablet of Alka Seltzer and dissolves rapidly and completely so that all the material works toward neutralizing the acidity of the lake.

High-tech firm set for Christmas bash

United Press International

AUSTIN — Advanced Micro Devices figures to spend about \$100,000 an hour for the four-hour Christmas party it will throw Dec. 21 for its employees in Austin and San Antonio.

"It's the most elaborate party we've ever handled," said Larry Fortana, associate director of the Frank C. Erwin Center, which usually handles University of Texas basketball games, major rock concerts and three-ring circuses.

Four thousand people are expected to attend the "Decades of Christmas" party being thrown by the Sunnyvale, Calif.-based microchip maker.

It will take about 2½ days to set up the bash and a couple of 40-foot refrigerator trucks to haul in the food. Different parts of the Erwin Center will be decked out in four period themes, including a 1940s big band room, 1950s malt shop, 1960s San Francisco Haight-Ashbury, and 1980s with laser lights and a rock band.

Menus will match each period — lobster, escargot, crab, pasta, veal, beef, stuffed chicken, smoked salmon, smoked venison, prime ribs, oysters, hamburgers and champagne.

The party also will feature a performance by the popular Austin-based rock band Joe "King" Carrasco and the Crowns.

Jerry Sanders, AMD's founder, president and chairman of the board, is scheduled to make a dramatic, laser-light-enhanced entrance.

AMD has been throwing similar parties in California for years and the company figured its presence in Central Texas had become significant enough to carry on the tradition in the Lone Star state. AMD, a fast-growing and highly profitable manufacturer of integrated circuits, employs 1,500 people in Austin and 500 in San Antonio.

STARTING TOMORROW!

Music Express Has Christmas Early For You!

There's No Better Time Than Now To Give The Gift of Music!

All Windham Hill Titles Will Be On Sale For \$5.99 LP or Cass.

Selected New Releases Will Also Be On Sale For \$4.99 LP or Cass.

Maxell UDXL IIC90's on Sale—\$2.99 Each

Beat The Christmas Rush And Shop for ANYONE at Music Express

THUR. DEC. 6

FRIDAY DEC. 7

SAT. DEC. 8

—See Thursday's and Friday's Battalion For Details—

How About Them Ags? Ags 37-t.u. 12

MUSIC EXPRESS

725-B UNIVERSITY DRIVE

OPEN 10-10

"Behind Skaggs & McDonalds"

846-1741

Get Ready For The Holidays...



Sweaters

- Silk • Angora
- Sequins • Suede
- Pearls • Rhinestones
- Beadings • Cottons

Holiday Hours
10-8 p.m. Mon.-Sat.
Layaway Available

Shala's
Culpepper Plaza

20% off regularly priced merchandise with this coupon. exp. 12-31-84



Holiday gifts for every home. And every heart. Wrap up your shopping while the shopping is best!

116 stores with special sales

The Christmas Story Musical
Friday & Saturday, Dec. 7, 8 - 6:00 p.m.

POST OAK MALL

Beall's • Dillard's • Foley's • Sears • Wilson's / Tx 6 at Hwy 30