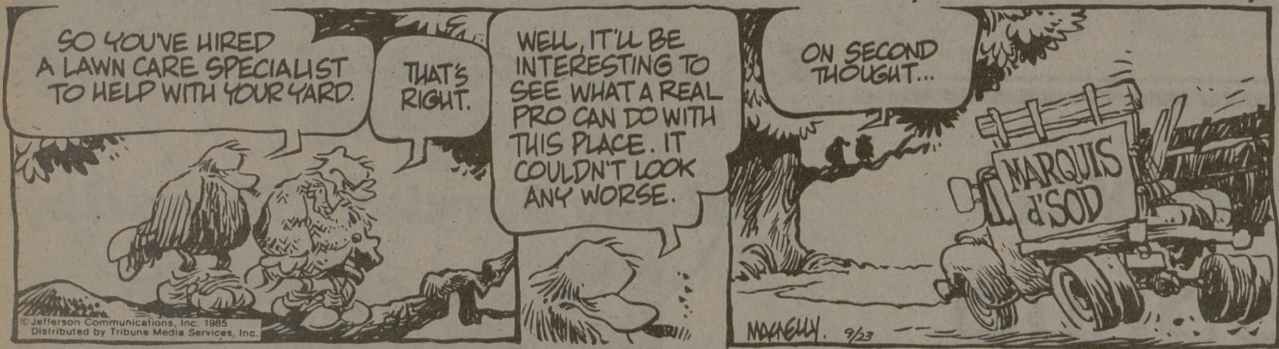


SHOE



by Jeff MacNelly **Beverages**

(continued from page 1)

in other forms," he says. "Now it's water with flavor and no calories."

Public tastes also are influenced by the constant buzz of advertising. Coca-Cola spent an estimated \$70 million last year proclaiming that "Coke is It."

Pepsi-Cola countered with around \$50 million, using robots, space ships, even Michael Jackson, to tout the "Choice of the New Generation."

The boom in the fast-food industry has encouraged America's fizzy habit.

Meyers estimates a third of Coke's business and 19 percent of Pepsi's sales comes from food chains like McDonald's and Burger King.

The fitness craze also altered drinking habits, and one of three sodas now sold is a diet brand.

Meyers, a student of the beverage industry for 24 years, theorizes the way we live determines our refreshment.

Agrarian societies, he says, like beverages that are hot and/or acrid, like coffee, tea and beer.

"When the best thing you have to look at is the rear end of a mule, you need something to perk you up," he says.

Industrial societies develop a sweet tooth — they like their drinks cold and sweet.

Now Meyers thinks we are entering the "chic industrialized" period, where your drink says who you are.

"When you sit at a bar with a shot and a beer you present a certain image," he says. "If you sit there with a Perrier you present a different image."

New products are muscling in on the beverage market.

Vineyards that mix vintages with soda water and flavorings to create wine coolers have seen sales grow six-fold in the last two years.

It is estimated some 12 percent of the wine sold in the country this year will be in the form of fermented fizies.

Even seltzer water, which accounts for 1 percent of soft drink sales, is now sold with a rainbow collection of "flavor essences."

These trends have brought some casualties.

Sales of hard liquor have been slipping, coffee consumption has dropped 2 percent since 1980, beer sales, boosted in the last decade by low calorie brands, have remained static.

Milk drinkers, scared about calories and cholesterol, have cut back.

Career seekers given tips on successful job hunting

Associated Press

The essentials of finding a new job are really very simple: Tie down interview appointments with people who have the authority to hire you and handle those interviews effectively enough to come away with job offers.

Making it happen, though, is not always so simple. Here are some tips on the right way to proceed:

1. Identify your targets:

You'll find directories of firms at the library and local chambers of commerce. Examples of directories designed for job hunters are the series of regional "Job Bank" books (Bob Adams Inc.) and "The National Job-Finding Guide," by Heinz Ulrich and J. Robert Connor (Dolphin).

Don't restrict your survey to the want ads. Also scour newspapers and trade journals for business news that will tip you off to employers likely to be hiring, for instance, companies expanding or reshuffling managers.

2. Do your homework:

Brush up on the business of your

target companies so you can tell a job interviewer why you want to work there and how your expertise relates to what the company does.

If you aren't computer literate, take a night-school or weekend course; in certain fields almost any job you apply for is likely to involve working with a terminal.

3. Contact people:

Not just employers, but anybody you can think of who might know someone or something that can put you onto a job.

It might have been a neighbor who mentioned her office was hiring, a business associate who passed along a search technique or tip, a customer, a competitor, a fellow member of a service club or school organization, or an acquaintance met at a party.

4. Get organized:

Follow up every lead; respond to every letter or call. Set up some record-keeping folders and working space at home. Install an answering machine so you won't miss calls.

Keep notes and copies of your correspondence, phone calls, weekly objectives.

5. Think about your strengths:

The idea of developing a sales pitch may turn you off, but you have to convince an employer your personality and abilities are right for the job. When an interviewer says, "Tell me about yourself," be prepared to do it enthusiastically.

6. Watch your behavior:

Be on time. Dress appropriately. Don't smoke. Be polite. Be informed. Common sense, of course. Yet there are stories of candidates for executive positions who have, among other extreme actions, snapped a flash picture of the interviewer, used the interviewer's hairbrush, and started tap dancing around the office when asked about hobbies.

"People hire people; they don't hire resumes or college credentials or job specs," says Robert O. Snelling Sr., chairman of Snelling & Snelling, a national employment service. "They hire people they like."

Psychologists say someone who is expected to succeed and does is credited with "internal resources," primarily ability. If the same person fails, it is attributed to factors beyond his control.

A person branded a "loser" in a given situation — a woman who is expected to fail — can't win. If she succeeds, her success is likely to be attributed to luck or circumstance, not ability. If she fails, she is thought incompetent.

The discrimination based on looks extends into politics. Eck said in explaining why attractive women are not thought to be capable.

"An attractive woman is perceived to be more feminine and an attractive man more masculine than their less attractive counterparts," they added.

An attractive, therefore more "feminine," woman has an advantage in traditionally female jobs but appears to lack the "masculine" qualities needed for a traditionally male job. The result is a trivialization of ability.

Beauty

(continued from page 1)

Their success was attributed to effort and ability.

Attractive women executives were considered to have less integrity than unattractive ones and their success was attributed to factors such as luck, not to ability.

All unattractive female executives were seen as more capable and having more integrity than attractive women.

"Attractiveness enhances gender characteristics," Heilman and Stop-

McDonald's INTRAMURAL HIGHLIGHTS

McDonald's DRIVE-THRU WINDOW University Drive 2930 E. Hwy 21 Texas and S.W. Parkway Manor East Mall BREAKFAST EVERY MORNING

IM GAMEPLAN

ENTRIES CLOSE:

Golf Doubles: It's tee time! Entries close on Tuesday, Sept. 24. Entrants sign up for tee times at the time entry is accepted. The first green fee must be paid at the time of entry. Green fees are: Students: (weekdays)\$4.50, (weekends)\$5.00; Faculty/Staff: (weekdays)\$5.50, (weekends)\$6.00. Classes include A, B, and C. For more information on tournament structure, call the Intramural-Recreational Sports Office at 845-7826.

Innertube Water Basketball: Sink that basket with water basketball. Entries close Tuesday, Sept 24. Entry fee is \$15.00. Divisions include Men's and Women's Dorm, Men's and Women's Independent and CoRec. Class A & B play for awards and Class C and Class D (Recreation) play for fun.

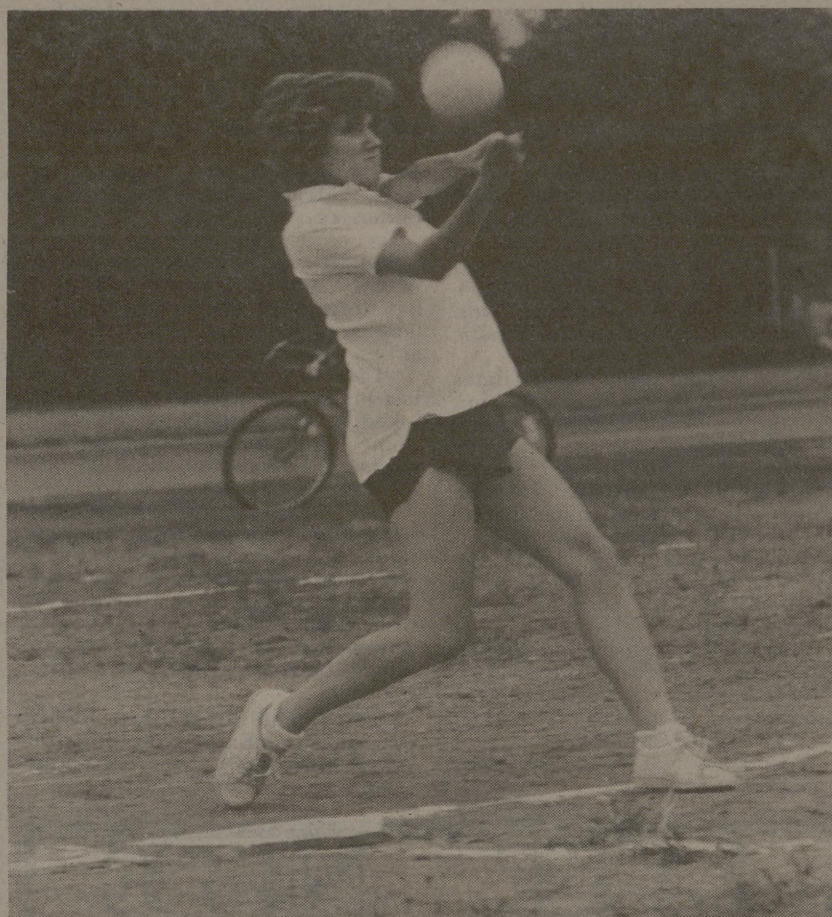
ENTRIES OPEN:

Long Driving Contest: Choose your caddies -- entries open Monday, Sept 23 at 8:00 a.m. for long driving. The event will take place Wednesday, Oct. 2. Participants must furnish their own clubs and three golf balls. Awards will be given to the Men's and Women's champions.

Racquetball Doubles: Grab a partner and hurry on over to sign up for racquetball doubles. Entries open Monday, Sept 23 at 8:00 a.m. in 159 Read Bldg. Play begins Monday, Oct. 7. Competition classes include A,B,C and D. IRA Rules will be used.

ACKNOWLEDGEMENTS

McDonald's Intramural Highlights is sponsored each Monday in The Battalion by your local McDonald's Restaurants at University Drive, Manor East Mall and on Texas Avenue. Stories are written by Liz Dilow, graphics are by George Clendenin and photos are by Tom McDonnell and David Tatge.



16" Softball Action continues at Duncan Fields.

ANNOUNCEMENTS

WATER BASKETBALL OFFICIALS ARE STILL NEEDED! Any interested individuals should attend the official's meeting TONIGHT, 6 p.m., Room 167 Read Bldg. or should call Chris Koperniak at 845-7826. Innertube Water Basketball Team Captain's Meeting: Thursday, September 26, 6 p.m., 164 Read Bldg. Volleyball entries open Monday, September 30. The first 100 individuals to enter teams will receive a visor cap from Ford Volleyball Classic. Orientation Meeting for Volleyball Officials: Monday, September 30, 6 p.m., 164 Read Bldg.

SPORT CLUB NEWS

The Men's Rugby Team will be playing Rice on Saturday, September 28 at 1 p.m. at the Rugby Field on East Campus.

RESERVATIONS: 159 Read Bldg. M-Th 8am - 6pm Fri 8am - 5pm 845-7826

EQUIPMENT CHECK OUT/IN: At the Grove Mon. 9am - 12 pm 3pm - 6pm Fri. 12pm - 6 pm Other hrs. by arrangement

OUTDOOR EQUIPMENT RENTAL

The following equipment is available for checkout to Texas A&M students, faculty, and staff with a current student or recreational I.D. All equipment can be reserved up to two weeks in advance of departure with payment in full.

- | | |
|--|---|
| TENTS
6 person Base Camp & Timberline
4 person Timberline
3 person Dome
2 person Timberline, Catskill, & Pup
SLEEPING BAGS
All season bags | CAMPING ACCESSORIES
Lanterns
Ice chests
Fuel bottles
Sleeping pads
Folding saws
Tote bags
Cook kits - large
Tote ovens
Utensil sets
Water bottles
Sierra cups |
| BACKPACKS
Camp Trails | WATERCRAFT
Canoes
Kayaks |

OUTDOOR RECREATION EQUIPMENT RENTAL

No doubt if you read these highlights you've seen the Outdoor Equipment Rental advertised. When the MSC Outdoor Recreation Committee was eliminated from the MSC, the Intramural-Recreational Sports Department took over the inventory and now rents the equipment to TAMU students, faculty, and staff. Patsy Greiner, Coordinator of IM-Rec Sports, has taken over this duty. In addition, she advises the newly formed Outdoor Recreation Club. This club has begun offering clinics in kayak rolling. For more information on the Outdoor Recreation Club, contact Sevin Blair at 693-8296. The club hopes to offer some additional clinics and trips in the future. This is a new direction for the Intramural-Recreational Sports Department and we are happy to be able to expand our services to the University community.

Equipment may be reserved in the Intramural-Recreational Sports Office, Room 159 Read Bldg. during normal office hours. Pick up is scheduled at the Grove during the hours listed below. For more information on this program, contact Patsy Greiner at 845-7826.

CLEARED LOCKERS

All lockers not renewed for the fall semester were cleared on Sept. 4, if you had a locker and did not renew it, you may claim your belongings in Room 159 Read Bldg. until October 4. After this date, all unclaimed belongings will be taken to the MSC Lost and Found.

SHAPE UP TWO

Need incentive to exercise? Want to keep track of how much you exercise? SHAPE UP TWO is for you. Sport Health And Physical Education for University People is a program whereby certain physical activity is given a point value. Individuals participate in activity and turn in their points towards a goal. Achieving certain point goals will result in receiving an award. SHAPE UP TWO began last week, but it's not too late to get started. For more information on the program, contact Rick Hall at 845-7826.

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- Distributor Cap & Rotor
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- Differential
- Brakes
- Battery
- Power Steering
- Windshield Solvent

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2. TIE ROD ENDS	6. IDLER ARM	11. CENTER DRAG LINK
3. UPPER CONTROL ARM BUSHING	7. RUBBER BUMP STOPS	12. LEVEL SUSPENSION AS NECESSARY
4. LOWER CONTROL ARM BUSHING	8. STABILIZER LINKS AND BUSHINGS	13. FREE INSPECTION
	9. TIE ROD SLEEVES	14. ALIGNMENT

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~~\$149.00~~ ALL CARS PERFORMALIGN III \$129.00 INCLUDES LABOR, ALIGNMENT, AND AS MANY LISTED PARTS AS YOU NEED!

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