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LOCAL DISPLAY AD RATES

Monday/Tuesday At Ease	Wednesday/Thursday/Friday
\$5.39.....if less than 50 inches.....\$5.67	
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\$4.69.....from 250 to less than 500.....\$4.94	
\$4.32.....from 500 to less than 750.....\$4.55	
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\$3.25.....from 1,000 to less than 2,000.....\$3.42	
\$2.72.....2,000 or more.....\$2.86	

*Back to School edition Monday, Sept. 1, 1986, will be charged at higher rate.

Special rates for officially recognized Texas A&M Campus organizations.

Classified Display: \$5.70 per column inch.
Classified (regular): 30 cents per word with minimum charge of \$3 for each day. If ad runs consecutive days, total charges will be reduced 10 percent for each added day up to maximum of 40 percent deduction for 5 days or more.
Color: Only spot color available. Charge for each time run, in addition to column inch charges: \$50 if in At Ease or on Monday or Tuesday (with exception of Back to School issues which is charged at higher rate); \$90 if ad runs Wednesday, Thursday or Friday. Color limited to ads 60 inches or larger.
Inserts: Pre-printed material will be inserted into only non-mail copies of The Battalion, and will be charged at \$50 per 1,000 copies, or \$45 per 1,000 if 15,000 or more are inserted. (Special reduced rate is available on most Fridays for first customer.) Minimum inserting order is 5,000. Delivery of inserts must be one week in advance, properly bundled, boxed or stacked on skids. If insert has unusual folding or is unusual shape, size or stock, sample must be submitted before final acceptance, and will be rejected if mechanical inserting is impossible.
Reverses and double burns: \$10 each in addition to other charges.

Collector returns gear to TV hero

BEAUMONT (AP) — Two revolvers, holsters, a sterling silver buckle and silver bullets belonging to the actor who played the Lone Ranger on television have been located and will be returned, a Beaumont lawyer said Tuesday.

The gear was bought by a collector who didn't realize it was reported missing by Clayton Moore after a Christmas Eve flight from Houston to Los Angeles, attorney Lum Hawthorn said.

The equipment was packed in a suitcase that didn't arrive in Los Angeles.

The collector, who wished to remain anonymous, asked the lawyer to return the memorabilia after he found out the actor was looking for them, Hawthorn said.

Moore will receive his belongings today by Federal Express, Hawthorn said.

"We've had a lot of fun with them in the office," he said. "Everybody's been strapping them on and playing like the Lone Ranger."

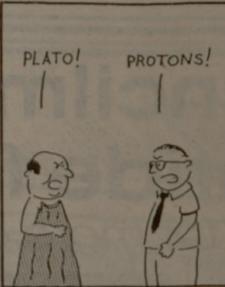
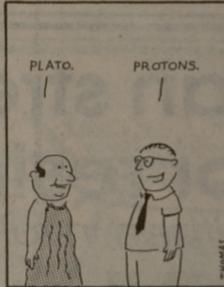
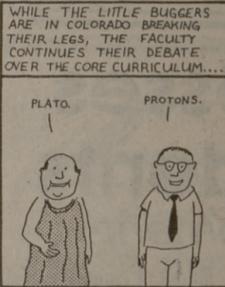
He said the silver bullets are inscribed, "Lone Ranger 45." "They don't fit his gun," the lawyer said.

Los Angeles officials confirmed the equipment was Moore's after the lawyer described it Tuesday.

Moore, who still plays the Lone Ranger at special appearances, did not return telephone calls by the Associated Press to his home.

But authorities told Hawthorn that Moore had received many calls from hucksters offering to send Moore what they said was the missing gear — for a price.

Waldo



Researcher: Lavender scent provides aid for alertness

By Polly Bell
Reporter

Throw away those Vivarin boxes. Trash the NoDoz. Now there is a better solution — the smell of lavender.

During the first two years of a five-year study, Dr. Gary Schwartz, a professor of psychology and psychiatry at Yale University, has examined physiological and psychological responses of 40 Yale students to four fragrances: eucalyptus, lavender, lemongrass and peppermint.

Through this study, Schwartz has found the smell of lavender increases alertness.

Lavender scored highest in the students' evaluation of the fragrances that made them alert, although the students also reported the lavender smell made them feel tense, Schwartz says.

Eucalyptus also induces alertness, he says, but not as much as lavender.

The fragrances were tested in very strong concentrations, he says.

"The effects of different fragrances vary as a function of their concentrations," Schwartz says, "so what may be pleasant smelling at one concentration becomes unpleasant at another concentration."

Even those subjects who didn't like the smell of lavender and who tried to avoid it with shallow breathing found that it made them feel alert, he says.

But not all the fragrances tested were stimulants, Schwartz says. The peppermint fragrance, for example, is relaxing, he says.

"Even though we associate peppermint with being stimulating, when they (students) smelled the peppermint, they felt relaxed," he says.

Schwartz says this is just one of many studies he has done. The study of the effects of fragrance on emotions is called aroma science.

One of the reasons Schwartz conducts this research is because one of the least understood of human senses, he says.

"It turns out the sense of smell is directly connected to the emotional centers of the brain," Schwartz says. "So we're trying to understand emotions of the brain. Studying fragrance is just a good tool for that."

Another reason for the research, he says, concerns the potential applications of fragrance to health.

"Since ancient times, different kinds of fragrances have supposedly had healing powers, but scientific search of this kind has never documented," Schwartz says. "It may be more things to discover we've failed to realize."

Schwartz says he now is doing research on the spiced apple and found its scent reduces stress and high blood pressure.

Entrepreneurs mix learning, profits

Student businesses going strong

By Kristin Theodorsen
Reporter

An education is essential for many students to realize their dreams of owning a business, but some ambitious students enhance their education by creating enterprises while still in school.

Alejandro Botello, a senior industrial distribution major from Mexico City, started his own business to get something more out of his education. Botello says it began when he brought a model airplane from Mexico and his friends wanted one.

"I looked through a trade magazine and saw that the same airplane was worth \$25," Botello says. "So, I bought some in Mexico for a dollar (each) and started selling them for \$3. They were a big hit."

Botello's initial investment was minimal.

"I started out with \$20," he says, "and whatever I made from that, I just invested again."

Botello since has expanded his product line to include T-shirts, plastic model robots and Japanese animation books.

Botello works out of his apartment, which is cluttered with stacked boxes of merchandise, and makes much of his money by setting up booths at science fiction conventions, he says.

But Botello says money isn't the reason he started his own business.

"The money I make just goes to buy more stuff to sell," he says. "I really just do it for kicks."

Because his business is very time-consuming, Botello says his grades

have suffered, but he's obsessed with what he's doing.

"It's like gambling," he says. "I just can't stop buying merchandise. I tell myself I won't buy any for a while, but then a dealer calls and makes me an offer I just can't refuse."

Since Botello enjoys his business so much, it takes priority over school.

"Sometimes I start losing interest in school because I really don't learn anything practical," Botello says. "If

will tell you he's not going to be successful if he's only doing it for the money," Knowles says. "Money is definitely an incentive, but the main reason is the feeling you're working for yourself. You're your own boss."

"You get to take full credit for all the good things that go on, but then again, you also have to take the blame for the bad things."

Financing a new business can be a problem, Knowles says, and the time involved is worse.

"Almost any entrepreneur usually will tell you he's not going to be successful if he's only doing it for the money. Money is definitely an incentive, but the main reason is the feeling you're working for yourself."

Bryan Knowles

you memorize something from a book, you'll probably forget it the next semester. But if you just remember the basics from a class, you apply those basics in real situations."

After he graduates, Botello says, he'll probably work at his father's neon sign shop in Mexico.

"I'd really like to continue what I'm doing after I graduate," Botello says, "but in order to make money doing this, you have to sell very high volumes of merchandise."

Bryan Knowles, publicity chairman for Entrepreneurship and New Ventures, a Texas A&M club, says many students have successful businesses while still in school.

"Almost any entrepreneur usually

"Grades always suffer a little bit," Knowles says, "but like they say, 'The other education is also important.'"

Entrepreneurs have a feeling of accomplishment, he says.

"I would rather walk into work every day and say, 'I own this, it's mine and all these people work for me,'" Knowles says, "than to walk into work every day and say, 'Yeah, this is where I work.'"

"I think entrepreneurship is more of a personality than anything."

Shawn Hoelzel, a senior accounting major from Dallas, got his start in entrepreneurship when he had his own lawn maintenance business in high school.

In 1982, Hoelzel and four other people pooled their money and started the Dixie Rose Co. The initial investment was about \$130,000, he says.

"After the first week," he says, "it (the operation) pretty much paid for itself."

Hoelzel and his associates started a tea roses over the telephone. Before each home football game, advertisements are placed on campus and in The Battalion before each game, he says.

Hoelzel and his partners answer the phone and take about 25 hours a week, he says.

"The business is pretty much free because we take the order advance," he says, "so we have a good idea whether we're going good or not."

In 1983, Hoelzel and his friends branched out and started a nursery in Dallas.

Hoelzel suggests students interested in having their own business should start one up while they're still in school.

"It's better to start practicing while you have such a big margin," he says.

It's also important to make connections in school and to get people to promote ideas, he says.

But it's tough to stay interested in school when a business is successful, Hoelzel says.

"Since I have two successful businesses," he says, "I kind of have an attitude, 'Why should I go to school?' but I want that degree. I know I'm going to work for me, but I want it for the satisfaction."

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*LADY AND GENTLEMAN 7:10
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