

State and Local

Advertising battle begins in campaign

DALLAS (AP) — Lloyd Bentsen, running for vice president and re-election to the Senate at the same time, says in ads for his double campaign that Texans are different and so are their laws.

In these pre-Labor Day campaign days, the television advertising battle has already begun on the dual candidacy issue — an issue Bentsen believes he has covered, but his Senate opponent Beau Boulter says he plans to keep jabbing.

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Bentsen began his advertising campaign last week with several "accomplishment" ads, but his 60-second spots explaining why he is running for re-election to the senate have gathered the most attention.

Meanwhile, Boulter, a conserva-

tive from Amarillo, on Tuesday unveiled his ads that will begin airing statewide Sunday. The ads blast Bentsen's double race with comedic silent movie footage of riders trying to sit astride two horses.

"The issue of the campaign now is the dual candidacy and that we don't believe he (Bentsen) can dig himself out of this hole," Dick Leggett, a media consultant for Boulter, said. Leggett said the Boulter ads will cost about \$250,000.

The dual candidacy is a legacy of the "Lyndon Law" that allowed another Texan, Lyndon Baines Johnson, to try for the presidency in 1960 and eventually the vice presidency while seeking re-election as senator.

George Christian, a Bentsen confidant and former press secretary to Johnson, helped craft the law.

The Change's performance helps image of cover bands

By Staci Finch

Reviewer

Being a cover band isn't easy. People expect you to play another band's songs exactly like they sound on the radio, or not play them at all. However, that's one problem a new College Station band does not have to worry about.

Review

The Change, the latest band to hit the local music scene, made its debut at Eastgate Live Friday night as opener for The Judys, and definitely made its presence known. Vocalist/keyboardist Terry Ray, guitarist Dave Gaylor, bassist Drew Hesson and drummer John Hamilton ripped through a set of cover tunes that left the audience wanting more.

One of the band's best songs was the new Rob-

ert Palmer tune "Simply Irresistible." Gaylor's guitar solo during the song was great, and the whole song was well-balanced and powerful.

Another notable song was the Whitesnake hit "Still of the Night." Close your eyes, and you could have been listening to the radio.

The band covered a wide spectrum of music, from The Cult to Guns 'n' Roses, and even included the classic "My Shirona" by The Knack. This variety really gave the band a chance to show off their impressive musical talents. Throughout the show, Ray's work on the keyboards was excellent and his vocal range and power has to be the best in the area.

The band brought a lot of toys with them. Ray's headset microphone freed his hands to do some hot work on his three keyboards. Hamilton's electronic drums gave a hotter, fuller sound than acoustic drums and Gaylor's four amps provided enough volume to make the walls fall. The Change also brought some good dance music. Unfortunately, personalities were left at home.

Although a band has to be able to play a song, they also have to be able to get the song across to the audience, and here The Change fell a little short. Gaylor looked tense most of the time, and Hesson and Hamilton just looked bored. Ray, although not tied to a microphone, and able to move within his keyboard area, stood in one spot for the entirety of the performance.

Also, it would have been nice to hear some more backup vocals. Although Ray obviously liked to sing, the rest of the boys looked a little afraid of their microphones, and consequently the sound wasn't always the best. A little movement, some facial expressions and vocal confidence added to the talent in the band would have greatly improved the show.

Aside from that, the band showed College Station it was here to play. The Change played some songs right off the current Billboard chart as well as some older ones.

Woman fights insurance change Vet services help profits

HOUSTON (AP) — An Aldine schoolteacher who needs a liver transplant hopes to fight a new policy from Maxicare Texas that excludes coverage of most organ transplants.

Kathleen Denise Shirley, 27, of League City, who suffers from liver disease, was placed on the active transplant list at Methodist Hospital in April after Maxicare Texas agreed in writing to pay for the transplant.

But in July, Maxicare Texas, a health maintenance organization, informed Shirley that her liver transplant benefits stop at midnight Aug. 31, which signals the end of her policy year.

Effective Sept. 1, Maxicare will no longer pay for adult liver transplants.

Tobi Nyberg, director of Maxicare's public relations office in Los Angeles, said Maxicare changed its policy not because of financial problems but because it wanted to make its policy conform with that of most other HMOs.

"This is the first time I've known where a patient had coverage and was approved for a transplant and then lost her coverage this way. It's really cruel."

— Dr. James Young, director of the Multi-organ Transplant Center of Methodist Hospital.

The original decision to cover liver transplants was made when technology increased the chance of success. Now, Nyberg said, most pre-paid insurers refuse to pay for most adult transplant procedures.

"Liver transplants will be covered for children under age 10" who are born with a condition called biliary atresia, she said.

In addition, the Maxicare Texas unit will cover kidney, bone marrow and corneal transplants. All other organ transplant services will be ex-

cluded, according to a contract amendment filed with the State Insurance Board in Austin.

Shirley's surgeon, Dr. Hartwell Whisenand, said she faces an uphill fight.

Shirley is small and has received about 150 blood transfusions since December.

The antibodies her body makes in the blood also might attack a donated organ, which would mean another transplant. Her size and the antibodies complicate finding an organ her body will not reject.

By Kimberly Green

Reporter

Herd management services provided by veterinarians can increase the profitability of beef, dairy, hog and sheep producers, although relatively few livestock producers seem to recognize this potential.

Only 3 of 10 livestock producers would contact a veterinarian first about a herd management problem, a representative sample of producers said in a study, "U.S. Market For Food Animal Veterinary Medical Services," a 200-page report published by the American Veterinary Medical Association.

By contrast, 70 percent of veterinarians surveyed in the same study identified herd health management as the service area with the greatest long-term potential to increase the profitability of most livestock producers.

A further indication that livestock producers do not recognize the potential to use veterinary advice to

solve herd health problems came in a portion of the study that shows most producers are "very satisfied" with the services provided by their veterinarians, despite the fact that relatively few contact veterinarians for advice on herd health management.

Livestock producers rate veterinarians highest in knowledge and cost-effectiveness for their abilities in diagnosis and treatment of sickness or injury and help with herd reproduction/breeding. One of the areas in which producers rated veterinarians lowest was herd management.

"Today's food animal veterinarian is a specialist in production medicine," Dr. Donald Hudson, president of the American Association of Beef Producers, said. "We provide a total program to improve production efficiency. Thirty years ago, most food animal veterinarians may have spent most of their time in fire engine medicine-treating sick animals. It's a whole new world today."

Several examples to demonstrate how herd health management can increase the profitability of livestock producers are:

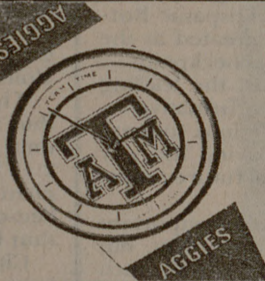
- A beef herd management program increased the number and weight of calves sold and decreased costs of production from \$40 to \$100 per cow/calf unit.

- A herd health management program in the dairy industry increased income from a 100-cow herd by \$30,000 or more.

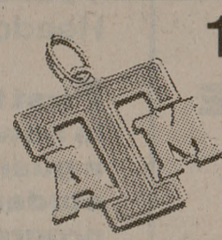
- Preconditioning programs to prepare feeder calves for the stress of movement, a part of many herd health programs, can increase U.S. farm income from \$200 million to \$500 million, according to a government report.

- Pregnancy checking of cows alone, a part of many herd health programs, will return \$5 for each \$1 invested.

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large \$34⁹⁵

ROUND				ROUND			
Our Price	Compare at		Our Price	Compare at			
12.26		.64	\$895	\$1,800			
2.04	\$6,950	\$14,000	795	1,500			
2.01	5,250	11,000	795	1,500			
1.78	4,965	10,000	795	1,500			
1.61	5,325	11,500	850	1,600			
1.51	3,875	7,000	795	1,500			
1.43	5,550	12,000	695	1,400			
1.24 w/GIA report	2,500	5,000	695	1,400			
1.18	2,325	4,600	795	1,500			
1.17	2,750	5,000	895	1,700			
1.11	2,350	4,600	595	1,000			
1.11	3,950	8,000	695	1,400			
1.09	2,195	4,000	795	1,500			
1.09	2,750	5,000	875	1,600			
1.09	3,850	7,000	795	1,500			
1.05 w/GIA report	2,950	2,950	695	1,300			
1.04	2,150	4,000	695	1,300			
1.03	2,195	4,000	695	1,300			
1.03	3,595	7,000	795	1,500			
1.01	1,495	3,000	695	1,400			
1.01	1,895	4,000	695	1,400			
1.01	3,495	7,000	695	1,400			
1.01	2,185	4,200	650	1,200			
.95	2,395	4,600	595	1,100			
.93	1,595	3,000	595	1,100			
.92	1,850	4,000	495	1,000			
.92	1,650	3,200	575	1,200			
.91	3,195	6,000	275	500			
.90	1,750	3,100	375	600			
.89	1,350	2,600	335	600			
.89	895	1,700	335	600			
.88	1,340	2,600	275	500			
.85	1,685	3,000	335	600			
.84	2,150	4,000	210	400			
.83	1,595	3,000	165	300			
.81	1,025	4,000	185	400			
.80	985	2,000	215	400			
.77	1,075	1,800	165	300			
.75	1,135	1,900	118	200			
.75	1,375	2,200	111	200			
.75	1,395	2,600	95	180			
.74	1,480	2,800	78	140			
.73	1,495	2,800	63	120			
.73	1,125	2,200	55	110			
.72	1,395	2,600	48	90			
.71	1,395	2,700	45	90			
.71	1,395	2,700	41	80			
.71	1,050	2,100	35	70			
.70	1,395	2,700	30	60			
.70	795	1,400	14.95	30			
.68	995	1,800	10.95	30			

EMERALD		
Our Price	Compare at	
2.16	\$6,795	\$13,000
1.37	4,850	8,900
.73	1,850	3,200
.41	595	1,100
.38	495	900

PRINCESS/RADIANT		
Our Price	Compare at	
1.11	\$2,740	\$5,000
1.02	2,525	5,000
1.02	1,650	3,200
.99	2,570	5,000
.81	2,385	4,500
.64	1,295	2,400
.62	1,475	2,800
.52	1,250	2,400
.47	795	1,500
.33	395	800
.28	385	800
.25	325	600

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.10	\$63
.21	\$165

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HEART SHAPE		
Our Price	Compare at	
.90	\$1,890	\$3,600
.75	1,590	3,000
.58	1,375	2,600
.51	1,395	2,600

OVAL		
Our Price	Compare at	
2.12	\$8,075	\$16,000
1.61	5,875	11,000
1.23	2,250	5,000
1.23	2,250	5,000
1.18	2,250	\$4,500
.95	1,850	4,000
.70	1,395	2,780
.65	1,195	2,390
.63	895	1,600
.62	1,275	2,400
.58	1,195	2,000
.58	995	1,800
.57	1,225	1,400
.53	1,225	1,400
.51	1,095	2,200
.50	1,050	2,000
.41	795	1,400
.28	312	600
.10	105	200

PEAR SHAPE		
Our Price	Compare at	
1.75	\$5,425	\$11,000
1.43	3,780	7,000
1.24	4,285	8,000
1.21	2,375	4,600
1.13	2,295	4,500
1.04	2,495	4,800
1.01	2,675	5,200
.93	2,095	4,000
.82	1,590	3,000
.64	1,295	2,400
.65	895	1,600
.62	1,395	2,700
.59	795	1,500
.60	1,150	2,200
.58	995	1,900
.52	665	1,200
.45	325	600
.10	95	200

MARQUISE		
Our Price	Compare at	
2.04	\$11,875	\$23,000
1.56	4,775	6,500
1.10	3,275	5,300
1.05	2,675	4,900
1.02	2,275	3,900
1.01	1,275	2,200
.89	1,750	3,300
.89	1,795	3,590
.82	1,575	2,900
.79	1,895	3,600
.74	795	1,500
.72	1,650	3,300
.70	1,795	3,300
.70	1,250	2,400
.61	975	1,800
.55	850	1,700
.55	895	1,800
.51	950	1,900
.50	895	1,800
.50	825	1,600
.49	795	1,500
.47	795	1,300
.41	650	1,300
.35	495	900
.25	250	500
.23	275	500
.18	195	400
.11	110	200

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