

Welcome Back Ags!

EOS Carries everything on the school lists in the College of Architecture and Engineering as well as all art supplies and school supplies!

Redmond Terrace 1418 Texas Ave. S. College Station
693-9553

ENGINEERING & OFFICE SUPPLY

We'll be open late the first week of school for you!

<p>Bondstar Portfolios 20x26 reg. 33⁹⁵ SALE \$29⁵⁰ 23x31 reg. 39⁹⁵ SALE \$34⁹⁵</p> 	<p>Professional Drawing Table •Parallel Bar included •31x42 table •Height & Tilt adj. \$127⁹⁵ reg. \$171⁹⁵</p> 	<p>Computer Operator's Chair Pneumatic Height adj. Beige, Brown or Gray reg. 97⁹⁵ Sale 63⁰⁵ \$49⁹⁵ reg. 88⁹⁵ KOH-1-NOOR 7-Pen Set</p> 	<p>Bulletin Boards 12x18 reg. 9⁹⁵ Sale \$5³⁴ 18x24 reg. 14⁹⁵ Sale \$8¹² 24x36 reg. 19⁹⁵ Sale \$13²² Chalkboards & Marker Boards Available</p> 
<p>Foldaway Drafting Table •For Drafting, Drawing, etc. •Adjust Board Lift up to 45" Adjust Ht. From 30"-40" reg. \$139⁹⁵ Sale \$89⁹⁵</p> 	<p>\$9⁹⁵ reg. \$24⁹⁵ Clamp On Lamp Choice of colors, Spring Arm Budget Priced, Quality Features</p> 	<p>EDG Kits \$33⁵⁰ soft Deluxe Kit Available</p> 	<p>Sturdy Folding Table •By Globe •3 Popular Sizes: 30x60 (V3060) Retail 76.50 \$44.85 30x72 (V3072) Retail 84.50 \$49.40 30x96 (V3096) Retail 98.50 \$57.65</p> 
<p>Parallel Bars w/Delrin Rollers 36" reg. \$59⁹⁵ Sale \$52⁵⁰ 42" reg. \$67⁹⁵ Sale \$59⁹⁵ 48" reg. \$74⁹⁵ Sale \$66⁹⁵</p> 	<p>Hewlett Packard Fiber Tipped Plotter Pens \$1³⁵ ea. reg. 1⁹⁵ Houston Instruments Fiber Tipped Plotter Pens \$2⁴⁹ ea. reg. \$2⁹⁵</p> 	<p>Briefcase 3" Vinyl-Black, Brown, Burgundy reg. \$49⁹⁵ Now \$29⁹⁵</p> 	<p>Little Hefty \$52⁰⁰ •By Anderson Hickey •2 drawer letter file w/lock •Available in Parchment •1421CL reg. 80.00</p> 

DiETING could be dangerous if you don't know rules

By Lyneen Johnson
Reporter

Mexican diet pills, sleep-away remedies, 500- and 800-calorie diets, a three-day hot dog and egg diet, the eat-whatever-you-want-as-much-as-you-want diets. Sound familiar?

How about Nutrisystem, Weight Watchers, stationary cycles, rowing machines, running, exercise classes and aerobic videos? With so many ways to lose weight, how does anyone know which method to use?

Understanding the physiology of the human body makes the decision easier. This understanding could come from enrollment in a college physiology course or from an individual study of the human anatomy.

Most people cannot afford the time or expense for such an education. Weeding through the available literature can also be quite a chore. Physiology and anatomy books and those focusing on diet and exercise techniques are available in any bookstore, but like the numerous methods, all are not legitimate references.

Important facts are often overlooked.

Did you know that exercise artificially increases your metabolism for up to 12 hours? The rate of increase is not as much as during exercise, or the first hour following, but it is increased.

Did you know that the average person burns 1,200 calories a day while resting? Low calorie diets can be harmful to the body because they do not provide enough nutrients to keep it functioning at rest, not to mention in an active state.

Fat is a substance found inside fat cells. Number of fat cells in an individual's body cannot be changed, but the amount of fat within the cells can.

People born to obese parents have an 80 percent chance of being obese (40 percent if only one parent is obese).

Cardiovascular fitness and thinness are not synonymous. Skinny and not-fat are not synonymous. Body composition and cardiovascular fitness are more important than looking lean.

B. Sharkey, author of "Physiology of Exercise," a book used in many college physiology classes, acknowledges the difficulty in deciphering these truths from all the garbage published and advertised. His book focuses on the primary information that everyone should know when designing a diet or exercise plan: basal metabolism.

Like fingerprints, this is a characteristic that is completely individualized. However, like hair color, it can be changed.

Basal metabolism is the number of calories that the body burns when awake but at rest; for instance if you were to stay in bed all day but were not asleep. By getting out of bed and moving around, your metabolism is automatically raised.

Increasing activity continues to increase the metabolism, thereby increasing the number of calories that the body uses.

Age, weight, height and gender also affect the metabolic rate. Dr. Kenneth Cooper, author of numerous books and founder of the Aerobics Center (a research institute for cardiac rehabilitation and exercise physiology in Dallas), includes all these factors in his formula for metabolism.

Women can compute their basal metabolism (BMR) using the following formula: 655 plus (4.36 times weight) plus (4.5 times height in inches) minus (4.7 times age).

Men should use a different formula: 66 plus (6.23 times weight) plus (12.7 times height) minus (times age).

Included in Cooper's formula is an activity factor that allows for raising of metabolism due to exercise.

Activity levels vary from walking (faster than a stroll) to any strenuous activity performed for at least 20 consecutive minutes. They are determined as follows:

Activity ranges:
Light = 5-10 hours/week
moderate = 11-14 hours/week
heavy = 15-20 hours/week
very heavy = more than 20 hours/week (1.35).

To compute your approximate daily expenditure per day you take your BMR and the appropriate activity factor decimal and multiply by it. Use this number added to your BMR plus the appropriate activity factor to determine your overall daily expenditure each day.

Sharkey's method is less complicated, less individualized and therefore, less accurate, but gives you an estimate from which to establish guidelines.

Sharkey includes increases for various activities. Bed rest is 10 percent above BMR. Reading or knitting is 30 percent increase. Office work increases BMR 40-60 percent. Moderate housework increases BMR 60-80 percent.

Diets allowing only 500-800 calories negate these increases by causing the body to slow down in an effort to conserve energy.

Marketing professors study shows they're 'fun'

By Velia Velez
Reporter

Marketing professors exert a lot of energy preparing and giving their lectures, are extremely demanding of their students, and are generally a lot of fun, according to a national survey.

The study was conducted by Dr. Jeffrey S. Conant and Denise T. Smart, both assistant professors of marketing at Texas A&M and Dr. Craig A. Kelly, associate professor of marketing at California State University at Sacramento.

It was conducted to find out the characteristics of good teaching specifically in marketing professors.

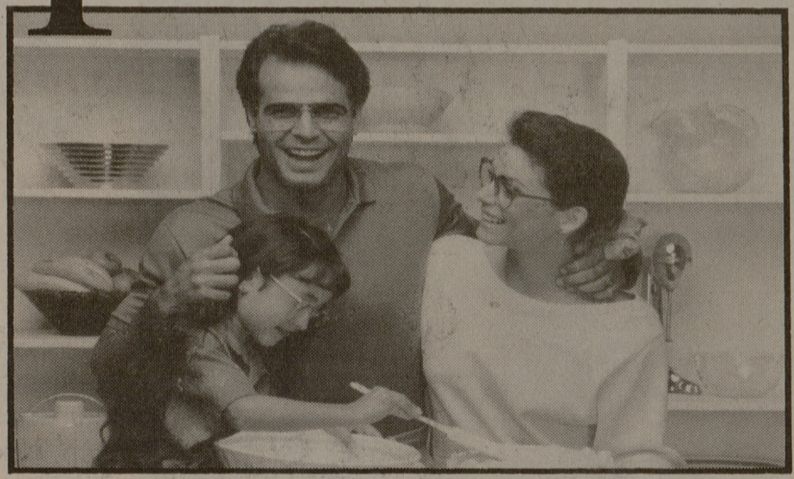
"The professors talk about going the extra distance for students who have problems both in and out of the class," said Conant, project leader. "They are able to draw even the quietest students into a conversation."

Participating in the study were 144 marketing professors at 100 U.S. colleges and universities.

Conant said the respondents indicated that their students thought they were good professors, but their classes were hard, demanding and challenging.

The study won the 1988 Marketing Association Summer Marketing Educators' Conference Best Paper Award in the Marketing Education Track.

Grand Opening



1/2 Off Your Prescription Lenses With Any Zeiss Frame!

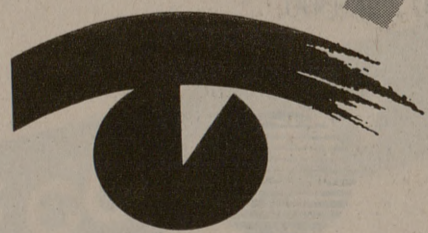
Zeiss frames... beautifully crafted in Germany and guaranteed... for life! And now, during our Grand Opening, your basic prescription lenses are 1/2 price when you choose any Zeiss frame!

- EyeMasters carries thousands of frames from many, many designers and makers
- 21 Quality Checks on Your New Glasses

POST OAK MALL
1500 Harvey Rd. at Highway 30
693-8680

- Custom Personalized Fitting and Color Analysis
- Lifetime Care Commitment - Minor Repairs and Adjustments are always Free!

Hurry in - Offer ends September 10, 1988.



EyeMasters

No other offer applies. Doctor's prescription required. Lens tints, coats and options extra.

The Advantage is yours with a Battalion Classified. Call 845-2611

What went on Aug. 24 throughout history?

By The Associated Press

Today is Wednesday, Aug. 24, the 237th day of 1988. There are 129 days left in the year.

Today's highlight in history:

In A.D. 79, long-dormant Mount Vesuvius erupted, burying the Roman cities of Pompeii and Herculaneum in volcanic ash. An estimated 20,000 people died.

On this date:
In A.D. 410, Rome was overrun by the Visigoths, an event that symbolized the fall of the Western Roman Empire.

In 1572, the slaughter of French Protestants at the hands of Catholics began in Paris on St. Bartholomew's Day. The killings lasted until October, and claimed some 13,000 victims.

In 1814, British forces invaded Washington and proceeded to set fire to the Capitol and the White House.

In 1932, Amelia Earhart became the first woman to make a non-stop flight across the United States, traveling from Los Angeles to Newark, N.J., in just over 19 hours.

In 1939, Germany and the Soviet Union signed a non-aggression pact.

In 1949, the North Atlantic Treaty went into effect, with the parties agreeing that an armed attack

against one would be considered an attack against them all."

In 1954, the Communist Control Act went into effect, virtually outlawing the Communist Party in the United States.

In 1959, Hiram L. Fong was sworn in as the first Chinese-American U.S. senator while Daniel Inouye was sworn in as the first Japanese-American in the U.S. House of Representatives. Both were from Hawaii.

In 1968, France became the world's fifth thermonuclear power as it exploded a hydrogen bomb in the South Pacific.

In 1970, a bomb planted by anti-war extremists exploded at the University of Wisconsin's Army Medical Research Center in Madison, killing researcher Robert Fassnacht, 33.

In 1981, Mark David Chapman was sentenced in New York to 30 years to life in prison for the slaying death of rock star John Lennon.

In 1982, Archbishop Joseph Bernardin was installed as head of Chicago's Roman Catholic Archdiocese.

Ten years ago: Leftist guerrillas who had seized the National Palace in Managua, Nicaragua, released the last of their hostages.