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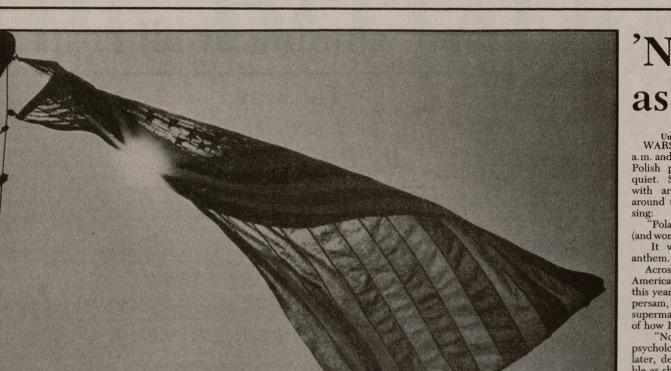
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Staff photo by Greg Gammo

Summer sun

The flag in front of the academic building was captured during a translucent moment on one of the hot, bright afternoons that have marked the second summer session. More sunny weather is predicted for the rest of the week.

# Success of malls is disputed

United Press International NEW YORK — The suburban shopping center, whose mushrooming spread almost wiped out downtown shopping eas after World War II, may be extinct by the end of the century, some real estate and merchandizing prophets claim.

This view is hotly disputed by shopping center operators and trade associations. They say malls want a are too good as long-term profit-makers, too much money has been invested in them and they are too convenient for most people for them to be allowed to go under. But the bloom has been off the shopping center business during the past five or six years. Some big investors have pulled out. It has become more difficult to get bank money to finance new centers. Even insurance companies, usual y the major financers of the malls, have started demanding adjusthave # able interest rates and equity posite a to tions that can make new projects delaying extremely risky for the developers.

Even those industry observers who are convinced the suburban centers will survive concede that the industry's opportunities are shrinking because of a growing shortage of suitable sites and for several other reasons.

Michael Hirschfield, chairman of Garrick-Aug Associates Store times that in the suburban center tionally safe way to reap long-term

take the potential of electronic

shopping seriously is indicated by

a report from Stuart Moreau of

Thorndike DeLand Associates, a

New York executive recruiting

to the shopping center.

profits," the article says. "As in Hirschfield said the dawning most commercial real estate venbusiness of electronic shopping is tures, taxes are relatively low on threat to shopping centers. money invested in shopping cen-When people can order from cataters, thanks to property deprecia-tion allowances. The centers logues and their television screens and arrange payment, credit and delivery at the same time, they themselves also are somewhat inflation-proof; the burden of everwill be much less willing to drive increasing overhead is carried by tenants in the form of ever-That a considerable part of the increasing rents. merchandising world is starting to

Others are further protected by a lease stipulation called the 'overage charge,' which guarantees that when sales rise above a pre-agreed amount, the mall owner receives a percentage of the added income from the tenants.

LOST ARK

**Burt Reynolds** 

in

**Canonball Run** 

2:45 5:05 7:25 9:45

DRAGONSLAYER

4:50

7:15

9:35

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#### The article said the "smart money" investors, particularly people with Eurodollars or petro-The future of shopping centers is uncertain dollars, continue to see shopping center investing as the ideal tax shelter. \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* \*

firm, that requests are coming in a steady trickle for executives with MANOR EAST 3 knowledge and experience in this field. He said Sears Roebuck, Montgomery Ward, J.C. Penney, 823-8300 K-Mart, Carter Hawley Hale Stores and many manufacturers From the makers of JAWS and Star Wars are eager to get into electronic shopping. The contrary point of view on RAIDERS OF THE

shopping centers was expressed by an article in Grey Matter, the research magazine of Grey Adver-Tuesd Leasing, Inc., of New York, says tising, Inc., entitled "Tomorrow's nistribut he is convinced the suburban Towns." This article concluded that the larger suburban shopping centers are "America's new town centers, the sites of theatres, meeting halls, restaurants, other amusement attractions and even municipal service offices and that they are here to stay. The Grey piece, quoting the International Council of Shopping Centers, concludes that stream-

The article conceded that the size of new shopping malls will shrink — no more vast stretches of up to two million square feet with walking distances of a mile or more — and that there will be fewer full-line department stores or discount stores and more small boutiques and convenience stores. It also conceded that shopping center tenants may have to double their present average advertising outlays of 3 percent of

But Grey concluded that "despite a slackening economy and population, when tomorrow's consumer buys his Timex wrist-size biofeedback data watch, he'll do it in a shopping center.

**210** University

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7:30

RICHARD MULLIGAN STUART MARGOUN LARRY HAGMAN ROBERT VAUGHN MARISA BERENSON ROBERT WERRER SHELLEY WINTERS ROBERT RESTON LORETTA SWIT RUAKE EDWARDS TONYADAMS RUAKE EDWARDS A PARAMOUNT PICTURE RUAKE EDWARDS A PARAMOUNT PICTURE RUAKE EDWARDS A PARAMOUNT PICTURE

**THURSDAY IS AGGIE NIGHT!** 

ALL TICKETS \$150

### nomic crisis, are part of it. Normal life now entails the ra-wheat groats and, in some regions, other goods from chocolate to cigarettes. "I find it sad," said a 35-year-old father of two. "My 10 year-old daughter thinks it's exciting to

shop. She feels grown up." Normal life in Poland has long entailed standing in line for food. But now the lines are longer and there are more of them. A whole

People start queuing three or four hours before shops open — or before the crowded visa sections of foreign embassies open for busi-

## 'Normal' life redefined as hardships for Polish United Press International WARSAW — It was close to 2

a.m. and the empty street near the Polish parliament building was quiet. Suddenly, three drunks with arms entwined appeared around the corner and began to

"Poland still has not perished (and won't) while we're still alive." It was the Polish national

Across town a few days later, an

American tourist — one of the few this year — went shopping at Supersam, one of the city's largest supermarkets, to get a closer idea of how Poles live

"Now I understand the psychology of bread riots," he said later, describing the mad scram-ble as shoppers, fearing that supplies would run out, mobbed the shop attendants filling the shelves with loaves.

"There actually was plenty of bread," he said. "They were simply afraid it would run out.

The past year of crisis has made its mark on Poland's 36 million people and has forced a redefinition of what is meant by the term 'normal life.

Unquenchable and growing Polish patriotism, as well as eco-

take her ration coupons into the

syndrome of waiting — for fear of eing too late — has grown up.

"I got to the visa office of the British embassy at 5 a.m.," said Maria, a secretary. "I was number 15 in line. But I got my visa by noon

The number of Poles wanting to

9:50

FRI.-SAT. 11 A.M.-12 A.M.

go to the West this year has risen so sharply that some Western embassies have become much more strict about granting visas. One reason is that, official reports say, many more Poles who leave the country this year are simply

not returning home. People stand in the longest lines these days for pleasures rather than necessities.

Cigarettes are scarce. Alcohol, even Polish vodka, is almost impossible to buy. With the shortage of sugar, ice cream and candy are in top demand and the line for ice cream cones at the Hortex sweet shop on Constitution square often is several hundred people long.

This is not the only way "normal life" has changed. It also has led to a liberalized

press, more exciting television and a plethora of "internal" bulletins put out by the Solidarity union which spread news not printed in the regular media. This liberalization has been were missing.

condemned by the Soviets and there have been hints of a coming crackdown

Changes in the political situation and the effects on the cultural and social scene are eye-opening. Solidarity has utilized the traditional Polish flair for graphic arts to turn out striking posters to mark all occasions - from union elections to commemorations of ear-lier riots. The number and diversity of union badges increases all the time

The new fad among young peo-ple is a plastic badge with the ini-tials "E. A." — standing for the words "anti-socialist element" or a similar T-shirt.

Commenting on both the scarcity of certain goods and the recent crime wave in Poland, a oung woman told of a friend who had her car stolen. When police recovered it, she found a ski jacket left inside - but its Solidarity badge and a lipstick in its pocket



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the rate shopping center is doomed. He nocrate, says it will be replaced by multi-

level downtown malls with covered pedestrian walks, many of rtually them underneath towering office apartment buildings like New Capitol elations York City's Rockefeller Center

underground mall built in the

How will people get to these ulti-level downtown malls to With Foods tation. Hirschfeld is convinced hat despite the Reagan adminisax. tration's indifference to mass tranbusiness and the federal and local governments will come DO P.M. around to rebuilding urban mass ansit systems and restoring wntown shopping areas.

Gasoline and other costs of driving are going to make today's ECIAL opping-by-car habit too expensive, he says. The shopping cen-Steak ters themselves will become less

and less profitable, both to the åvy operators and developers and to es and merchandizing tenants. other Hirschfield does not envision a

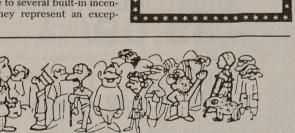
and Bull complete turnaround. He says the revived urban shopping districts of the future will not greatly remble the old-time downtown opping area.

Other factors - high taxes, high rents, high interest rates and perating costs — will force stores to become smaller, he says. "This will mean smaller stocks. less variety and, in general, a higher price level in the stores of the future.

The urban store that today cupies 1,500 square feet will have to be satisfied with 1,000 square feet or less in the future and there will be relatively few ee-standing stores. Supermar-CIAL kets will occupy the ground floors of apartment buildings. Not even the largest dry goods and fashion stores will be free-standing.

A powerful magnet to draw erchandisers back into the inner cities as urban redevelopment proceeds, Hirschfield said, is high traffic. "Urban shopping space a may cost \$25 a square foot against vy only \$5 for suburban shopping olan center space," he said "but the traffic in the urban area may be ten lining and modernization now going on in the centers will assure their survival.

"Due to several built-in incentives, they represent an excep-



9:45



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