

etc.

Post Oak

(continued from page 1)

corporate policy. Despite the drop in sales, non-Post Oak merchants see a silver lining.

"The new mall will eventually be an asset to this mall (Manor East), Binford said. "It's an asset to the community, and anytime you have that, you reap some of the benefits. Post Oak will pull in additional county residents who now have no reason to go to Houston, Austin or Dallas to shop. Any time you can keep them in town, you've got a shot at them."

Zale's manager Dale concurs. "The new mall will eventually help everybody, because it will keep more people here in town, instead of going to Austin or Houston to shop," he said.

Another reason for merchants' lack of despair may be the local economic situation, which is far better than elsewhere: Texas Employment Commission figures for the first quarter of 1992 show Bryan-College Station's unemployment averaged 4.4 percent, as compared to 5.8 percent for Texas and 9.5 percent nationwide.

Post Oak's marketing director, Maria Polites, attributes the mall's continued success to this economic situation.

"Bryan-College Station is something of a boom area," she said. "The recession has not affected this area as much as the rest of the country."

"Post Oak is doing very well, even better than we were expecting. We had a very good turnout at the February grand opening, but things are never going to stay at that level. Sales leveled off to a certain extent after the grand opening — people wanted to try us in the beginning because we were new."

However, she said the atmosphere and the variety of stores in one location have kept many people coming back.

Polites echoes the sentiments of non-Post Oak merchants about the effects of the new mall on the area. "I think in the long run we're going to help the whole community."

Post Oak created between 2,500 and 3,000 new jobs, Polites said, and more jobs will open up when a Foley's department store opens in the fall of 1993. The two level, 100,000 square-foot facility will be the fifth department store in Post Oak Mall.

Even more jobs will be created when the second phase of mall construction is completed in

1985, adding one more major department store — expected to be a J.C. Penney's — and about 37,000 square feet for smaller stores.

One facet of the new mall's operation that has exceeded expectations is the Gourmet Court, 16 over-the-counter eateries opening onto a central area that can seat more than 300 people.

"It's working out excellently," Polites said. "People just love it."

The new mall, however, is only the most obvious facet of the continued expansion of the Bryan-College Station area, growth that made the Twin Cities part of the fastest-growing Standard Metropolitan Statistical Area in Texas, sixth-fastest in the country.

And merchants seldom complain when the scales of supply and demand are tipped in their favor, as growth tends to do.

Manor East Beall's manager Binford was quite positive about it:

"We all benefit from growth."

Now You Know

United Press International
CLEVELAND — A new market study by a Cleveland firm indicates the United States will rebound to more than 90 percent self-sufficiency in energy consumption by the mid-1990s.

In 1995, the U.S. will produce more than 91 percent of its

energy needs, according to the Predicasts, Inc. survey.

Coal consumption will double by 1995, the study indicates, and nuclear, geothermal and other energy sources will also be used more, while petroleum products and natural gas decline in importance.

Cotton industry pushing natural blend for shirts

United Press International
NEW YORK — The two-year-old campaign of the cotton industry to sell natural blend fabrics with 60 percent or more cotton to American males seems headed for a resounding triumph in the Father's Day sales this year.

About 30 percent of the shirts that will be sold for the Father's Day season ending June 20 are expected to be natural blend, says Cotton Inc., of New York. That's up from last fall's 15 percent share and way up from last Father's Day.

Men's shirt sales in the Un-

ited States bulge heavily twice a year at Christmas and just before Father's Day, when shirts are bought by the millions as gifts.

In the month before Father's Day 1981, shirt sales were 18.2 million, about 40 percent above the monthly average for the year.

Textile manufacturers, garment makers and the garment industry trade press agree that natural blend is taking over in the better class shirt market.

However, it is not affecting sales of the cheaper 80 percent

polyester-20 percent cotton shirtings that are the backbone of the trade. Rather, the blends are cutting heavily into mixtures of 65 percent polyester and 35 percent cotton and into the luxury all-cotton dress shirt markets.

The campaign of Cotton Inc., a trade organization financed by southern and western cotton planters, to sell natural blend to textile and garment manufacturers, fashion designers and retailers has been helped considerably by the development of new methods of giving the high cot-

ton fabrics the durable characteristic that helped the high synthetic blends popular in the first place.

Burlington Industries, River Mills, Springs Mills, Stevens and West Point perrell all are making the natural blend shirts and many smaller manufacturers.

Designers and makers finished shirts including Peabody (Arrow Shirts), Hattan Shirts, Henry Grethe signer line, Van Heusen, Hathaway also are going heavily for natural blend.

Pursuit of beauty can cause skin-deep inflammation: study

United Press International
NEW YORK — The pursuit of beauty by males and females sometimes causes a beastly reaction — contact dermatitis.

The skin reactions from using products that beautify or cause the body to smell good can include burning, stinging, itching, swelling, oozing, peeling and blistering, according to a report in *Dermatology*, the journal of the American Academy of Dermatology.

The report was based on a 40-month investigation of 487 patients with contact dermatitis, cause unknown — until many tests were done. The study was conducted by doctors in San Francisco, Cleveland, Portland, Ore., and Washington who are members of the North American Contact Dermatitis Group.

They estimated that the cosmetic industry uses about 4,000 raw materials and about an equal number of fragrance ingredients.

The finding that ingredients in cosmetics — skin, face or hair preparations aside from colorings — caused the skin problems severe enough to cause referral

to a dermatologist came as a surprise to approximately half the 487 patients. They had not suspected a beauty product.

Eighty percent of the reactions were caused by allergies to ingredients. The face, eye and upper arm were the most involved sites. Skin care products, hair preparations, and facial makeup products were the most commonly involved product categories.

Fragrance, preservatives, lanolin and lanolin derivatives, p-phenylenediamine, and propylene glycol were the most commonly identified causative agents.

The doctors said the nearly 500 cases represented only 6 percent of their contact dermatitis caseload over the 40-month period of the study — a relatively small percentage.

It was even smaller — 0.3 per-

cent — when figured as a percentage of their 179,800 patients with all kinds of dermatology problems, including over the study period — 1977 to September 1980.

"We believe that the incidence of contact dermatitis, cosmetic and noncosmetic, be appreciably higher," the report said.

"The majority of adverse reactions probably are brought to the attention of dermatologists but are solved consumers themselves by continuing use of a product by other trial-and-error methods.

"This applies particularly to cases of subjective irritation, burning, stinging or itching without inflammation."

The fragrance ingredients causing troubles in affected patients were listed as benzyl alcohol, and benzylzoate.

Two ERA strikers collapse after 21-day hunger strike

United Press International
SPRINGFIELD, Ill. — Two of seven women fasting for the Equal Rights Amendment collapsed suddenly in the 21st day of their hunger strike, just 24 hours before the Illinois House was to hear testimony on the amendment.

The women were treated and released from Springfield Community Hospital Monday for dehydration and low blood pressure.

The women, who call themselves the Grass Roots Group of

Second Class Citizens, had been chained to a brass rail outside the chamber since early Thursday to attract attention to the ERA.

A team of 30 police and Capitol guards used bolt-cutters to sever the chains, then carried the women to a nearby state building in a surprise, pre-dawn raid. The women left a few hours later of their own accord.

The emergency trip to the hospital was the third for Sonia Johnson, 46, a Sterling Falls, Va., woman, who has been in a wheelchair for more than weeks.

Johnson, thrown out of Mormon Church in 1979 supporting the ERA, complained of feeling so ill she could not sit up during the hunger strikers' daily vigil in the Capitol rotunda.

Despite the medical problems, group members vowed to continue their fast until the ERA is approved, or until the June ratification deadline.

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