

Convicts take over Wisconsin prison

United Press International
WAUPUN, Wis. — About 40 convicts Monday took over part of the segregation unit at the Waupun Correctional Institution, which has been the scene of an attack on a nurse, a suicide, and a weapons search in the past week.

No hostages were taken and no injuries reported, said Gov. Anthony Earl, who announced the takeover at his news conference in Madison. Waupun city police blocked off streets and joined State Patrol troopers and Dodge County sheriff's deputies in riot gear at the prison.

The takeover came one day after the state's top corrections official and the warden said the prison was operating normally despite a week of disruptions. One or more units of the overcrowded prison, including the segregation unit, have been searched. Several homemade

weapons turned up. An inmate who hanged himself Saturday, Raphael Martinez, 26, was one of two prisoners mainly responsible for the prison's problems that began a week ago, Linda Reivitz, secretary of the Department of Health and Social Services, said.

Poverty increases; more get benefits

United Press International
WASHINGTON — Nine of every 10 U.S. households in 1981 was getting at least one non-cash benefit either from public or private sources, the Census Bureau reported Monday.

In addition, the bureau said the percentage of the population below the poverty level rose in 1981 to 14 percent, contrasting with 1980's figure of 13.6 percent. The 1981 poverty level for a family of four was put at \$9,287.

That means nearly 11.7 million households were below the poverty level, up from just over 11.2 million households in 1980.

It was the second straight year the number of households getting benefits rose, and it accompanied a drop in household cash income

after adjustment for inflation and the rise in the number of households under the poverty level.

Bureau statistician Angela Feldman said the figures do not reflect administration budget cuts, although the 1982 numbers "probably will show more of an impact."

The bureau's report examined several programs in which participation is determined by the recipient's cash income — food stamps, free or reduced priced school lunches, public or subsidized housing and Medicaid. It also looked at programs where income or assets are not guidelines — Medicare, regular priced school lunches, and employer-or union-provided pension plans and group health insurance plans.

Almost half, 47 percent, of the households getting at least one income-or asset-based benefit had an income less than the poverty level, the report said. Two-thirds of the food stamp households, half the lunch program households, nearly 53 percent of the public housing users and 54 percent of the Medicaid users were under the poverty level.

In all, 14.5 million households made use of some form of the income-based programs, with nearly 8.5 million covered by Medicaid, 7.1 million getting food stamps, 5.3 million making use of the lunch program and nearly 2.9 million using housing programs. The only drop in usage was for the lunch program, where participation declined 3.2 percent.

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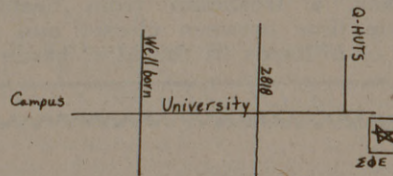
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Retailing Industry Goes Back to School

by Kim Penn

In these times of a recessionary buying period, high unemployment and a changing industry environment, retailing has decided to go back to school. Texas A&M University, that is. On November 23, the University's Board of Regents approved the establishment of the Center for Retailing Studies. The new Center is a privately-funded segment of the Texas A&M University Marketing Department in the College of Business Administration.

Beginning formal operations in January 1983, its underlying purpose is to better serve students interested in retailing careers as well as the retail companies that will be recruiting these students. It is an exciting concept designed to form a partnership between the University's faculty and students and the retail community.

"The Center is not an imitation (of other academic programs in retailing)," says Dr. Leonard Berry, Director of the Center and marketing professor. "We didn't look at programs elsewhere when we initiated the Center; we looked at what needed to be done."

What is unique about the Center is that it is completely supported by private, not state, funds. A number of major retailing firms which are prominent leaders in their industry have already provided backing, and the funding base for the Center is expected to expand nationwide. Present supporters include Brookshire Brothers Grocery Company, Dillard's Department Stores, H. E. Butt Grocery Company, Kroger Food Stores, Neiman-Marcus, Sanger-Harris, Southland Corporation, Tandy/Radio Shack Corporation, and the Zales Corporation.

Why are retailers so interested in the Center?
"They're realists...and businessmen," says Dr. Dan Robert-

son, Head of the Marketing Department. "We're not being supported by state funds, but private. That makes us accountable to them, and that's good. Sponsors have not made a charitable donation, they'll expect a return on their dollar. And we intend to give it to them."

That return will be seen in a number of ways. First, retailers will benefit as the Center facilitates an increase in graduates who are interested and educated and excited about retailing. These graduates will know the field they are entering and won't be a part of the high early-career turnover retailers frequently experience.

Retailers like Frank Ball, Senior Vice President of Operations at Neiman-Marcus, are recognizing the need to invest in college-educated people who will be able to advance and make a long term contribution to their enterprise.

"Change in the retailing industry can be seen in the rapid expansion of major retailing stores throughout the United States," explains Mr. Ball.

"Before this expansion, retailers could rely on an intuitive feel for merchandising to be successful. But today we're talking about a \$450 million company, and you can't control it by intuition alone. You need qualified people with a background in math, computers, communication and humanities, as well as an exposure to retailing."

Another return will be the interaction that will take place between retailers, faculty and students in the various programs of the Center. A national retailing conference is slated for November 1983, combining the academic and practitioner worlds of retailing to address pressing issues in the field.

What do the retailers expect to get from investing in the Center?
"A closer working relationship

with the institution," answers Mike Romaine, Vice President of Community Relations at Zales Corporation.

"Overall, we hope the Center will increase awareness. We'd like to sense that the College of Business Administration will be paying more attention to retailing. We're also expecting help in recruiting. If we're recruiting for a specific skill, we want to know the best people available. We also want to know people who can identify the right students for the jobs."

According to William V. Muse, Dean of the College of Business Administration, there is an open market for university involvement.

"There are not a lot of universities that put an emphasis on retailing," he said. "So the response is good from retailers in the Southwest. They're also responsive because of A&M's reputation of quality graduates and programs."

"By working more closely with retailers," continued Dean Muse, "we can better meet our objectives of increased job opportunities for students, a stronger focus on research."

Both students and faculty will benefit from the constant flow of retail ideas through such programs as Executives-in-Residence, the Annual Business Student Career Fair, the Retail Career Symposium, a Funded Research Program, and a Faculty Development Program.

The Retailing Career Symposium, also held during Business Week, will bring in speakers for panel discussions. The Center's Funded Research Program will support faculty research proposals related to retailing problems and practices.

"For example," cites Dr. Parasuraman, marketing professor, "a faculty member may be funded to

spend a week in Neiman-Marcus observing actual management decision making or watching how a buyer works."

"So much of what we've done in the past has been pure textbook," says Don Heaberlin, a senior marketing student. "We have the theory down, but as far as applications go most of us are pretty defi-

cient. We need the theory, but we don't know enough about applying it."

"There is an obvious growth in professional retailing and the subsequent need for future managers," Dr. Robertson believes.

Going back to school after all these years is probably a good thing after all.

Retailing Career Fair Schedule

Wednesday, February 2, 1983

ident of Personnel,
Joske's

Retailing Career Symposium in room 601 Rudder Tower

8:30 am Welcome
William Muse, Dean
College of Business Administration

Opening Remarks
Leonard Berry, Professor,
Marketing Department and
Director, Center for Retailing Studies

9:00 am Keynote:
"Why Consider a Career in Retailing?"
Lawrence Elkin, Senior Vice President of Personnel,
Neiman-Marcus

10:00 Panel Discussion:
"Qualities of a Successful Retailer in a Large Retail Chain"
David Finley, Manager of Organizational Research and Development,
The Southland Corporation
Wayne Majors, Executive Vice President of Human Resources,
Zale Corporation
John Woodward, Senior Vice Pres-

11:00 Panel Discussion:
"Qualities of a Successful Retail Entrepreneur"
Pam Glosserman, Partner,
Eve France, Inc.
Cappy Lawton, President,
1776 Corporation
Kenny Martin, Owner,
Future Heirlooms Jewelry and Gifts

1:30 p.m. Panel Discussion:
"The First Job in Retailing"
Tim Brookshire, Director of Personnel,
Brookshire Grocery Company
Barbara Caldwell, Director of Personnel and Training,
Dillard's Department Stores
Ann Keeter, Director of Recruiting and Placement,
Sanger-Harris

2:45 Presentation:
"How to Get a Job in Retailing"
Margaret Ford, Director of Personnel,
Sakowitz, Inc.

3:30 Closing Remarks
Paul Dueterhoff
Don Heaberlin

Business Week '83 Schedule

Tuesday, February 1, 1983

7:00 am
Breakfast for recruiters, MSC Cafeteria.

8:30 am
Company booths open for student conversations, A&A Bldg, first and second floor lobbies.

Speaker:
ACCT Conference, 10 am; ACCT 327, 2 pm
Carroll Phillips, Managing Partner with Coopers & Lybrand, Houston

12:00 pm
Booths closed. Lunch for recruiters.

1:30 am
Company booths reopen.

7:00 pm
Career Fair Banquet. Academic Awards Presentations, MSC second floor, main banquet room, 224.

Wednesday, February 2, 1983

7:00 am
Breakfast for recruiters MSC Cafeteria.

8:30 am
Company booths open for student conversations, A&A Bldg, first floor.
Retailing Career Symposium, Rudder Tower, room 601.

Speaker:
MGMT 470, 11 am; MGMT 470, 12 noon
Roy Serpa, Manager of Headquarters Commercial Development, Gulf Oil Chemicals Company

12:00 pm
Lunch for recruiters, booths closed. Retailing Career Symposium Luncheon.

1:30 pm
Company booths reopen, A&A Bldg, first floor.
Retailing Career Symposium continues, Rudder Tower.

6:30 pm
"Take a Student to Dinner." Recruiters host selected students at local restaurants.

Thursday, February 3

Speakers:
MGMT 435, 11 am; MGMT 436, 12:30 pm
Charles Irving, Attorney, Texaco, U.S.A.

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Lone Ranger now 50

United Press International
DETROIT — In the 50 years since the Lone Ranger first donned a black mask cut from his dead brother's vest and galloped off on his stallion Silver, no greater champion of justice has been found, his creators say.

Five decades ago last Sunday, with "a fiery horse with the speed of light, a cloud of dust and a hearty 'Hi-ho Silver, away,'" the Lone Ranger rode into American living rooms to the strains of the William Tell Overture.

He started his career as a champion of justice on Detroit radio station WXYZ, January 30, 1933. Before the decade was out, more than 400 stations carried the Lone Ranger.

The fictional Lone Ranger, born in 1850, began his career as the only Texas Ranger to survive a bushwhacking by outlaws that killed five others, including his older brother, Daniel Reid.

The Indian Tonto found the younger Reid riddled with bullets, nursed him to health, and roamed seven states with him to fight the forces of evil.

When the masked man, who was portrayed by 18 different actors, first went on the air he did not even have a name. Writer Fran Striker created him for use on the "Manhunter" series, a half-hour drama show run nightly except Sundays.

"In the beginning it was something like Zorro," contributing writer and actor Tom Dougall said. "He would shoo up three or four bad guys at the end (of the show) and ride away laughing."

"We simmered him down and made him the greatest hero that ever was. Nowhere in the pages of history can anyone find a greater champion of justice."

Soon the Lone Ranger, with thundering hoof beats — actual coconut shells beaten against the chest of soundmen — expanded his audio trails. He was heard in Chicago and New York, and was instrumental in the establishment of the Mutual Network.

The show's popularity brought demands for person appearances. Announcer Brad Beemer was fitted with a cowboy outfit and a white horse was rented from a circus play in Detroit. On July 30, 1933, the Lone Ranger made his first public appearance to rave reviews. Dick Osgood, a writer who worked at WXYZ for 37 years and wrote a book on the station, said:

In September 1949 the Lone Ranger galloped into a new medium — television.

The last live radio broadcast of the Lone Ranger was Sept. 1954, Osgood said. In August 1958 television production of the show was stopped. But the Lone Ranger still rides the airwaves in reruns throughout the world.

