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Discounts go unused as 'People Books' sit idle

By KAYE PAHMEIER
Reporter

Many Aggies are not taking full advantage of discounts offered to them by local merchants through the People Book or special student discounts the stores offer.

Seventy five local merchants offer one-time, discounted coupons in the "People Book," giving 10-50 percent off on store merchandise. About 35,000 "People Books" are printed and distributed each semester, the majority given out in the Memorial Student Center.

Merchants say few of these coupons are redeemed even though a large number of Aggies shop at the stores offering the discounts. Most of the coupons are forgotten — left in the drawer at home when purchases are made.

Some store owners give Aggies extra discounts valid with a Texas A&M I.D. only because Aggies are their largest source of income.

John Douglas, owner of Douglas Jewelry stores in

Bryan-College Station, has been offering Aggies discounts for more than seven years. He says the 15 percent discount on jewelry sales he offers helps students who have limited funds while in college.

"This is an 'Aggie's town' and someone has to help them out," Douglas said.

Sometimes discounts are given as an extra incentive to help the customer in deciding to make a purchase.

At one bridal shop in Bryan-College Station, the manager said a 10 percent discount is offered on dresses only as a last resort in making a sale. If the customer is sure about buying a dress, then the discount is not mentioned because of competition with other bridal shops.

But if the salesperson can tell the customer is not willing to pay the retail price, then the discount is offered, she said.

The 10 percent discount is really an extra edge when buying a dress for \$600 and getting \$60 off, more than buying a dress for \$140 and getting \$14 off, she said.

Not all merchants are in favor of 10-15 percent discount only to Aggies. Student discounts are thought to be unfair to regular customers who have

been shopping for years at particular stores. When discounts are offered, merchants want to offer discounts to everyone.

A spokesman for Wyatt's Sporting Goods says that discounts discriminate against the town people. Wyatt's manager Rick Gorzycki said that the store merchandise is not completely marked up to the full retail value, allowing the lowest price available to everyone.

Wyatt's offers a 10 percent discount in the People Book but Gorzycki said that only a few Aggies bring in the coupons for their discount, so additional discounts are not needed.

Discount stores such as Sasafra's, The Academy or Bre' Auns offering store-wide, discounted merchandise say that if students won't buy the merchandise at sale price, then why should additional discounts be offered to students only.

David Scarmardo, owner of Bre' Auns, said he looks for good buys so he can pass on the savings to the customer, leaving no need for a student discount.

"Since there's high competition in women's apparel," Scarmardo said, "you could discount yourself right out of the business if you offered to many discounts."

Around town

English department to show Galileo

The English Department will sponsor a showing of Galileo, starring Topol, Sir John Gielgud and Clive Revell, Tuesday at 5 and 8 p.m. in 204 Harrington. Galileo is the second in a nine-part series of plays on film sponsored by the English Department. Admission is \$1.50 for students and \$2 for non-students or \$10 for a series subscription.

Blatchley to discuss Aggies' role

Ron Blatchley, Bryan mayor and director of Student Services at Texas A&M, will be the featured speaker at a seminar sponsored by the Traditions Council. Blatchley will discuss the role of the Aggies in Bryan and College Station. Blatchley will speak Wednesday at 7:30 p.m. in 301 Rader.

Tickets available for variety show

Tickets for the MSC Variety Show are now available at the MSC Box Office. The show will be Parents' Weekend April 13. Ticket prices are \$3 for students and \$3.50 for non-students.

Entries now accepted for annual run

Phi Epsilon Kappa Fraternity and the Department of Health and Physical Education will sponsor the Eighth Annual Texas A&M Quarter (6.55 miles), Half (13.1 miles) and Fun (3 miles) Runs March 24 at Texas A&M. All participants will receive a ribbon. For the 3-mile run, the first 20 finishers will receive race caps. Quarter and Half Marathon runners will receive decals and awards will be given to the top three runners in each age group. Trophies will be given to the group with the largest number of finishers. Categories are fraternities, sororities, corps units, dorms, independents and public schools.

Registration fees are \$1 for Fun Run participants and \$5 for Quarter and Half Marathon Participants. Fees increase after March 18. Entry forms are available in the Health and Physical Education Department, 158 and 158K East Kyle. For more information contact Dr. Emma Gibbons, 845-3730, or Dr. Carl Gabbard, 845-1277.

Three win Quaker Oats scholarships

Three students in the College of Business Administration were awarded scholarships from the Quaker Oats Company. The scholarships are intended to help minority students in marketing with good academic records. The 1984 winners are Alexandria M. Kelly, \$1,000; Maria A. Garcia, \$500; and Ida C. Mendoza, \$500.

Financial Aid to have table at MSC

The Student Financial Aid Office has an information table in the main lobby of the Memorial Student Center this week. Students desiring information on the availability of financial aid or requiring proper application forms can obtain information at the table. Counselors also will be available.

To submit an item for this column, come by The Battalion office in 216 Reed McDonald.

Horse trial continues

United Press International
MARLIN — A grand jury investigating the operation of

Horses Unlimited, a firm accused of starving and neglecting as many as 20,000 horses slated to be sold as food for European countries, recovered Monday by calling local ranchers and company investors to testify.

The Falls County grand jury met for the first time in January and planned to continue questioning witnesses through Wednesday.

Several Central Texas ranchers who invested in the company also have been subpoenaed to testify this week. Marlin, located about 20 miles southeast of Waco and 100 miles south of Dallas.

Officials of Horses Unlimited said the firm brought 8,000 to 10,000 horses into Falls County last year to fatten and slaughter the animals for European markets.

But an animal rights group, People for the Ethical Treatment of Animals in Washington, D.C., prompted the grand investigation by claiming more than 20,000 horses were brought to the county cramped double-deck trailers.

MARCH INTO TEAM

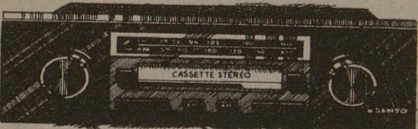
Spring Into Fun

Team's Got a Sale-Priced Car Stereo System to Fit Your Car!

We've designed 4 car stereo systems, each including an AM/FM cassette player and pair of speakers. The price listed next to each in-dash unit includes one of the four pair of speakers shown below.

What you do is select the AM/FM cassette player that fits your car. What Team will do is help you choose the right pair of speakers... all 3 pieces for the prices shown. And at Team, we can help you with professional installation, too.

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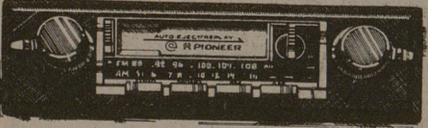
This Sanyo car stereo features a sensitive AM/FM tuner with local/distance switch, separate volume, tone and balance controls, and cassette player with auto-stop. Sanyo FT C1 with speakers to fit your car



\$149 /3 piece system

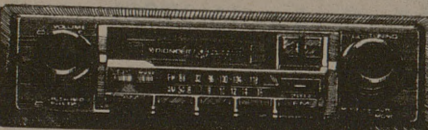
This Sanyo high-powered AM/FM Stereo cassette player comes with FULL AUTO-REVERSE mechanism. Fully compatible with any tape type. Switchable equalization (EQ) provides optimum performance with Normal, CR02, FeCr, and Metal. Manual Reverse. Automatic Music Select System. Sanyo FTV84 with speakers to fit your car.

For most domestic cars like Chevrolet, Olds, Buick, Pontiac, Cadillac, Ford, Mercury, Lincoln, Chrysler, Dodge & Plymouth.



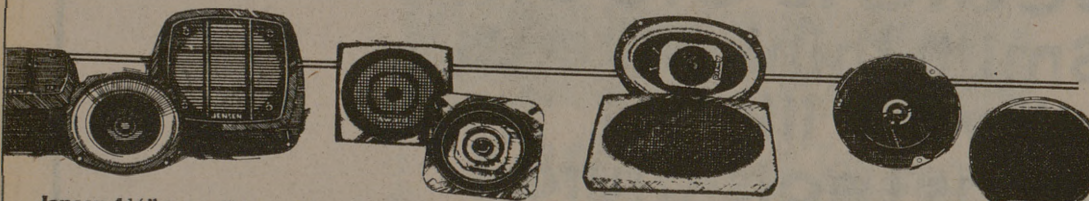
\$149 /3-piece system

This Pioneer AM/FM stereo cassette player features auto replay after rewind, locking fast forward/rewind, separate loudness, volume, tone & balance controls, and a power antenna activator. Pioneer KP-2000 with speakers to fit your car



\$279 /3 piece system

This Pioneer AM/FM Stereo cassette player features Super-tuner III, 5 station pre-set tuning, auto reverse, separate Bass, treble, and loudness control, music search, tape guard, locking fast forward & rewind. Pioneer KPA700 with speaker to fit your car.



Jensen 4 1/2" convertible dual cone speakers have a 25-watt power capacity and can be flush or surface mounted. Jensen J1445 speakers

Award 4" two-way speakers have a power capacity of 35 watts and are designed for flush mounting. Award ACS-4020 speakers

Award 6 x 9" two-way speakers are designed for flush mounting and can handle a maximum of 50 watts of power. Award ACS-6920 speakers

Pioneer 5 1/2" round thin-mount full-range speakers can handle a maximum of 20 watts of power. Pioneer TS-1222 speakers

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