

Indians back health act

Warped

by Scott McCullo

United Press International
 WASHINGTON — The unmet health care needs of Indian people continue because the government never has spent enough money to keep its promise to make Indians as healthy as the rest of America, tribes said Thursday.

In testimony before the House Interior Committee, tribes from across the nation urged Congress to reauthorize the Indian Health Care Improvement Act but to include provisions ensuring tribal input and that programs be funded at their proper levels.

"Recognition and authorization are not enough," said Gilbert Pena, vice chairman of the All Indian Pueblo Council representing New Mexico's 16 pueblos. "Sufficient appropriations to accomplish the goals (of the Act) have never been realized."

Roger Boyd, Navajo Nation legislative director, said Con-

gress in 1976 "promised that the health status of the Indian people would be raised to the level of the general U.S. population and that there would be maximum participation of Indian people in Indian health programs."

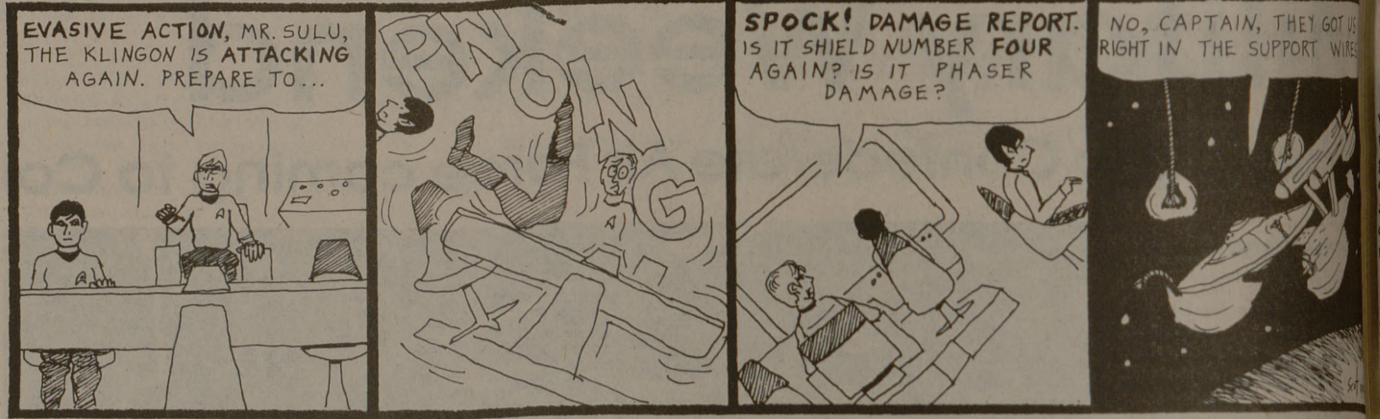
However, Boyd said in reality "very little" has happened since then.

"Instead of increasing appropriations to match recommended authorization levels, the Reagan Administration has consistently sought to have Indian health care dollars reduced," said Boyd in behalf of the nation's largest Indian tribe. "Congress has been more sensitive to the health care needs of our people, but Indian Health Service appropriations continue to be woefully inadequate for the purposes of meeting service delivery levels identified as necessary to raise the health status of our people," he said.

The Health Care Act, passed seven years ago in response to reports the health care needs of Indians were unmet, will expire Sept. 30 unless Congress reauthorizes it. Bills have been filed in both the House and Senate to renew the act, but differ on some points.

Both bills, however, call for elevation of the head of the Indian Health Service to a position of assistant secretary in Health and Human Services "to give it more clout." The Reagan administration opposes the provision.

Pena said the commitment of the law must be continued in order "to eliminate the unmet needs in the treatment of diseases and illness, the staffing inadequacies in Indian health facilities and to upgrade hospitals and facilities."



Marcus gives inside word on the business of retailing

By **BETTY SCHULTZ**
 Reporter

Retailing is a very exciting business for people who are not cowards. There is never a dull moment. It is a business that pumps the adrenaline. If you aren't busy, you are getting ready to be busy.

This is how Stanley Marcus, chairman emeritus of Neiman-Marcus, describes the retailing business. He spoke Thursday in Rudder Forum on his experiences with the retail industry.

"Retailing offers opportunity for travel and offers great opportunity to meet people," he says. "If you don't like people, there's no place for you in the retail business. It requires a sense of excitement about dealing with people."

The two fundamentals of retailing are customers and goods, Marcus says. If you treat customers well they come back. If you treat goods well they don't come back. You must pay attention to these things if you

want to be successful."

The retail industry is a very competitive business.

"I think competition is wonderful," he says. "I have learned that I must take the chance that I can be as good as my best competition."

Retailing is the most competitive trade in all markets. The public benefits from this retail competition because they are attracted and entertained, he says.

Marcus says that retailing is facing changes. Retailers aren't really worried about a Japanese invasion into the retailing market because the Japanese haven't been able to figure out the American retail market. Retailing doesn't cross international borders well. He says he doesn't know of a retail department store that has successfully taken their store to another country.

"These continually changing conditions of the retailing market are what make it interesting," he says.

Marcus says that the job of the retailer is to sell satisfaction. The customer has expectations of the store he shops. The retailer uses his ingenuity, his love

for the business and his love for people to meet these expectations.

Customer satisfaction also depends on the quality of the merchandise. If the president of the store knows the customer is not satisfied, he will do something about it.

"The store should stand behind what it sells," he says. "If you have a complaint, send it not in a letter, but in a box. Secretaries have more respect for a box than a letter. Invariably, the customer gets satisfaction. I know, because I have received several boxes with complaints in them."

Marcus says that he has learned from his mistakes. He has bought merchandise that won't sell no matter what price is put on it, and has misjudged people, which are the worst mistakes you can make, he says.

Something that Marcus has found frustrating in the retail business is the poor buying education of the buyers.

"Many buyers don't know enough about the merchandise," he says. "Buyers don't need to be trained. Training is something you do to bears and dogs."

Marcus says buyers are learning because no one is to teach them. The people experience move on before can teach the new buyers. His R. The GOL this year's cu would s election "I th

Marcus, 79, now works retail consultant to twelve businesses, ranging from mobiles to cosmetics. But he is just a couple of la from the Neiman-Marcus which is now run by his son says he's learning things in new career that he would never learned in his retail reer.

"I spent 50 years with man-Marcus," he says. started at the bottom in the dies' alterations depart and worked my way to the in thirty years."

He strongly recommends tailing as a career because provides background and rience for almost any job.

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FINANCIAL SITUATION SUMMARY

The University Center is currently operating at a deficit of \$160,000.00. The reserve fund presently supporting the University Center will be depleted by August 31, 1984.

REASONS FOR FINANCIAL INSTABILITY

- 1) Legislative mandated salary increases.
- 2) Rapidly escalating costs of providing low cost facilities and free meeting rooms for student usage.
- 3) General inflationary developments, particularly general maintenance and utilities.
- 4) Stabilization in revenue generating capacity.

FACTS CONCERNING THE UNIVERSITY CENTER

- 1) The present fee of \$10.00 is one of the lowest in the state.
- 2) Since the University Center was built in 1973, there has been no fee increase, nor has the fee kept pace with inflation.
- 3) The University Center provides a majority of the facilities and services available to students.

SERVICES OFFERED IN THE UNIVERSITY CENTER

check cashing, electronic games, hotel, lost and found, bowling and games, craft center, bookstore, rooms in rudder tower and the MSC, theatre and auditorium complex, beauty salon and barber shop, food services, student finance center, print & copy, main lounge, Rudder Exhibit Hall

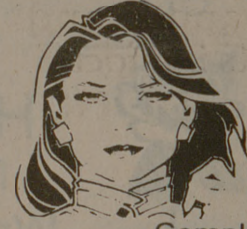
OPTIONS AVAILABLE TO STUDENTS

- I. INCREASE IN THE STUDENT CENTER COMPLEX FEE
 - A. Vote for a \$6.00 increase over a period of 3 years: This will allow the University Center to maintain the current levels of services for the next 6 years. This increase will not result in long term stability for the University Center, nor will it increase the amount of student input into the existing services.
 - B. Vote for a \$10.00 increase over a period of 3 years: With this type of an increase, \$6.00 will go to the University Center as in option A while the additional \$4.00 will continually be placed into a reserve fund. The reserve fund will provide a means for student input into the services the University Center provides, as well as establish a means for long term additions or improvements to the Center.
- II. NO INCREASE IN THE STUDENT CENTER COMPLEX FEE
 - A. "NO" vote on the fee increase will result in numerous price hikes and a cut back in the services the University Center provides.
 - 1) User fees for students and staff would double in price (i.e. bowling and games, hotel . . .)
 - 2) Meeting rooms will no longer be free.
 - 3) A surcharge of 5% will be collected on all ticketed events.
 - 4) Hours of operation may have to be reduced.

THE MAJOR CAMPUS LEADERS SUPPORT OPTION 1(b):
 Greg Hawkins, MSC President Joe Jordan, Student Body President
 Kevin Goodwin, OCA President Kelli Kiesling, RHA President
 Dayan Adhithetty, ISA President Preston Abbott, Corps Commander

WE DESERVE ONLY THE BEST! VOTE OPTION 1(b)

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Student vanishes

United Press International
 WACO — A Hardin-Simmons University student has vanished since last seen boarding a bus Abilene on Feb. 23, according to police chief Cliff Wheeler.

Robert Crouch, 21, was seen boarding a bus carrying maroon duffel bag and a Crouch's checkbook, cards and pickup truck left at his dorm and he was one he was leaving, Wheeler said Wednesday.

Officials believe the Abilene bus Crouch boarded was going to Lubbock, San Antonio, Houston.

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