

UNIVERSITY CLEANERS

Special with Coupon

Suede or Leather
Jackets Cleaned
\$12.50

coupon expires May 18

693-4426 M-F 7:30-6 Sat 9-1
FM 2818 at Southwood — Half mile behind K-Mart

First Presbyterian Church

1100 Carter Creek Parkway, Bryan
823-8073

Dr. Robert Leslie, Pastor
Rev. John McGarey, Associate Pastor

SUNDAY:

Worship at 8:30AM & 11:00AM
Church School at 9:30AM
College Class at 9:30AM
Bus from TAMU Krueger/Dunn 9:10AM
Northgate 9:15AM

Youth Meeting at 5:00PM
Nursery: All Events

Activities
Hotline
822-7063



Archie's

Restaurant owner brings burgers, tacos to thousands of Aggies

By SARAH OATES
Staff Writer

It's 11:30 a.m. and "Archie's 39¢ Hamburger Place" has only been open for an hour and a half, but the slight, dark-haired and bespectacled young man behind the counter is cheerfully serving a line of customers that extends almost to the door.

The line moves quickly as orders for hamburgers, the only entree item offered, are taken. "It'll be just a minute," he says, glancing away for a second from the faces across the counter. In the same breath he smiles at the next customer and says, "May I help you?"

Ten minutes later he breezes out of the swinging doors leading to the kitchen and plops down at one of the tables inside the brightly-lit, red-and-white restaurant, grinning and ready to talk.

"This is incredible, this is the busiest restaurant I've owned," says E.C. "Archie" Archambault, the 34-year old owner of "Archie's 39¢ Hamburger Pla-

ce," the latest addition to College Station's many fast food establishments.

A strong belief in personal involvement means that the young owner of the three Taco Bell restaurants located in Bryan and College Station, as well as the thriving 39¢ Hamburger Place, can often be seen taking food orders and personally overseeing food preparation.

"Whenever I open a new local restaurant, I live there for a month," he says.

Archambault says that after his first Taco Bell restaurant opened at 3901 S. Texas Ave. on Sept. 6, 1976, "I worked about 16 hours a day. It was all me. I did everything from taking orders to frying shells."

Eight years and six restaurants later, he still often puts in a 16 hour day, but now his duties run more toward "supervisory work, P.R. and marketing." Aside from his local restaurants, Archambault owns a 39¢ Hamburger Place in Midland and one in Killen, and will soon open another 39¢ Hamburger Place in each city, as well as two in Odessa.

According to reports issued by the Pepsi Cola Co., owner of the Taco Bell restaurant chain, Archie's Taco Bell restaurant at 310 N. Harvey Road leads the national chain in sales volume off and on throughout the year.

"It usually leads during football season," Archambault said. Successful as he is now, Archambault's business achievements are the result of many years of hard work. His first Taco Bell restaurant did not seem destined for success.

"It started off terrible," he said. "This town just wasn't ready for a Taco Bell. We never lost money, but it took three years before we made any."

In February 1980, Archambault opened his second Taco Bell, this one at 310 North Harvey Rd., and in August 1981, he opened the Taco Bell at 920 S. Texas Ave. in downtown Bryan.

"It was about five years before I felt successful — before I felt I didn't have to work a 20 hour day," he said.

The Vermont-born entrepreneur started in the food business at the age of 17 when, while stationed at Bergstrom Air Force Base in Austin, he



Photo by PETER ROE

E.C. 'Archie' Archambault, shown here in front of his new 39¢ Hamburger Place, owns six restaurants — four in Bryan-College Station — and

plans to open four more throughout Texas soon. Archie opened his first Taco Bell in 1976, and he's been feeding hungry Aggies ever since.

was hired to work at the Taco Bell owned by his stepfather, Ray Maddux.

He worked for Taco Bell during his four years in the Air Force, then went into partnership with Maddux, purchasing a Taco Bell franchise and moving to College Station. Along with businessman Bill Apple, Maddux is also a partner in the 39¢ Hamburger Place franchise.

Archambault says he chose College Station because "I liked the town and I liked the Aggies. It was a small town then and I saw a lot of growth potential."

He says that business at the 39¢ Hamburger Place has been "like a snowball rolling downhill," and estimates that on a fairly busy day, between 3,000 and 5,000 of the 100 percent beef hamburgers are sold. On a busy day, he says, that number jumps to between 5,000 and 7,000. Those statistics aren't bad, considering the restaurant has been open only since March 24.

Archambault says the secret is "keeping it simple. All they get is a burger. It takes a system to run a place like this, and if

you add things it messes up your system." The restaurant also offers side orders, such as french fries.

Another reason for the restaurant's popularity could be that it offers hamburgers for very low prices, ranging from 39¢ to 99¢ depending on the size of the burger, and keeps later hours than most fast food restaurants in Bryan and College Station. It is open until 2 a.m. Sunday through Thursday, and until 3:30 a.m. on Friday and Saturday.

Archambault responds to questions about the rewards of success by saying that "I'm at a point right now in my lifestyle where I don't need to make lots of money. I mean, this restaurant doesn't have to bring in a lot of money. But it's my busiest restaurant."

Archambault hates being asked if he's a business phenomenon. "I just worked hard," he insists. "Anybody could have done it."

As for future business ventures, he says he might be interested in "Anything that hap-

pens. It could be a dish washateria, but if I think I can do it, I will."

He plans to open 100 restaurants around the state in the next three years. His 39¢ Hamburger Place will open in September at the intersection of 23rd Street, Texas Avenue in downtown Bryan, and Archambault will open another Taco Bell on the street from Bryan High School. He says he might open the Taco Bell at 3901 S. Texas Ave. into a 39¢ Hamburger Place.

Archambault became a fan of Texas A&M University sports while he was in the Air Force. His dedication to the school doesn't leave him much free time, but when he's not personally serving customers at his restaurants, Archambault can probably be found at a Texas A&M game or several high school games.

"I never had time to do what my other interests were," he laughs. "I've never taken more than a three-hour vacation."

"This," he says, gesturing to the patrons enjoying hamburgers at a table nearby, "is life."

Papa's

Pizza

846-0079

FREE DELIVERY

Owned and Operated by A&M Students
Delivered to Campus & Surrounding Areas.

Just Taste The Difference

16" Supreme
cheese w/2 items

\$7.99

plus 3 16oz. drinks
EXPIRES 5/31

16" Supreme
Cheese w/ 3 items

\$8.99

plus 3 drinks
EXPIRES 5/31

16" Papa's
Deluxe w/6 items

\$10.99

4 free drinks
EXPIRES 5/31

JIMMYE LEWIS
AND THE NEWS

MSC TOWN HALL

An evening of JAZZ with...

PAT METHENY

Get your
OPTION PASSES
to the '84-'85
MSC TOWN HALL
CONCERT SEASON

Sales start
APRIL 30

at Rudder Box Office
845-1234



JIMMYE LEWIS
AND THE NEWS

ADAM

ALABAMA
ANNE MURRAY

Limit 2 per ID
Good for concerts only

*Past concerts pictured

WOMEN'S MEDICAL CENTER OF NW HOUSTON

Problem Pregnancy?

- Early pregnancy testing
- Abortion services through 18+ weeks
- Private practice setting
- Confidential counseling/Teen-age care

- Surgical sterilization (tubal ligation)
- Birth control information
- Ultrasound evaluation
- Complete GYN care by a Board-Certified Gynecologist

713-440-1796

Robert P. Kaminsky, M.D.
Medical Director

17115 Red Oak Drive, Suite 209 (near Houston Northwest Medical Center Hospital)

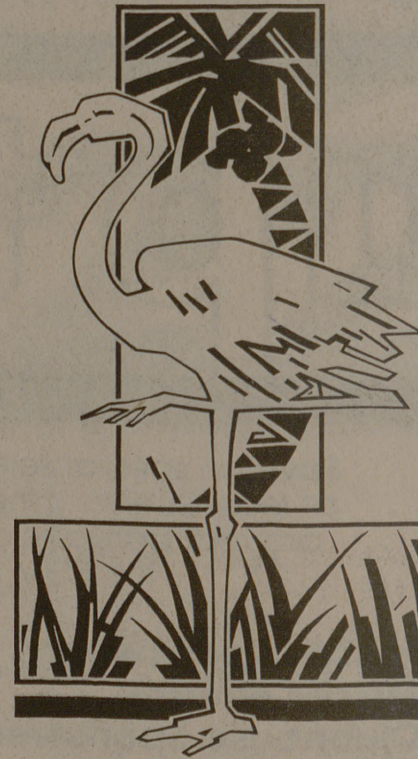
FIND IT ALL IN THE WANT ADS

STEPPIN' AHEAD

with affordable living!

Get one step ahead by selecting your apartment housing NOW! Choose from six great Metro Properties locations and live within minutes of campus, shopping, restaurants, clubs, banking facilities, and all locations are on the shuttle bus routes.

Pre-leasing fall prices start at \$260 for one bedroom units and \$375 for two bedrooms.



Special summer rates are available too! Just stop by any of our offices for details.

Enjoy amenities such as FREE Cable TV, HBO, pool, tennis courts, 24-hour emergency maintenance service, laundry rooms, and ample storage.

Sundance
811 Harvey Road
693-4242

Scandia
401 Anderson
693-6506

Sevilla
1501 Holleman
693-6505

Sausalito
1001 Harvey Rd.
693-4242

Aurora Gardens
Aurora Ct.
693-6505

Brownstone
603 S.W. Pkwy.
696-9771



METRO PROPERTIES MANAGEMENT, INC.