

Accounting fraternity hosts 2-day conference on taxes

Texas A&M's accounting department and the accounting fraternity Beta Alpha Psi are hosting a two-day tax conference here Oct. 25-26.

U.S. Rep. Bill Archer (R-Texas), a member of the House Ways and Means Committee, will speak at the 1984 Federal Tax Update Conference.

Archer will discuss tax reforms at a luncheon Oct. 25 at the Aggie Land Inn. His talk will begin at noon. The cost is \$10 per person.

The conference will focus on new developments and how they af-

fect corporations, business income and deductions, estate planning, oil and gas, employee benefits, property transactions, partnerships and tax accounting.

Speakers also include practitioners from all of the Big Eight accounting firms: Arthur Andersen & Co.; Arthur Young & Co.; Coopers & Lybrand; Deloitte; Haskins & Sells; Ernst & Whinney; Price Waterhouse & Co.; Peat, Marwick, Mitchell & Co.; and Touche Ross.

The conference is open to tax

practitioners at a cost of \$100 for both days or \$75 for one day.

Participants may register Thursday from 7:45 a.m. to 8:30 a.m.

Excluding a break for lunch, meetings will last from 8:30 a.m. until 5 p.m.

Friday's registration is from 8 a.m. to 8:30 a.m. and meetings will last until 5:20 p.m. with a 30-minute lunch break.

The conference is free to A&M faculty and students.

A&M forum on Reagan to be today

Coordinators are expecting a large crowd for the second Texas A&M Forum this fall which will take place today at 7 p.m. in 601 Rudder.

The topic of the debate is "Resolved: Ronald Reagan should be elected in November for a second term as president."

Officials in charge of the debate say doors will be closed promptly at 7 p.m. Participants are encouraged to arrive early.

The Forum is designed to allow people in the audience to participate in the debate.

Roof falls

Two injured in Memorial City Shopping Mall collapse

United Press International

HOUSTON — A 6,000-square-foot section of the roof in the main concourse of the Memorial City Shopping Mall collapsed with a noise like "loud thunder" Tuesday, slightly injuring two people.

Police officer J.W. Harris, who serves as security director for the mall in his off-duty hours, said officials don't know what caused the roof to fall and will not know until they talk to a contractor renovating a movie theater next to the collapse site.

He said the two injured people

were believed to be construction workers. P.E. Riehl, an assistant administrator for Memorial City Hospital, said a man in his 30s was hit in the back by an unknown object, but was not expected to be kept in the hospital overnight.

The other man, in his late 20s, had a cut on his right hand and "probably needed a few stitches" before he was released, Riehl said.

A woman was also taken to the hospital after she was hit by dust from the collapse. She asked to be checked for glass fragments. Riehl said she did not require treatment.

Harris said he had no idea if the heavy rain that pelted Houston throughout the day caused the collapse.

Steel girders and wires stretched from the floor of the mall to the ceiling, leaving the mall open to the sky. Pools of water formed in several places shortly after the 5:44 p.m. collapse.

Officials closed between 15 and 20 stores near the collapse for safety. Authorities also shut off power because of the exposed wiring, forcing other stores to lock up early.

Dean Morris said he had been in

the hallway less than two minutes before the collapse and was in a record store when the roof caved in.

"Everything started shaking at first," said Morris, a Houston resident. "It sounded like a loud thundering noise."

Officials said the collapse created a 60-by-100 foot hole in the mall ceiling on the west side of the huge shopping center in West Houston. Air conditioning units were among the debris on the mall floor.

The movie theater was closed to be converted into retail space, Harris said.

Kids' consumer behavior researched

By LISA SPILLER
Reporter

"Society deems children consumer trainees," marketing expert, Dr. James McNeal, said Tuesday. "Children will go into stores and need to have a welcome mat."

McNeal has been doing research for 20 years on the consumer behavior of children. He has found that the 28 million children in America spend about \$4.2 billion a year as consumers.

McNeal is working on a decal system to identify retail merchants who are willing to help young consumers become smart shoppers.

"Something needs to start taking place," McNeal said. "Many organizations are concerned about children as future consumers."

"Research shows that about one-third of the major retailers are children-oriented already and 20 percent want to be."

The certification system is merely

a concept of identification of the stores that claim to be child centered. Some criteria for child-centered stores needs to be developed first.

"There must be a conscious decision on the part of the store executives to treat children as consumer trainees. They must consciously and deliberately serve these children."

"Information is all we need. Many children have had experiences in some stores."

Children tend to make generalizations, but with additional information we can guide them so that the information is correct, he added.

McNeal has published a book on the consumer behavior of children. He is completing a study on the relationship between retailers and children, and is also analyzing some of the children's games. "It's nothing earth shattering," he said.

Westmoreland's chief of intelligence testifies

United Press International

NEW YORK — The man who was Gen. William Westmoreland's chief of intelligence shortly before the Tet offensive testified Tuesday he was never contacted by CBS for its report on Vietnam War troop counts.

Gen. Phillip Davidson, whose testimony came in the third week of the trial of Westmoreland's \$120 million libel suit against CBS, replaced Gen. Joseph McChristian as chief of intelligence in June 1967 after Westmoreland rejected McChristian's intelligence reports.

Davidson said he was never contacted by CBS prior to the 1982 broadcast about Vietnam which claimed Westmoreland distorted troop figures before the crucial Tet offensive in January 1968.

CBS News President Van Gordon Sauter said in a report on production techniques used in the broadcast that it was a "lack of journalistic enterprise" not to have contacted the general.

Sauter said it was believed at the time that Davidson was not available for an interview.

In the broadcast "The Uncounted Enemy: A Vietnam Deception" McChristian said Westmoreland was "disturbed" by a large increase in enemy figures developed by his intelligence analysts.

McChristian said in the broadcast he got the impression Westmoreland felt that if McChristian sent the figures back to President Johnson at the time of increasing protest against the war in United States "it would be a political bombshell."

The "CBS Reports" documentary claimed that dropping "hamlet guerr-

rillas" from the troop count was part of a plot to persuade Johnson to commit 200,000 more troops to help defeat North Vietnamese regulars and Viet Cong guerrillas.

Westmoreland said in the broadcast, "I was not about to send to Washington something that was specious. And in my opinion it was specious."

He said he disagreed with McChristian's estimate and said other members of his staff also disagreed with McChristian.

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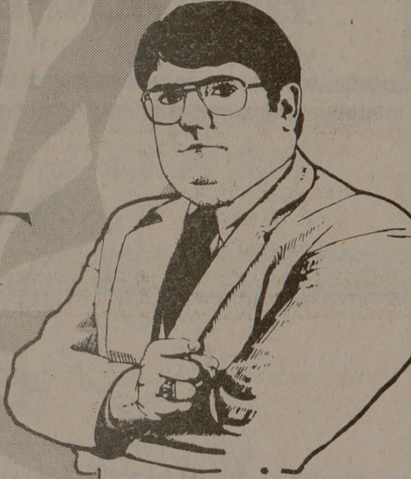
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GABRIELA		7:30	9:50
REVENGE OF THE NERDS		7:25	9:45
PURPLE RAIN	DOLBY STEREO	7:35	9:55
CRIMES OF PASSION		7:20	9:40
THE BEAR		7:20	9:40
MAN OF EAST III	MATRIX (LAST WEEK)	8:23-8:30	
IRRECONCILABLE DIFFERENCES		7:15	9:35
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