

SHOE

by Jeff MacNelly



## '86 real car prices may drop to avoid 'Super Sticker Shock'

Associated Press

DETROIT — Chrysler Corp. Chairman Lee Iacocca has coined a name for it: Super Sticker Shock. It's the difference of up to \$2,000 between the fire-sale prices of August and September and the new prices of 1986 model cars.

But hidden cuts in real car prices are coming the way of consumers, in the form of more free-of-charge options and warranties. And Americans who are willing to wait a month or more to buy may see a return of the cut-rate financing and rebate war that ended this week.

"It's conceivable we'll see a return to incentives by the end of the month," Harvey Heimbach, an automotive industry analyst at Merrill Lynch in New York, said Wednesday.

General Motors Corp. Chairman Roger B. Smith this week refused to rule out a return to incentives, saying GM would monitor the situation each day.

To Heimbach, that means GM is

ready to pounce at any time, and may have to do so soon.

Wendy Beale, an analyst at Smith Barney Inc. in New York, said cut-rate financing and rebates will come back soon.

"The market will be very competitive next year and we're looking for sales to drop," Beale said. She cited a rising wave of foreign imports, and "increased U.S. production by the Japanese will make it that much more competitive."

A rule of thumb in Detroit is that automakers rarely, if ever, cut prices. Only American Motors Corp. did so last year, and its cars accounted for less than 1.5 percent of the market for domestic makes. Instead, gimmicks are used to bring down overall prices, while base prices remain the same.

GM started one of the industry's biggest price wars in mid-August by offering 7.7 percent financing on loans for leftover 1985 cars.

Ford Motor Co. followed and tossed in rebates. Chrysler came out with 7.5 percent and followed with

rebates of up to \$1,500. Industry sales set three consecutive records for 10-day selling periods.

But for 1986, GM has raised recommended base prices an average 3 percent, Ford 2.9 percent and Chrysler a tentative 2 percent to 3 percent. AMC raised its prices 2.4 percent.

"Naturally, I have to be honest with you that the cliff of a \$2,000 increase may sticker-shock... people for a while," Iacocca told a recent gathering of company executives and reporters.

Even with incentives, prices are not what they used to be. The average retail price paid for a car in 1970 was \$3,430, according to the industry journal Automotive News. A year ago, it was \$11,100. The prices include options that buyers have been adding to their cars at brisk rates.

An executive of Nissan Motor Co. Ltd., which already has raised prices as much as \$400 a car for 1986, is warning that Japanese car prices may rise further if the value of the yen keeps falling against the dollar.

## Photographer files lawsuit against CS

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duct vis-a-vis 'normal noise, pedestrian and vehicular traffic,'... (and) it permits selective enforcement by city officials in determining what conduct is proscribed under the ordinance."

In the suit in which Marks was named as a defendant, the jury was "stacked with single family homeowners," Michulka said.

"During the voir dire examination of the jurors I found that there were no college students and no multiple family homeowners on the jury panel," Michulka said. "The odds are against this happening in a city the size of College Station."

Michulka said he did not object to this at the time of the trial though because he wanted to "get on with the trial."

Cathy Locke, College Station's city attorney, was unavailable for comment Wednesday. However, Assistant City Attorney Barry Clar was.

"I wasn't working for the city when the jurors were picked for the case (in which Marks was named defendant)," Clar said.

As for the suit Marks has filed against the city, Clar said, "We'll just have to wait and see what the courts say about its constitutionality."

Marks' neighbors said Tuesday they have no objections to him being in the complex.

## Enrollment unaffected by increase

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students registered this fall, 178 more students than in the fall 1984 semester.

TCU undergraduate enrollment gained 202 students, up from the fall 1984 figure of 5,617. There were 23 fewer graduate students at TCU this semester down from the 1984 total of 925.

Rice University Registrar James Williamson said Rice had 4,000 students enroll this fall, nearly unchanged from last year's figure. Williamson said Rice, a private university, had not broken down the enrollment figures into classes, but he said graduate student and transfer student enrollment also was virtually unchanged.

The only enrollment figure available from Southern Methodist University was the 1985 fall enrollment figure — 9,070. SMU admission officials said the figure was a slight increase over last fall's enrollment.

The University of Houston had no results available when contacted by The Battalion.

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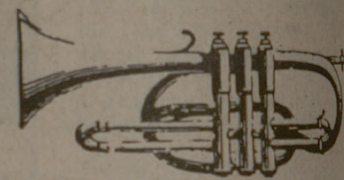
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## Hudson dies quietly of AIDS at 59

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cles describing Hudson as gay, the actor kept silent.

In 1955, Hudson married his agent's secretary, Phyllis Gates. The newlyweds had a much-publicized honeymoon in Florida, but separated the following year and were divorced in 1958. Hudson never remarried.

People magazine reported this year that the marriage had been set up by Universal Studios to dispel rumors about Hudson.

Olson refused to comment on such reports.

"There has never been any definitive statement about that from anyone, including Rock himself," Olson said Wednesday.

Hudson, 6-foot-4 and ruggedly handsome, was a perennial top-10

box office attraction during the 1950s and 1960s when big studios created stars and built movies around them.

He was eager to shed the image of a hollow-headed hunk and convince producers he could act. He got his chance in the 1956 epic, "Giant," about oil and cattle barons in Texas. It earned him an Oscar nomination.

Hudson was a most versatile leading man, starring in such big-scale films as "Something of Value," "A Farewell to Arms," "The Last Sunset," and "A Gathering of Eagles." His light touch with comedy sparkled opposite Doris Day in "Pillow Talk," "Send Me No Flowers" and other romantic comedies.

In 1980, after making 61 films, he made "The Mirror Crack'd" with Taylor — his last feature film.

Television lured him back for

"The Devlin Connection," but he dropped out after quadruple bypass surgery in November 1981.

But this past season, he returned on ABC-TV's "Dynasty" as adventurer-millionaire Daniel.

Born Roascherer, Jr., on Nov. 17, 1925, in Winnetka, Ill., Hudson attended high school with Charleton Heston, worked as a postman and joined the Navy as an air mechanic during World War II, before coming to Hollywood.

Producer Aaron Spelling, whose company makes ABC's "Dynasty," said, "We were fortunate to be able to work with Rock Hudson, an outstanding professional, a marvelous human being, and a man I was proud to call a friend. Rock's illness has united our entertainment community in a massive fight against this dread disease."

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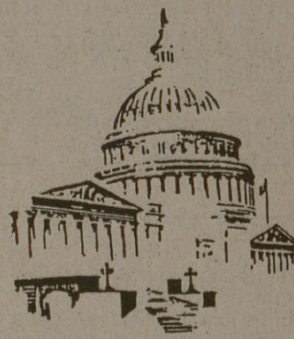
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