

# Battalion Classifieds

## NOTICE

If you still haven't picked up your 84-85 Aggieband, you can still do so by coming to the English Annex Monday thru Friday, 8:30 - 4:30. Bring your school I.D. or a drivers license. 1940h

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Part Time: Apply at Piper's Golf Service Station, Texas Avenue at University Drive. 1820h

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GOVERNMENT JOBS: \$16,040-\$39,230/yr. Now hiring. Call 805-687-6000 ext. R-9551 for current federal list. 1670h/14

## The Battalion

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## Area retailers get 2 options for survival

University News Service  
Local retailers Tuesday were told by an A&M retailing specialist they have basically two options for survival — they can charge a low price and offer few services or they can offer more service at higher prices — and anyone in between simply won't make it.

"The middle ground is no place to be and it's going to be increasingly important for anybody there to get out one way or the other," said Dr. George Lucas of the Center for Retailing Studies in the College of Business Administration.

Speaking to local retailers in a symposium sponsored by the Bryan-College Station Chamber of Commerce, Lucas explained there are basically two dimensions to retailing: service and price.

"Retailers who offer a lot of service at a low price are what we call the 'crowd' in Chapter 11," he said. "They're not being financially responsible. Those who offer low service at a high price are what we call the 'lonely ones' in Chapter 11."

He said the survivors will be the low price/low service stores or the high price/high service stores. The best alternative for retailers to survive and prosper in a hostile environment is to find a niche, develop a strategy to serve it, then communicate a distinct and consistent image about what the store is and what it offers to both its employees and customers, Lucas said.

"The best niches center around value, which includes what customers pay out and what they get back," he explained. "Value has little to do with economics. It's a feeling on the part of consumers that they've gained more from an exchange of their money and time for a particular product or service than they would have from any other option they're aware of."

He said stores that are successful live up to their promises.

"Nothing makes me madder than a huge sign saying that customers are number one when they really aren't," he said, adding that stores that choose the service route over the low-price route generally have the advantage in the marketplace.

"Low prices are easy to imitate, but good service isn't," he said. "People like to shop where they are known and where they know they will obtain good service."

"Obtaining a reputation for bad service is like getting an ink stain on your shirt. It stays there forever."

## Warped

by Scott McCullar



## Waldo

by Kevin Thomas



## Harsh Reality

by Gish



## Shoe

Jeff MacNelly



## Decline slight despite tuition hike

# International numbers still strong

By Cheryl Clements  
Reporter

One year after state cutbacks tripled tuition for foreign students at Texas A&M, a student adviser reports that the number of international students has seen only an insignificant decline.

Adviser Tina Watkins says that although some reports show a decrease in international student enrollment, the majority of the decline in non-resident student enrollment has been from out-of-state students.

"The international student enrollment only dropped from 1624 students in Fall 1984 to 1596 students in Fall 1985," she says. "That's only a decrease of about 1.7 percent. I would say that is a pretty insignificant loss."

In fact, Watkins says that this year A&M is anticipating more international student enrollment than usual. So far, 360 international students have been admitted to A&M and Watkins says more are expected

before the start of the fall semester. Although the tuition increase has not forced many of the international students to withdraw, she says, it has caused some financial distress.

"I had a lot of foreign students coming into my office crying when they announced the tuition increase," Watkins says. "Many of the students had organized loans from their banks at home and were not prepared for an increase in tuition."

Other students who were supported by colleges in their own coun-

try or by their government had to explain to their sponsors why tuition had suddenly tripled, she says.

Watkins says The Texas College and University Coordinating Board increased tuition from \$40 to \$120 per semester hour last year.

She says some progress has been made to help international students adjust to the increase. Watkins says that since the increase, the immigration department has been more lenient in allowing international students to work off campus.

## Jailed official, broker put in halfway house

DALLAS (AP) — Former U.S. Deputy Defense Secretary Paul Thayer and stockbroker Billy Bob Harris, both imprisoned for the past 13 months, have been transferred to a halfway house, a U.S. Bureau of Prisons spokesman said Tuesday.

Thayer, the former chairman of

Dallas-based LTV Corp., and Harris, a friend of Thayer's, were transported to the Volunteers of America halfway house on Monday, prison agency spokesman Joe Van Kempen said.

Thayer, who pleaded guilty in March 1985 to charges of concealing

illegal insider stock deals, was sentenced to four years in federal prison. Harris was convicted and sentenced to four years in the same case. Both have been at the federal prison camp at Big Spring.

Sherril Shaw, a spokeswoman at the halfway house, refused to con-

firm or deny whether the two men were admitted.

Assistant U.S. Attorney Charles Roistacher of Washington, D.C., who prosecuted the case, said the two men will serve 140 days before becoming eligible for parole. Both could be released by Dec. 12, Van Kempen said.

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