

# State and Local

6 new restaurants hit B-CS area in '86

## Chinese invade the Brazos Valley

By Karl Pallmeyer  
Reporter

The Chinese have invaded Brazos Valley. But the invasion is friendly, for they are armed with only rice, bean sprouts, soy sauce, woks, chopsticks and Tsing Tao beer.

In the past year, six new Chinese food restaurants have opened in the Bryan-College Station area, bringing the total number to 13.

Universal Grocery also has been offering a Chinese food deli for about nine years, and there are Chinese food snack bars in both Manor East and Post Oak malls.

The oldest Chinese food restaurants in business today are the Hong Kong Restaurant in Bryan and the Egg Roll House in College Station.

Sjo Yang, owner of the Hong Kong Restaurant for the past five years, says the restaurant was in business for five years before she took over in 1982. The Egg Roll House opened in 1977, the same year as the Hong Kong Restaurant, and has been under the same management for the past 10 years.

In 1981, Hunan Restaurant opened, followed two years later by the Imperial Chinese Restaurant and the Jade Garden Restaurant. Then, in 1984, BB's Oriental and the Mongolian House restaurants opened. For about a year, BB's Oriental Restaurant delivered food in College Station. Owner Kenneth Jiang says the service was dropped when it became too expensive.

When Chinese Fast Food opened in 1985, it delivered orders of \$10 or more to most of College Station, but owner Howard Chang says the service was time-consuming and took too many employees away from the restaurant during its busiest times, so delivery was limited to the Texas A&M campus on weekdays only.

As one of five Chinese restaurants to open in the past year, the Pacific Garden Chinese Restaurant opened in December, delivering items totaling \$4 or more, but limited to a four-mile radius of the restaurant during lunch and dinner hours.

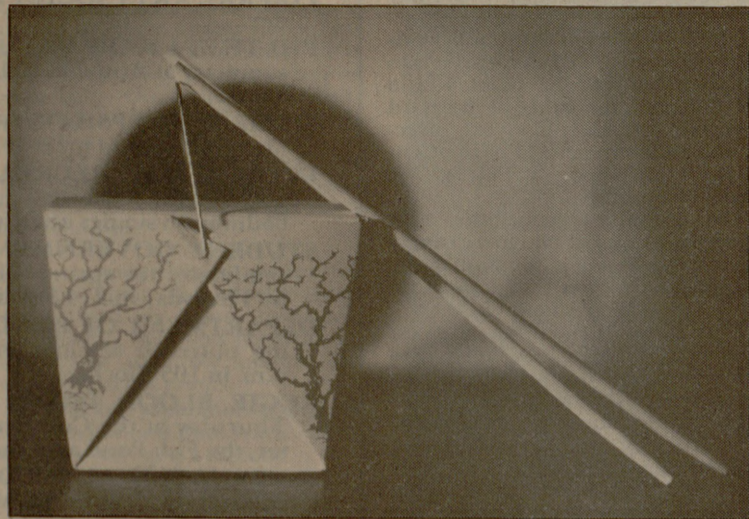


Photo Illustration by Bill Hughes

During the summer, Peking Express, the only Chinese food restaurant with a drive-through window, opened, along with Singapore Chinese Restaurant. Then, during the fall, the Chun King and the Sing Lee Chinese & American restaurants opened.

David Lee, owner of the Hunan Restaurant, says there may be too many Chinese food restaurants in Bryan-College Station and that the Texas economy is too slow right now to support a lot of restaurants.

Clinton Borchardt, president of the Brazos Valley Restaurant Association, says there may be too many restaurants of any type in Bryan-College Station, and that the Brazos Valley has a large number of restaurants for a community of this size.

Restaurants throughout Texas are having problems because of the present state of the economy, he adds. Many of the Chinese food restaurants which have opened in the past year originally had planned to open in Houston, but came to the Brazos Valley because business here is better than in Houston, he says. During the past year, about 12

restaurants, including Fuddrucker's, Rita Street and the Creole Cafe, have closed, but Borchardt says many of these reopened a few months later under a new name and new management.

Most of the owners of the Chinese food restaurants say their businesses are either breaking even or doing well. And most agree that the quality of their food is the biggest factor of their success, but that there are several other reasons.

Irene Ku, assistant manager of the Imperial Chinese Restaurant, says good management is one secret to success. Her 14 years of experience in the business, along with the way she treats her customers, has helped the restaurant greatly, she says, and added that her employees are devoted and work hard. Several of her employees also are relatives, she says, which might enhance their devotion to the restaurant.

All of the other Chinese food restaurants also are run by families. Most of the families come from Taiwan, but some are from the Peoples' Republic of China, and one family is from Vietnam. Borchardt says by using family members as employees,

the restaurants don't have to hire many outside employees and therefore have fewer problems with dishonest workers.

Prices and specials also contribute to the Chinese food restaurants' business. Almost every Chinese food restaurant offers lunch specials to bring in local businessmen during their lunch breaks. Borchardt says weekends are the most important times for a restaurant to do business, so several of the Chinese food restaurants offer weekend all-you-can-eat specials to bring in A&M students as customers.

All but two of the Chinese food restaurants serve beer and wine, and the Imperial Chinese Restaurant has a full bar. Borchardt says alcohol sales often make up about 15 to 25 percent of a restaurant's income and those serving alcohol usually do better than those that don't.

All of the Chinese food restaurants in town are locally owned by people who have experience in the restaurant business. Borchardt says several other restaurants are owned by people in other cities who hire inexperienced managers to run the business locally.

Borchardt adds that the Chinese food restaurants are run economically and there is little waste of food.

For the most part, Lee says, the Chinese food restaurants are doing about the same amount of business as the other restaurants, but are able to hold on because they have a smaller employee overhead and are managed better. The Chinese food restaurants are not immune to bad business.

Two of the older Chinese food restaurants, the China Restaurant and the Tokyo Steak House, closed in 1985. The China Restaurant has no plans to reopen and no one associated with the Tokyo Steak House could be reached for comment.

Borchardt predicts the restaurant business in Bryan-College Station will adjust to the economic situation soon and that there will be fewer restaurant openings and closings.

## A&M prof named as new president at A&M-Galveston

By Lee Schexnaider  
Reporter

Dr. William J. Merrell was named the new president of Texas A&M at Galveston by Chancellor Perry L. Adkisson at the Galveston campus on Friday.

Merrell is a professor and graduate of the oceanography department at A&M in College Station, and, as one of the associate directors of the National Science Foundation, is in charge of the foundation's \$500 million-a-year oceanographic and atmospheric programs, Adkisson said.

Merrell will replace Dr. Sammy Mehedy Ray, who took over as interim president in January after former president Dr. William H. Clayton retired.

Adkisson said Merrell will take over in September.

Merrell will take over a university that has been in danger of being closed several times in recent years because of the poor health of the Texas economy.

But he reassured the audience of students and faculty that A&M-Galveston will remain a viable institution.

"I can promise you I'm not coming here to shut this place down," he said. "The Texas A&M University System is quite serious about building excellence here."

"I wouldn't come down here unless I was convinced of that. I am convinced of it."

Merrell will take over in the midst of turmoil over the survival of the institution's undergraduate program.

Adkisson said the undergraduate programs could be altered because of the possible restructuring that could follow the establishment of a proposed research institute at the Galveston campus.

The institute would be a consortium of A&M, the University of Texas and the University of Houston, and would conduct marine-related research.

It would be similar to programs at the University of California's Scripps Institute of Oceanography and the Woods Hole Oceanographic Institute.

*"The Texas A&M University System is quite serious about building excellence here. I wouldn't come down here unless I was convinced of that."*

— Dr. William J. Merrell

Adkisson said the other major problem at the campus is the cost effectiveness of low enrollments in such a specialized university.

"You cannot support a four-year university on 400-and-some students," he said.

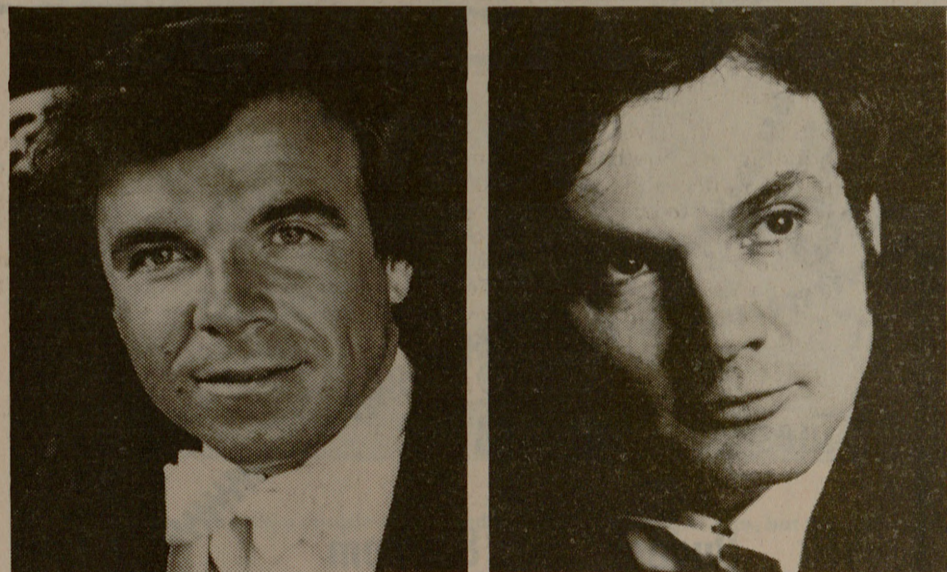
Dr. Robert O. Reid, head of the A&M oceanography department in College Station, said Merrell is a very energetic and outgoing individual.

"He gets things done," he said. Ray said Merrell was responsible for bringing the \$30 million-a-year Ocean Drilling Program to A&M from the University of California's Scripps Institute of Oceanography.

Adkisson said Merrell is one of the most respected people in the NSF.

"We're proud of the things he's accomplished because he's brought a great deal of honor and recognition to Texas A&M," he said.

## Two masters of music in concert at once!



**Misha Dichter,**  
pianist

**Kazimierz Kord,**  
music director and conductor

Misha Dichter, a champion of the keyboard will perform with the Warsaw Philharmonic Orchestra under Kazimierz Kord, world renowned music director and conductor, March 7 in Rudder Auditorium at 8 p.m.

Misha Dichter has been described by Newsweek as "the best of the new breed of pianists". His impeccable recitals, orchestral performances and his highly acclaimed recordings have made him a favorite of audiences around the world.

Kazimierz Kord has been music director of the Warsaw Philharmonic Orchestra since 1977. He has appeared with orchestras and opera companies throughout the world including Paris, Toronto, London, Moscow, Berlin, Tokyo, Mexico and the U.S.A.

Kord and Dichter are presented as part of the continuing music of MSC OPAS Fourteen. The MSC Opera and Performing Arts Society brings master musicians from all over the world. Find out how two musicians and one of the finest orchestras in the world make music in Rudder Auditorium.

Don't miss this rare opportunity to see and hear the best. Order your tickets for the March 7 performance from the MSC Box Office.

VISA and MasterCard call 845-1234.



MSC Opera and Performing Arts Society

Memorial Student Center • Texas A&M University • Box J-1 • College Station, TX 77844-9081

## Interfraternity Council Presents GREEK WEEK 1987

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|-------------------|--|
| <b>DATES:</b>     | <b>MARCH 2-7</b>   |
| <hr/>             |  |
| <b>ALL WEEK:</b>  | <b>MALL-MANIA</b><br>Discounts for Sorority and Fraternity Members at Participating Post Oak Mall Stores.  |
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| <b>TUESDAY:</b>   | <b>LETTERS</b><br>Wear your letters to show your pride in belonging to A&M's largest group of organizations.   |
|                   | <b>SCAVENGER HUNT</b><br>3:30 p.m., Rudder Fountain.   |
|                   | <b>FASHION SHOW</b><br>7:00 p.m., Post Oak Mall<br>One member of every Fraternity/Sorority will get to participate in a fashion show sponsored by Post Oak Mall. |
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| <b>WEDNESDAY:</b> | <b>PIN DAY</b>   |
|                   | <b>MSC DISPLAY</b><br>Greeks will display Chapter Memorabilia in the Memorial Student Center.  |
|                   | <b>RELAY RACE</b><br>Hourly, beginning at 9:00 a.m., Rudder Fountain.<br>Torch and Toga Race through Campus.   |
|                   | <b>HALL OF FAME GOES GREEK!</b><br>8:00 p.m.   |
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| <b>THURSDAY:</b>  | <b>MSC DISPLAY</b>   |
|                   | <b>GREEK GODS AND GODDESS CONTEST</b><br>(Before Movie)  |
|                   | <b>GREEK NIGHT AT THE MOVIES</b><br><i>ANIMAL HOUSE</i><br>Dress: TOGA!<br>Where: The Grove<br>Time: 7:30 p.m.   |
|                   | <b>WOODSTONE OPEN HOUSE</b><br>(After Movie)   |
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| <b>FRIDAY:</b>    | <b>MSC DISPLAY</b>   |
|                   | <b>ALL GREEK PICTURE &amp; AWARDS CEREMONY</b><br>3:00 p.m., Systems Building.   |