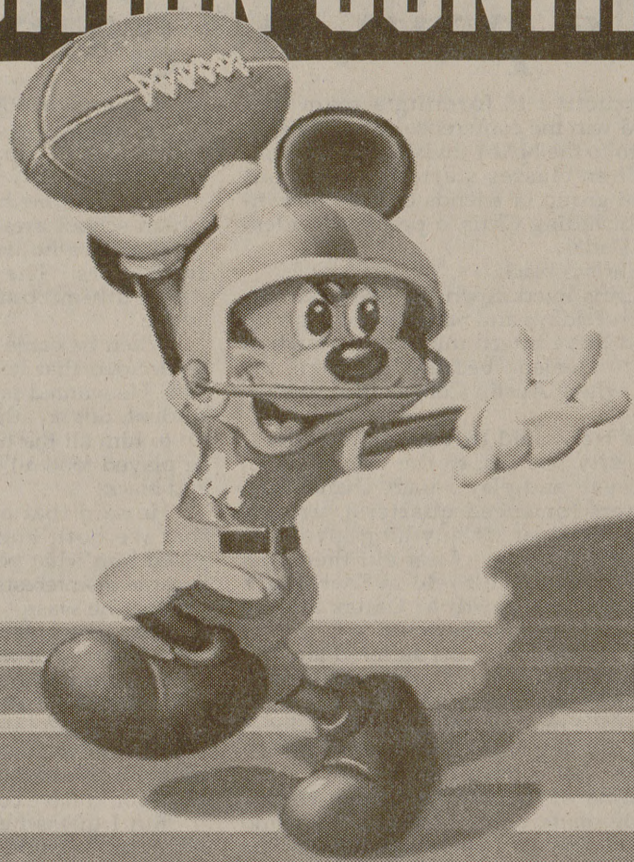


# THE COLLEGE KICK-OFF TRADITION CONTINUES!



## TEXAS A&M VS. STANFORD

Wednesday, August 26, 1992, 6 p.m. at Anaheim Stadium

The great American gridiron tradition continues with the third annual **DISNEYLAND PIGSKIN CLASSIC**, August 26. Cheer your team to victory in the first college game of the season! The day before the game, enjoy the whole nine yards with the spirited **TAILGATE BASH**, August 25, plus admission to Disneyland Park.

### Disneyland PIGSKIN CLASSIC III

Catch college football at its best! Game tickets now available at TicketMaster, Anaheim Stadium/Gate 9, or (714) 937-7391. For **TAILGATE BASH** tickets, call (714) 490-3940. For special Pigskin Classic travel packages, call the **WALT DISNEY TRAVEL COMPANY** at (714) 520-5099 or see your travel planner.

© The Walt Disney Company

## Kids influence economy

Youths spend over \$1 billion for back-to-school, author says

By Chris Carroll  
The Battalion

Schoolchildren from the ages of four to 12 will spend more than \$1 billion of their own money as they prepare to go back to school in August and influence how their parents spend another \$14 billion, Dr. James McNeal, author of "Kids as Customers," said.

Kids will place a high importance on conspicuous items, such as clothes, shoes and backpacks, because these items help determine kids' identities and peer group memberships, McNeal said.

Products bearing images from the movie "Batman" and the TV series "Beverly Hills 90210" are expected to be big sellers when kids start their back-to-school shopping.

The decisions on what items are popular are made by kids, but they receive information about different products from a variety of sources.

Twenty-five percent of kids' information about products comes from television and 25 percent

from store visits. But most product information comes from other kids. Movies are also becoming important sources of product information, McNeal said.

"I don't see anything unusual about this year, except there will be a lot more 'Batman' products and more '90210' products. Kids will be doing what's cool and wearing what's cool. There's some kind of code that kids use to communicate what's cool, and marketers have yet to crack that code."

**"When kids start participating with other kids as part of a group, having the right things becomes more important. . ."**

- Dr. James McNeal of "Kids as Customers"

McNeal said having the right stuff to head back to school becomes important to kids at an early age.

"When kids start participating with other kids as part of a group, having the right things becomes more important. This is usually about the first grade," McNeal said. "By the time kids are 10 or 11, they are taking almost all of their buying cues from other kids."

Gigi Cuccaro, a merchandising assistant at the College Station K-

Mart store, says the back-to-school season has already started.

"We're starting early this year. We've just started setting up our back-to-school stuff, but kids have already started coming in. It looks like stuff from 'Batman' and '90210' will be pretty popular."

Cuccaro expects business to pick up when kids head back to school.

"Our business usually picks up about 25 percent. It's really tough, though, because there's only so many dollars in town and competi-

tion is pretty fierce," she said.

Wal-Mart in College Station ex-

pects a 30 to 40 percent increase in the first week of August, the peak of the back-to-school season, a store assistant manager said. Wal-Mart has been preparing for the back-to-school rush for about a month.

McNeal said kids across the country will spend \$300 million of their own money and \$8 billion of their parents' on snack items, \$20 million of their own and \$3.9 billion of their parents' on clothes, including \$600 million for shoes.

## Drug cartel members escape

Leader overpowers guards during attempt at prisoner transfer

BOGOTA, Colombia (AP) — Drug kingpin Pablo Escobar and his lieutenants overpowered guards seeking to transfer them to a military jail and escaped Wednesday after a gunbattle that left at least two dead, officials said.

The escape of Escobar, one of the world's richest and most notorious businessmen, with hundreds of murders to his name, was a major blow to the government, which has been unable to counter the strength of the cocaine cartels.

It was in response to reports that Escobar was operating his drug business from the luxurious ranch house prison that officials entered the jail Tuesday night to transfer Escobar and his 14 lieutenants.

The cartel leader instead seized three of the offi-

cials — the head of the jail, the national prison director, and an assistant justice minister.

About 400 army commandos raided the prison at dawn Wednesday, freed the captives and captured five cartel members. Escobar fled with nine other cartel members, said President Cesar Gaviria.

Gaviria, in a nationally broadcast speech late Wednesday, appealed to Escobar to surrender and said there was an outside chance that soldiers combing the property for hidden passages might find him.

At 10:40 a.m., Escobar had phoned reporters, saying he was in a prison tunnel and would fight to the death. That call appears to have been a bluff.

When the army regained control over the prison 200 miles northwest of the capital, Escobar was gone, according to the Senate president, Joe Blackburn.

Gaviria said at a news conference that the army found no tunnel under the jail. He offered no explanation for how Escobar could have escaped when surrounded by 400 soldiers.



Gaviria

## ENVIRONMENTAL STUDY REVEALS

# DAMAGING EFFECTS OF SUN.

Here's a refreshing approach to advertising for you: No opinions, no theories, no wishful thinking. Just the cold hard facts about how today's developers and programmers feel about the major platforms.

It's all here in this report from the independent management consulting firm, Booz Allen & Hamilton.

In a world focused on downsizing, researchers asked more than 100 professionals to compare the object-oriented NeXTSTEP™ development environment to other leading platforms, particularly Sun.

They asked about the quality of applications. User satisfaction. Development speed. Ease of maintenance. And application integration.

We think the results will

surprise you. Mainly because they surprised even us.

At the risk of spoiling the ending, over 82% of those surveyed rated NeXTSTEP higher than any other environment. Not just in one or two areas, but in every major aspect.

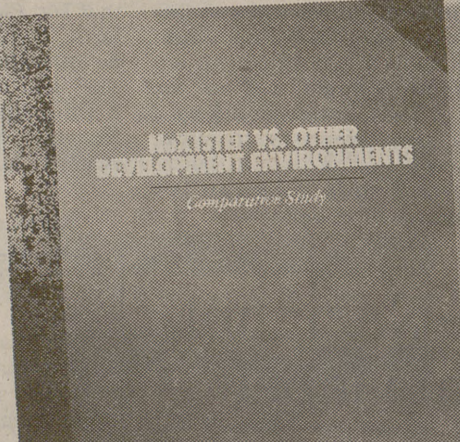
Call us at 1-800-TRY-NeXT and we'll send you a copy. You'll get a better idea of the advantages of NeXTSTEP—standard on all NeXT™ workstations and

coming soon to the world of Intel® 486™ based machines.

In the meantime, you might make an environmental study of your own. Spend some time in the NeXT world. And avoid prolonged exposure to the Sun.

**THE OBJECT IS THE ADVANTAGE.™**

NeXT is a trademark of NeXT Computer, Inc. Sun is a trademark of Sun Microsystems, Inc. Intel and 486 are trademarks of Intel, Inc.



© 1992 NeXT Computer, Inc. All rights reserved. NeXT, the NeXT logo, NeXTSTEP and The Object is the Advantage are

## MICROCOMPUTERCENTER

Computer Sales and Service

Located in the Memorial Student Center

Open Monday - Friday 10:00 am - 5:00 pm, Phone 845-4081

## Repeal of legislation may effect local liquor prices

By Robin Goodpaster  
The Battalion

The Texas Legislature's proposed repeal of the requirement that liquor stores must be 51 percent owned by Texas residents may reduce the price of retail liquor for consumers, but it could also drive small liquor stores out of business, said a local liquor store owner.

"Competition is good, and I welcome it," said J.J. Ruffino, owner of J.J.'s liquor store in College Station. "But, if a huge retailer comes in, they may drive the small mom and pop establishments out of business."

The current law of 51 percent ownership of any liquor establishment by Texas residents encourages local liquor sales, Ruffino said.

The Texas Alcohol Beverage Commission is going through changes due to Sunset Law legislation.

The Sunset Laws are designed to make necessary revisions in state agencies. For example, at sunset on September

1, the Texas Alcohol Beverage Commission will cease to exist unless new bills are passed.

However, the TABC will probably not go through the Sunset process and will continue to exist, Rob Giesecke, an administrative assistant in Representative Steve Ogden's office, said.

There have been 15 recommendations made to the Sunset Advisory Commission for changes in the TABC. These recommendations were made by the Sunset staff, TABC staff and members of the public.

Some of them are:

- clarification of statutory prohibitions on sales to minors
- elimination of the two percent alcohol excise tax discount and provision of authority to impose penalties for late payment
- removal of certain prohibitions on charitable contributions and sponsorship by wine and spirits industries.

Representative Steve Ogden expects the liquor legislation to be a big issue in the next session of the Texas legislature.

## Study shows cost of AIDS treatment soaring in U.S.

AMSTERDAM, Netherlands (AP) — The price of caring for one person with AIDS in the United States has soared to \$38,000 a year, while developing countries harder hit by the disease struggle to spend a few hundred dollars per patient.

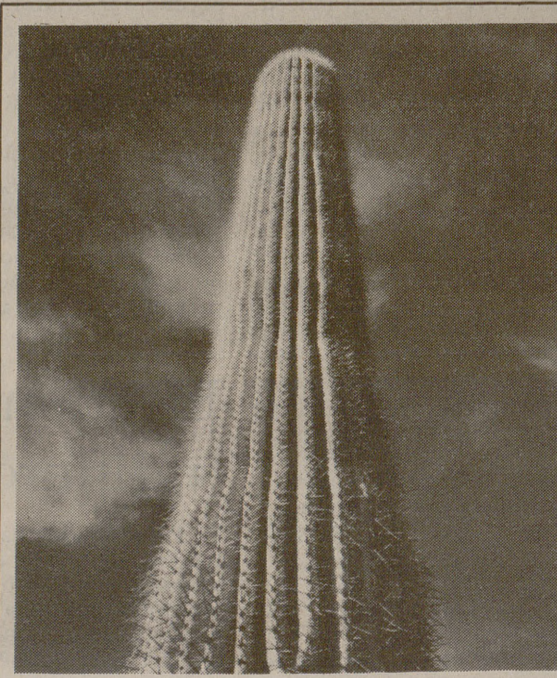
Researchers said costs have risen substantially in the last year alone, in part because of the high price of drugs.

The figures were disclosed in studies presented this week at the eighth International Conference on AIDS.

While the week-long meeting has focused largely on the medical and personal tragedy of the disease, the latest research shows that AIDS is a financial disaster as well.

"Other types of costs can't be expressed in dollars — the cost of fear, the cost of grief, the cost of inequity and discrimination and the long-term cost of a pandemic that does not receive the attention it deserves," said Dr. Danie Tarantola of the Harvard School of Public Health.

His research showed the financial inequities in the pandemic — or worldwide epidemic — of AIDS between wealthy nations and poor ones.



## ANSEL ADAMS THE AMERICAN WILDERNESS

JULY 23 - SEPTEMBER 3  
UNIVERSITY  
CENTER  
GALLERIES

GALLERY HOURS: TUES-FRI 9-8.  
SAT-SUN 12-6, CLOSED MONDAYS.  
LOCATED NEXT TO THE MSC FLAGROOM.

Please call the Office of University Art Collections and Exhibitions at (409) 845-8501 for more information.

Ansel Adams: "Saguaro Cactus, Sunrise, Arizona, 1942". Courtesy of the Center for Creative Photography and the Trustees of the Ansel Adams Publishing Rights Trust. All Rights Reserved.

T  
vol. 91 No.  
Rub  
Roommate  
and Jake  
Re  
By Jas  
Ju  
Th  
The Texas  
gents appro  
budget for th  
on Friday, of  
University w  
\$550 million.  
The budget  
cal year was  
ously with a  
after little op  
Board's meet  
Uni  
Effective  
teaching sala  
cent.  
Acting on  
higher educ  
education, th  
commendatio  
tionate to the  
Texas A&  
prison since  
mately 33,00  
uates a year.  
Accordin  
Inv  
int  
Pros  
WASHIN  
Contra pro  
Walsh is spe  
gation in  
whether fo  
mer Preside  
Reagan an  
top aides co  
aspired to co  
up U.S. i  
volvement  
arms shi  
ments to Ira  
sources clo  
to the pro  
said Sunday.  
A federal  
Courthouse  
has questio  
Reagan adm  
recent week  
on condition  
The Wash  
Sunday tha  
within 10 da  
legal moves  
indictment  
orney gene