Local establishments to face 10-day dry spell

By JAMES A. STEWART
Collegian Staff Writer

Hotel State College Inc., the new owner of six restaurants and bars on the 100 block of West College Avenue, will use a 10-day liquor license suspension incurred by previous property owners to remodel one of its bars and make minor repairs to another, the corporation president said.

John C. Cocolin said Mr. C's, will be "completely remodeled into a high-tech nightclub" with videos and light shows, during the suspension from Nov. 24 to Dec. 4. During that time, Zeno's, will also undergo repairs and remodeling, he added.

Costs for remodeling Mr. C's will be about $75,000, Cocolin said.

In addition to equipment for the special shows, the bar's carpeting, wallpaper and furniture will be replaced, he said. An additional $4,000 will be spent on repairs to Zeno's, Cocolin said.

The businesses will remain open and continue operating normally until Nov. 24, Cocolin said.

The liquor license was suspended after one of the restaurants served liquor to a minor in July, said Liquor Control Board press secretary Robert Ford. The new owners agreed to accept the suspension as a condition of the license transfer, Ford said.

"The new owners had nothing against them," Ford said. "In assuming the license, the new owners had to assume the suspension that went along with it."

Under the suspension, Chumley's and Take Six, two other liquor establishments in the Hotel State College complex, will also be closed, Cocolin said. The Corner Room and The Half Shell, the two restaurants in the complex, will remain open without liquor sales.

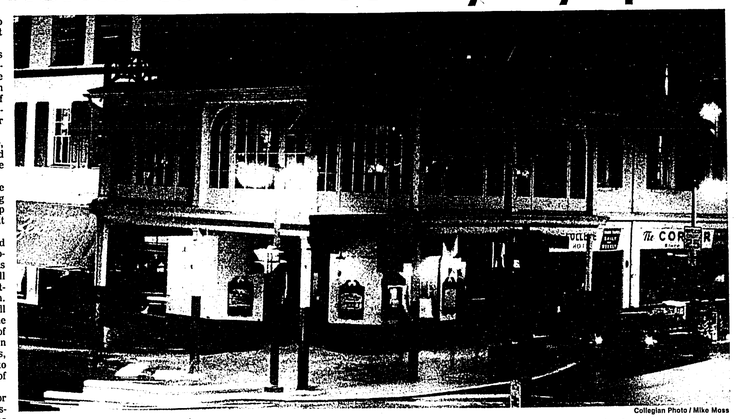
Gatsby's and Hotel State College, two other businesses also purchased by Hotel State College Inc., will not be affected by the suspension.

The five local Hotel State College Inc. investors knew of the impending suspension when taking ownership this month but did not know when it would take place, Cocolin said.

"We just hoped it would be delayed until after the football season," Cocolin said. "If not, it would have cost us an awful lot of revenue." The football season ends with the Nov. 22 Pitt-Penn State game at Beaver Stadium.

The liquor license suspension will result in financial losses from the closing as well as a possible loss of customers at The Half Shell, Cocolin said. He said the previous owners, One Hundred West Inc., agreed to compensate the new group as part of the sales agreement.

"We had needed some time for remodeling," Cocolin said. "The suspension gave us a pretty good time for it."



Collegian Photo / Mike Moss

The Corner Room, at the corner of College Avenue and Allen Street, is one of six local establishments facing a liquor-license suspension from Nov. 24 to Dec. 4.

Nittany Mall developer shopping for student dollar

By MARTY IRVIN
Collegian Staff Writer

The Nittany Mall has long been a regular spot for shoppers from State College and surrounding towns. However, in recent weeks, the developer of the mall has taken measures to attract different shoppers — University students.

Benetton clothing store, Wall to Wall Sound & Video, Corn Dog on a Stick, and King's Jewelry have recently opened their doors to customers at the mall on the Benner Pike. Meanwhile, Fashion Bug and Marianne ladies' apparel have remodeled their stores, all in hopes of bringing in new customers.

William Conway, vice president of real estate and leasing for Crown American Corporation, the developer of the Nittany Mall, said stores are being added to Nittany Mall and to Crown's 23 other malls, as part of an ongoing remerchandizing program.

"Periodically, we check with the mix of stores in the mall to see if they are satisfying customer needs, and we felt the mall needed an update," Conway said.

Conway said the new stores were not built to try to compete with the downtown merchants. He said the mall is not in direct competition with downtown stores, and that it provides a varied environment for the same shoppers, including University students.

"We are going after the same people in the marketplace (as downtown), but in a different environment," Conway said.

He added, however, that it is still too soon to tell if the new stores have attracted more customers.

The mall is using strategies to attract the student shopper. Earlier this month, it sponsored a student bus discount in cooperation with the Centre Area Transportation Authority. Students paid the 65-cent fare to go to the mall and received a pass for a free ride back to town.

The mall sponsored a series of physical fitness displays from Oct. 16 to 19. The mall's upcoming anniversary celebration will include a Chocolate Rendezvous benefitting the Leukemia Society from Oct. 23 to 26.

Rose Mary Novitsky, special projects coordinator for Crown American, said the mall has attracted "more student shoppers, especially since the bus service began."

She also said she believes business has picked up on Sundays with the special bus service, and noted that the mall hopes to sponsor the program again in the near future. It remains unclear if more students will continue to shop at the mall after the CATA discount has ended.

But the mall's developer is not alone in wanting to attract more business. Mall merchants are also making plans for bringing more customers.

Darla Witmer, manager of Wall to Wall Sound & Video, hopes to feature "in store" bands, which are playing in the State College area. Her store has also been announcing its sales in local newspapers. She said she expects this strategy to draw more student customers.

Benetton clothing store featured a fashion show last week to introduce people to "the Benetton look." Manager Josephine Ruiz said the store attracts a variety of people and, "a lot of people still don't know what Benetton is, and they will shop at the cheaper stores in the mall."

She said the mall has attracted "a few students, but not as many as the downtown store." She said more students shop at the downtown store because of the convenience in location, while more area residents frequent the mall store.

Even with the mall's increase in student shoppers, downtown stores are still attracting the majority of University students.

Fashion Bug has recently remodeled, and is attracting its fair share of students, according to manager Sharon Barger.

Barger said her business is not in direct competition with the downtown stores. "No one's business is being hurt by downtown. People need a mall, because it is convenient for them to shop in one area," she said.

How do the downtown merchants feel about the Nittany Mall's new stores? Geoffrey Brugler, chairman of the Downtown Business Association, said most merchants downtown do not believe their businesses will be affected.

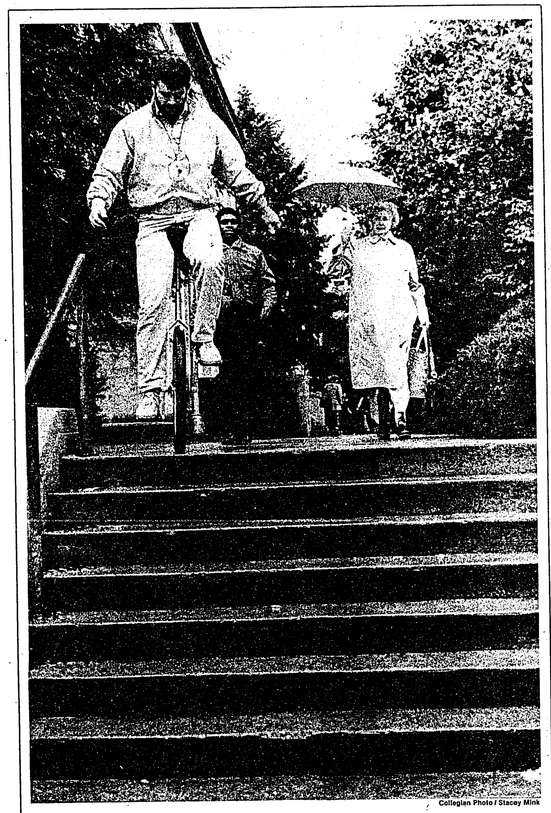
"The mall attracts people who live outside of State College as opposed to those who live closer to town," he said.

He said he feels that because of the convenience of being downtown, the merchants can attract a wider, more diverse area of people.

He sees downtown as being "more of a cosmopolitan area — more upscale. It has many more specialty stores and therefore attracts a different crowd than the mall does."

Conway agreed that the mall is trying to attract the same customers as downtown, but that it is "not necessarily targeting toward more students."

According to Witmer, the mall draws State College residents, as well as Boalsburg and Bellefonte residents.



Collegian Photo / Stacey Mink

One-wheeling

Gordon Snider (senior-economics) carefully prepares to descend a flight of steps outside Pattee. One wrong move could cause permanent trouble for the unicyclist.

Mineral economics students dig for rewarding careers

By BETH BOYER
Collegian Business Writer

Mineral economic students, their futures dug firmly into locating gold and silver, are working on energy-material and construction-material products designed to serve the needs of the nation, said a University associate professor of mineral economics.

"Mineral economics deals with supplying mankind with its fundamental housing and energy needs," George Schenck said. "It's studying how you use scarce resources to provide the most benefit."

careers

Mineral economists concentrate on the needs of firms that extract, process, market and use mineral materials, Schenck said.

Currently, 80 undergraduates are in the major and are required to take courses in chemistry, math, English, economics and geological science.

In addition to 25 required classes for the major, students can select 40 elective credits out of 120 classes offered, focusing on business management, resource economics or operations management.

Gail Gockley (senior-mineral economics) said she selected the major because she wanted to go into business and was also interested in engineering. She said when she first thought of mineral economics, she thought of dealing with diamonds, gold and silver.

But job areas for students are numerous and three major companies hire a majority of the University's graduates. TransCo., a natural gas company; Vulcan, a construction-materials producer; and the U.S. Department of the Interior are all big employers of mineral economists, Schenck said.

The starting salary for a mineral economist ranges from $16,000 to $22,000, but job opportunities are declining, Schenck said.

"It's a bad time in the mineral industry. Oil prices are down by 50 percent and the steel industry is suffering from overseas competition. Most jobs that are available now are in the non-metallic minerals industry," he said.

Non-metallic minerals consist of cement, fertilizer and clay. Jobs in this area are available across the country in heavily populated sectors because demand is greater there.

Although job opportunities are not as readily available as in past years, Schenck said he believes more opportunities will surface in the next three years.

"In 1974, everbody needed minerals and the price went through the roof. It should increase in the next three years because the mineral industry follows an economic cycle," he said.

Students can work in as many as 29 specific occupations such as mine-safety administrator, mineral-industry forecaster, production manager, commodities market analyst, or a mineral industry insurance agent.

'It's a bad time in the mineral industry.'

— George Schenck

"A commodities analyst would be working for a major brokerage firm advising clients to buy or sell," Schenck said. "The major users of the analysts are the companies that use the metals. They don't want flucuation in price, so they get the specialist to advise them in buying or selling."

A mineral industry insurance agent also advises mineral companies on insurance against accidents.

"Imagine working in an underground mine with a roof that has been blasted out of rock and is unsafe," Schenck said. With the assistance of a mineral economist, companies can insure against these problems and reduce their risks.

Service sector leads Pa. job rise

By BETH BOYER
Collegian Business Writer

Pennsylvania's unemployment rate, which has been the seventh highest across the nation for most of the decade, dropped to 27th highest this year, according to the latest statistics from the state Bureau of Labor Statistics.

Service-sector growth led to the employment increase because more jobs are being created, said William Gillis, assistant professor of agricultural economics.

Upturns, particularly in the business, travel and health employment sectors, have created 87,000 new jobs for state residents, he added.

As a direct result of increased jobs, Gillis said wage and salary employment in the state has expanded 1.9 percent from 1985 to 1986. The areas creating the service jobs are causing this growth.

Jobs have been created in the business sector as result of increased demand of information processing systems and corporate reorganization of business data processing plants, Gillis said.

As part of this trend, International Business Machines Corp. ceased to provide computer servicing from its manufacturing plants, establishing regional service centers across the nation, Gillis said.

The result has been job transfers from the manufacturing sector to the service sector, he added.

An aging population has caused a greater demand for health services such as insurance and Medicare. Increases in the population's income and leisure time have also led to the need for more health and travel service workers, Gillis said.

However, Gillis said manufacturing has been one industry that has hindered Pennsylvania's economic growth. The manufacturing sector has increased its use of labor saving technologies and is increasing its use of outside services such as accountants and lawyers, Gillis added.

"One of the reasons Pennsylvania has grown slowly is because we have a high proportion of our economy that depends upon manufacturing, which is declining in employment," he said. "If manufacturing decides to subcontract out for services, the jobs are moved to this sector."

Theodore Fuller, a University development economist, said the decline in manufacturing is occurring in the basic steel industries.

"In the past six years, services have been expanding rapidly. The state has picked up in the past year because its service sector is growing and this is encouraging for our economy."

Gillis said Pennsylvania's economy is going to be less dependent upon manufacturing in the future than it has been in the past.

"Pennsylvania's economy will depend a lot on the national economy," he said. "We will be less dependent on the manufacturing sector for jobs than in the past because we have seen the shift from manufacturing to services."

Computer network simplifies local law enforcement

By GORDON ZERNICH
Collegian Staff Writer

Local law enforcement is putting its computer bytes on crime in a way that would make McGruff the Crime Dog proud.

The logistics involved in fighting and monitoring the world of crime become infinitely smaller with the help of computers communicating information to law enforcement officials through the computer network currently being shared.

The State College Bureau of Police services is currently linked, via computer, with the University Police Services, neighboring townships, and state and federal law enforcement agencies, said Lt. C.W. Prestia of the State College police. It is used to make inquiries in regards to thefts or wanted criminals, he said.

Prestia said the computer network, which accesses the records of the National Crime Information Center in Washington, D.C., gives police in State College a better opportunity to arrest a suspect who may have failed a driving-under-the-influence sobriety test in the state of Ohio.

David E. Stormer, director of University Safety, said the national database is one of the few systems in the fragmented criminal justice system where the University and town share the information obtained by it.

"It is a joint service venture between town and gown and a very positive one," he said. "It has supported our interaction."

Prestia said the department uses its computer to keep track of all its records.

"We use the data to find out the type and time of various incidents, the geographical area in which they happen, and our response time," Prestia said. "We can look at a crime and how it was committed. It may look like just a bunch of thefts, but after closer investigation, we may find out they have something in common."

The computer also comments on administrative matters, giving the department some answers that have a direct impact upon manpower and expenses, such as the number of men needed to change a patrol in certain areas of the municipality. It also locates centers of repeated disruption or criminal activity.

Prestia said the computer can be used as an investigative tool to track down serial murders, although it has yet to be tested for that specific purpose.

"These murders may be committed by a small number of people," he said.

"Some of their actions are carried into crimes that are not as serious. We might have a person who is arrested for assault, or some less serious offense, and begin to use the computer to find out more about his criminal history. Depending on the result of the investigation, we may begin to look at this person as a suspect," he said.

Stormer said the computer network cost $190,000 in 1979 — 90 percent of which was supplied by the federal government.

"It serves law enforcement effectiveness and it provides one more tool to provide safety and security to the student community, Stormer said. "Criminals don't care which side of College Avenue they are operating on, and the information sharing between the town and campus helps us to clear reported offenses."

'(The network) serves law enforcement effectiveness and it provides one more tool to provide safety and security to the student community.'

—David Stormer,
director,
University safety

The computer network among local law enforcement agencies and state and federal authorities have made crime fighting more effective, but experts warn that the system is not foolproof.

State police Cpl. J. Watson said law enforcement officials have to take the information "with a grain of salt" and check other signs of criminal activity.

"I stopped a vehicle once and requested an NCIC check and the dispatcher said the car was stolen and be careful," Watson said. "The passengers in the car didn't appear to be tense and the driver was amicable. He pulled out his license and registration, and we told him that the car was reported stolen and he acknowledged that.

"There's a danger of a lawsuit by relying soley on the computer network," he said. "We have to judge a situation by what we observe as well. He didn't make any sudden moves and he appeared relaxed. If I would have approached him with a gun drawn and telling him to get out of the car before asking any questions, it may have turned out differently."

Stormer said the computer information is not good until it's verified from the federal or state level to the local level.

"If you're dealing with the Philadelphia or New York City police, it could take up to 30 minutes to get that verification, but at the smaller departments it could take 15 to 20 minutes," Stormer said. "In that case some judgments have to be made, and usually they are made in favor of the citizen."

Prestia said State College police can use the computer to find crime trends based upon past histories. He said if things change in the community, the information, based on economic growth and other demographic factors, won't be accurate.

Watson said the state police get printouts on the type and location of incidents to let troopers know the areas of activity.

Cpl. James Stoller of the State College police said part of the problem with its system is that the hardware and software are dated.

"The system will become more and more useful," Stoller said. "The larger the computer, the shorter the reporting time. There is no question that the department's activity has gone up every year. Today, though, the public demands more information and it's up to us to provide that."

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