

Malls keep changing after 30 years

By LAURIE MARTIN
Staff Writer

Just 30 short years ago, in suburban Minneapolis, there was created what has become for many an American institution: the shopping mall.

Southdale Center opened its doors in 1956 and since then 26,000 shopping centers in the United States have done the same.

And according to John Riordan, executive vice president of the International Council of Shopping Centers (ICSC), there is no sign of the mall industry slowing down.

In 1985 alone, almost 2,200 shopping centers were built. "It was a record-breaking year for new construction," Riordan said, "and this year we're at almost the same rate."

There are more shopping centers than movie theaters or hospitals in the USA and more

enclosed malls than four-year colleges or television stations, says William S. Kowinski, author of "The Malling of America."

The average number of shoppers per week at Southdale Center in 1956 was 25,000. Today that figure is 200,000.

Riordan said that malls have changed tremendously since Southdale opened.

"If Southdale even had a food place, it was probably a lunch-conette," he said. "Now I don't think you can walk into a mall around without some fast food places. That's been a really striking change in the last few years."

He said more malls are now attracting sit-down restaurants and bars that stay open even after the stores close.

The "look" of malls is always changing, he said. "Right now there's more glitz and glamour, with a metallic, art-deco look and lots of mirrors."

Malls are also offering more services now, said Riordan.

"You can see the rate of change in the services as well as goods," he said. "You can get dental, eye and medical care at the mall now."

Shoppers can conduct their banking and buy stocks, insurance and real estate in many of today's malls, Riordan said.

"These services all contribute to the efficiency of the shopping centers," Riordan said. "I don't think electronics will ever take the place of hands-on shopping."

In the United States, malls and shopping centers rang up more than \$600 billion in sales last year, which is 52 percent of all national retail sales.

The ICSC will celebrate its 30th birthday in May, 1987. The trade organization has almost doubled in the last two years to include 18,000 members in 40 countries.

Acting pulls movie from the side pocket

Money is the theme, but the color of it is nowhere to be seen in Martin Scorsese's new film "The Color of Money." Coming from this illustrious director of such action films as "Taxi Driver" and "Raging Bull," this film seems to lack a certain flair for dramatic action and tends to drag its way through an excessive number of pool shots and weak development of characters. But the film is well-directed, the acting is remarkable, and the artistic direction is impeccable for the subjects treated.

The game played in the movie is 9-ball pool, and the driving force is the money won and the hustling done. "The Hustler" (1961) is the film that starts this story. Paul Newman plays Fast Eddie Felson in the film, a young, somewhat cocky and very talented pool player trying to learn the hardest rules of the game, i.e. the hustling. "The Color of Money" comes back to Fast Eddie 25 years later, when he is no longer playing pool but still hustling. The story develops after the older Felson (Newman) convinces the young, extremely cocky and extremely talented Vince (Tom Cruise) to take his game seriously. Felson takes on the task of teaching the adolescent Vince the hustling game that he learned so many years ago.



Newman teaches Cruise to hustle pool in 'The Color of Money'

Rene Meyer
Cinema

intriguing.

Color is not totally lacking in the "Color of Money," but most of it comes from the pool tables and balls. The movie is interesting with the

intrinsic ambiguity of the word. The general problem with Scorsese's films is the difficulty in discerning whether it is the film that is disagreeable or the characters he chooses to portray in them. The situations seem to be those that, despite all efforts, do not provoke full-hearted compassion. "The Color of Money" is worth seeing, but do not be surprised by the indistinguishable flavor that is left at the end.

Local malls embody national trend

By JEANNA BAXTER
Staff Writer

In the last 30 years, the shopping mall has taken suburban America by storm. Chapel Hill has been no exception, with the opening of University Mall 13 years ago and University Square Mall 14 years ago.

Both malls have experienced tremendous growth since then. University Square Plaza on West Franklin Street has added three new buildings and tripled in size since its opening.

In fact, due to city ordinances and the unavailability of more land, both malls have reached maximum growth.

University Square Plaza offers 23 retail shops, and University Mall contains 40 retail shops, plus both contain a number of service-oriented shops.

Both malls are in line with the national trend of extensive mall renovation.

"University Square is constantly under renovation and modernization," said Harold White, general manager of the University Square Plaza.

University Mall, located on N.C. 15-501, plans to upgrade its property by landscaping, interior modernization and marketing changes, said Raymond Tripp, mall manager. "We

will also begin construction of a new Big Star in the next couple of weeks."

Tripp agrees with mall experts who predict that in the future, malls will be more specialized. "I believe that the smaller centers will specialize."

"We are classified as a specialty mall because we offer gifts and arts mixed with a variety of stores," Tripp said. "Our smaller merchants, the specialty stores, have the highest dollars per square foot sales."

White disagrees. "I don't believe that malls will specialize in the future," he said. "It is better for a mall to offer a variety of shops so that all of a customer's needs can be filled in one place. Some specialization may occur, but it will not take the place of the general purpose mall."

National mall trends show that malls are now offering more offices and services. University Square Plaza relies heavily upon its offices to generate business.

"Not only do the office employees eat, shop and do business here, but the offices of such professional people as lawyers and dentists attract more customers," White said. "People are able to accomplish more while at the mall."

But University Mall limits office space, Tripp said. "Offering a lot of office space limits the number of stores open during the evening hours, and we rely heavily on evening sales," he said.

Both managers said that business is good, especially now that school is back in session.

Athlete

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Public Records Law.

The reports, 10 to 12 pages each, have some pages "replete with numbers," Padilla said. He said he must check for typing errors and numbers that do not add up correctly before submitting them to Spangler for review.

Since federal law dictates that student privacy must be protected, Padilla said, "It is a torturous task to excise individual student data."

"As far as I can tell, it's a question of timing. There's no question about going public. The intent of the board

of governors is to make it public, not sit on it. There needs to be a final version."

Stevens said it was wrong to withhold the reports for editing of inconsistencies. "It may be their concept of good etiquette, but it's not my opinion of good law."

When asked about Stevens' ideas, Padilla said, "He has a right to his opinion." He declined to estimate when the reports would be released to the public but added, "I hope soon."

The reports are to be discussed Nov. 14, at the board of governor's meeting in Charlotte.

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announcements

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Monday Oct. 20th at 7:30pm in room 212 is MOVIE NIGHT "As Is" will be featured. TELL your friends! Sponsored by The Carolina Gay and Lesbian Association.

Dr. Who Fans! Come to the Dr. Who Costume Party at Westminster Alley at Kroger Plaza on Saturday, Oct. 25th from 2-4 pm. There will be a prize for the longest Dr. Who Scarf!

The Carolina Society for Individual Liberty will show a videotape in which Marshal Fritz explores a new perspective on politics. South Gallery, Union, 7:30 pm. Tues.

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