

Bookstore shoplifting not thought serious problem

By Patti Gallagher

The door to the University Bookstore bears the sign "Shoplifters Will Be Prosecuted." And they will be, according to the managers of both campus bookstores.

Managers, of the University Bookstore

and the Nebraska Bookstore, said that shoplifting does happen, but they do not see it as a major dilemma.

"At present shoplifting is not a serious problem for us," said Larry Behrends, manager of the University Bookstore.

Behrends said shoplifting causes a loss

of about one to one-and-one-half percent of total sales received. This equals \$10,000 to \$15,000 annually.

Mark Oppegard, manager of the Nebraska Bookstore said, "shoplifting is always a problem," but that it is hard to tell to what extent it exists.

Oppegard gave an "off the cuff" estimate of less than one percent, confiscated from annual sales.

Both managers said it is difficult to estimate total economic loss annually from shoplifters. They use their inventory shortages as a guideline.

Although an inventory may show a one percent loss, the managers attribute many factors to shortages. Oppegard cited errors in inventory count and markdowns as possible causes of a loss.

Because shoplifting does not present a major problem now, neither bookstore has employed intense security measures, managers said.

Behrends said this store's security is "preventive." He said the prevention of shoplifting is having alert employees. A customer is greeted readily to acknowledge his presence, and the employee maintains a good visibility of entering customers, he

said.

The Nebraska Bookstore has a camera system in the store, according to Oppegard, but he also said employee surveillance is the most effective form of security.

Both managers said the peak times of the year, the beginning of each semester, increase the possibilities of shoplifting. Additional security, such as Campus Police, are employed at the University Bookstore during this period.

Oppegard said no uniformed officers are employed by the Nebraska Bookstore at any time. He said the sight of a uniform is unappealing and threatening to most people.

Various motives prompt shoplifting. According to Cindy Grashorn, managing employee of the University Bookstore, many students feel justified in ripping off small items, "Maybe they think it is a way of getting back at the establishment," she said.

Grashorn said she did not see how someone would feel justified "in writing with a stolen ballpoint pen or in brushing their teeth with a stolen toothbrush."

Oppegard said that some students think

Continued on Page 13

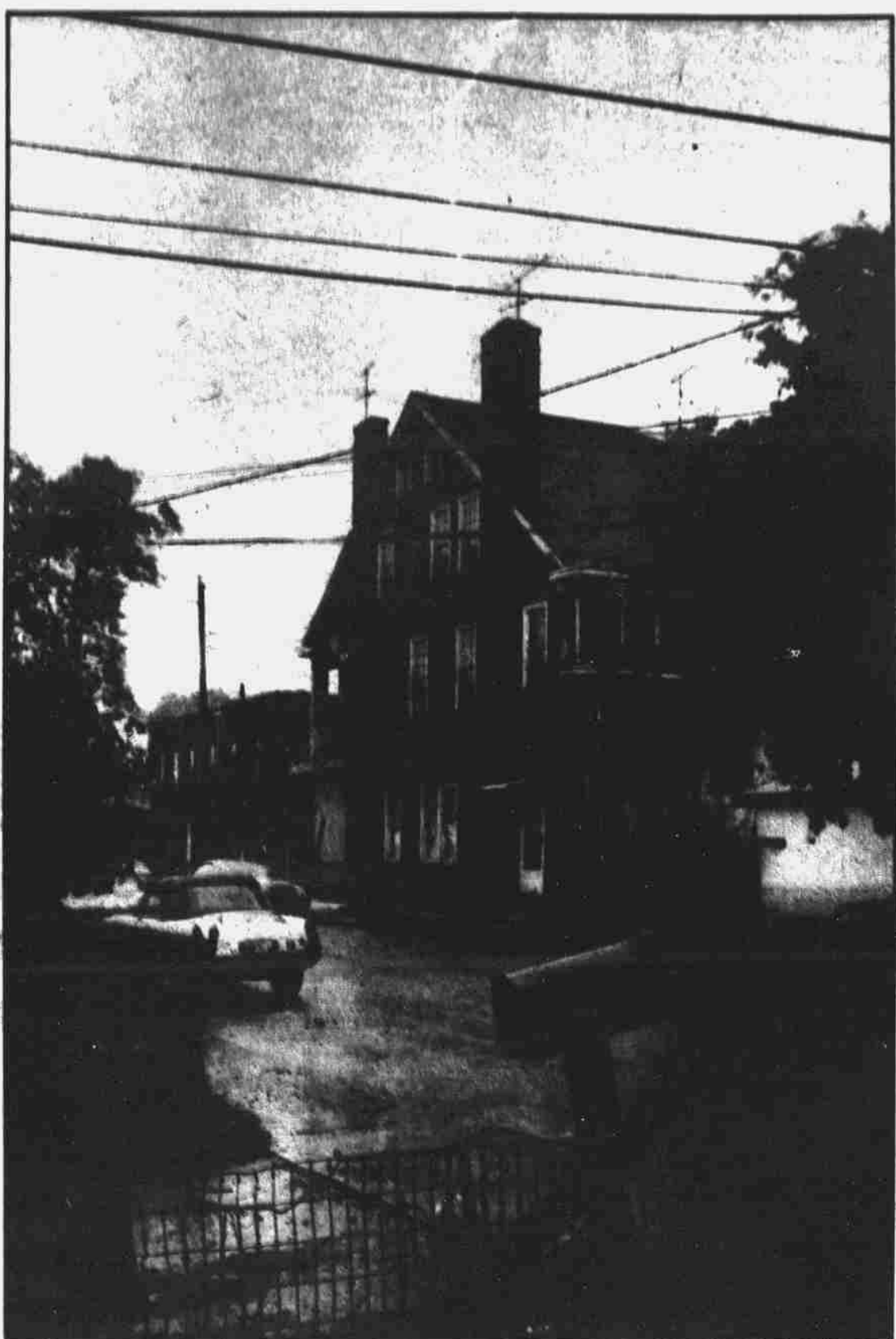


Photo by Mark Billingsley

October marks the end of long, sunny days and stormy nights and gradually prepares us for the unpleasant days to come. For more photographs and story, see page 14.

Medical ad ethics questioned

By Kent Warneke

"Special today only from 2 until 3 p.m., appendectomies at one-half price!"

This type of advertising is not prevalent in Lincoln, but according to the director of the County Medical Society it is now possible for physicians to advertise.

"There was a bill in the last legislative session that opened up the field of advertising services and prices for physicians," said Dr. P.D. Duensing.

Advertising of prices and services by physicians is an issue that has caused much controversy during the past several years and, according to Duensing, it can lead to bad things.

"There is a fine line between advertising and solicitation concerning physician's services," Duensing said. "We have had our names and addresses and fields of specialties listed in the phone books for years now and I have never been opposed to it."

Dr. Garland Bare, director of the Student Health Center, said that advertising lowers the professionalism of medicine.

"I can not look upon the services and facilities that I offer in the same category as an over-the-counter salesman," Bare said. "And that's what it will look like if doctors start to advertise."

Both doctors share a common fear—that of unscrupulous practitioners. "In every profession you're going to find some people that aren't honest, people who won't care about their patients and try to use them," Bare said.

Duensing said that he can't agree with consumer groups thinking that advertising will achieve lower prices by stimulating competition.

"The money spent on advertising will be just another expense to add to a doctor's budget," he explained.

As a safeguard the Medical Ethics Board has the power to take disciplinary action on physicians anywhere from reprimands to being expelled from the profession for unethical advertising. Duensing said.

Downtown Centrum plaza opening after several delays

After several construction delays, the Centrum Plaza and 1000-space parking garage will open Wednesday.

The plaza is a mini-mall, capable of housing 33 businesses in 57,000 square feet. The retail plaza is privately owned by its developer, Watson Centers Inc. of Minnesota, which paid the city \$300,000 for the property.

The parking garage is city-owned and connects to the retail plaza. The garage opened partially during last year's Christmas shopping season, but its elevators could not be used.

Sixteen of the businesses in the retail complex will open Wednesday with 13 more planning later opening dates and four store spaces in the complex still not leased.

The idea for the complex began in 1969

with a proposal by the Lincoln Center Development Association. In 1972, plans for the complex included a swimming pool, tennis courts, trees and a pond. An alternate plan included a bus terminal and a high-rise housing project for the elderly and handicapped.

But litigation was brought against the city, which was attempting to purchase land. The city had issued bonds for the land acquisition, but affected downtown property owners argued that the bonds had been issued without a proper vote and that use of public funds for a shopping center would be unconstitutional.

The county court ruled in favor of the property owners, causing the city to make new plans. The estimated cost of the modified plan was \$7.4 million, with the plan calling for the garage on the south half of the block connected to the retail plaza.

During the next year, 24 new suits were filed by property owners, fighting condemnation procedures ordered by the city for property between 10th and 11th streets and between N and O streets, where the complex is located.

Finally, when construction began on the project, Peter Kiewit and Sons Construction Company, which built the city-owned parking garage, withdrew from its agreement to build the retail complex, causing a

delay.

Kingery Construction Co. of Lincoln was then awarded the contract for the retail complex, which was originally scheduled to open Sept. 15.

Hailed by Mayor Helen Boosalis as "a

tremendous boon to the community," the complex is connected by skywalks to the Atrium and to the Brandies building.

Free balloons, candy and brochures will be handed out at the door by greeters as part of the opening festivities.

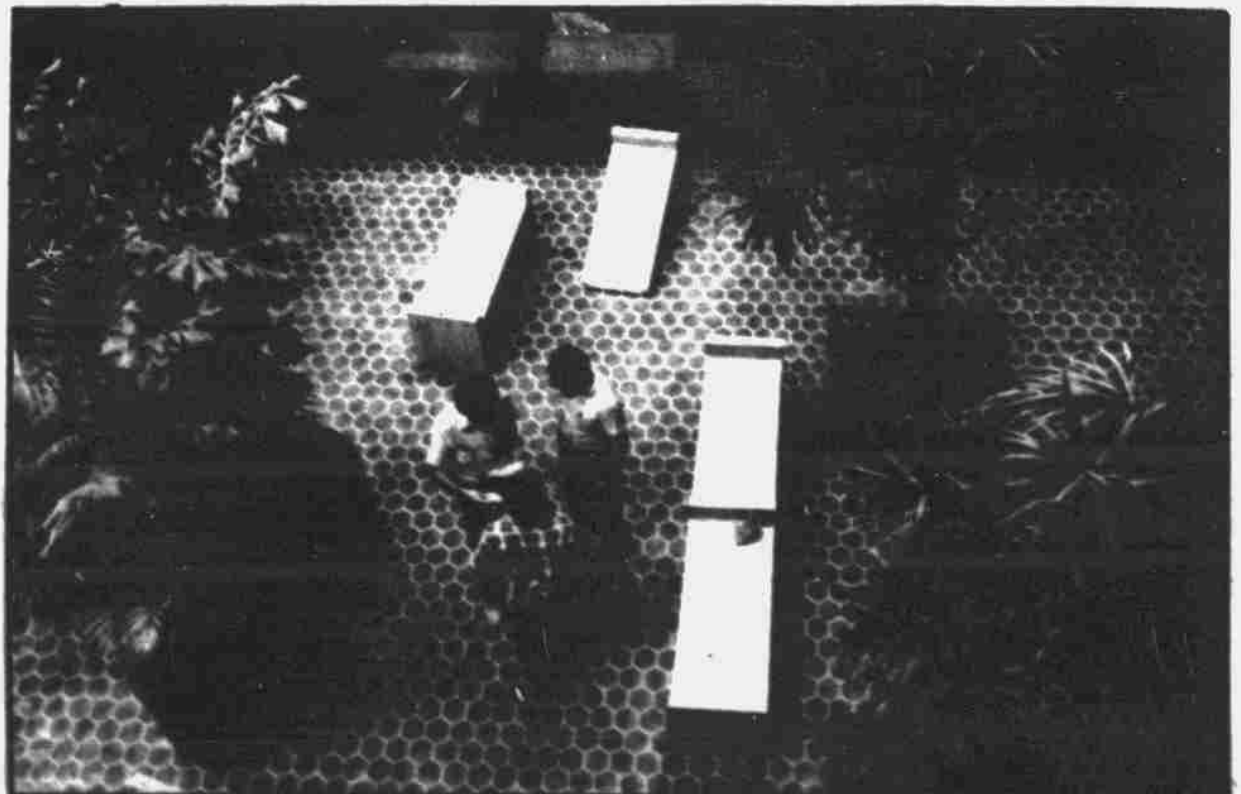


Photo by Mark Billingsley

Three workmen discuss last minute construction progress as the Centrum prepares for its grand opening Wednesday.

inside
wednesday

Blood money: Students and others can sell their blood for extra money. Page 8
Applesauce: A visiting artist performs amazing acts with fruit. Page 10
Fullback facts: Cornhusker fullback Andra Franklin talks about life in the Big Eight. Page 12