Meet Me
at the
Mall
Dear Teacher:

To a youngster, “consumer economics” and “retail merchandise management” sound a little intimidating—not to mention BORING! The mall, though—now that’s something a kid can relate to.

In this section, you can guide your students through the mall and visit both sides of the sales counter. Not only will readers find out about money management and shopping, they can also learn how the other half—store owners and managers—lives. To maximize your students’ learning experience, consider these suggestions:

- Arrange the classroom so that students can seat themselves in pairs or small groups as called for in the day’s activities.
- Look through this section to determine if some units are better used on specific days when your newspaper features particular ads.
- A few activities require cutting and pasting; make sure that students have the appropriate supplies.
- Consider a field trip to the mall at the conclusion of this experience. Arrange a meeting with a mall official and assign specific tasks to students for their trip.
- “The Perfect Mall,” found on pages 8 and 9, is designed to be the last learning experience in this study guide.

Climate-controlled Consumerism

Kids love the mall. It has everything a teenager wants:
- fast food
- the latest CDs
- an arcade
- movie theaters
- the coolest clothes
- other kids

Parents like the mall, too. It’s relatively safe, climate-controlled, and a handy place to drop off the kids for several hours.

Malls vary in size, from those with 20 stores to the Mall of America, with 4.3 miles of storefront and more than 500 stores!

Regardless of the number, size, and proximity of malls in your area, Meet Me at the Mall! uses a popular backdrop for studying consumer economics and retail business.

Sources:
- Money: Earning It, Saving It, Spending It, Growing It, Sharing It by Steven Otfinoski
- How to Start and Run Your Own Retail Business by Irving Burstiner
- Jones on Shopping Center Marketing by Robert M. Jones
- Explorations: Advertising, Consumerism, Newspapers by Katherine Howe and Judith Edelstein
- International Council of Shopping Centers Research Quarterly

Special Thanks To:
The International Council of Shopping Centers

Table of Contents

Meet the Mall ................................................. 3
Cash, Check, or Charge? ......................... 4
Work Where You Shop! ......................... 6
The Perfect Mall ................................. 8
Buy Now!... please? .......................... 10
Retail Relationship ............................ 12
The Price Is Right .............................. 14
Spending More or Less ......................... 15

Written by Bob Rouse
Designed by Tom Tally
Photography by PhotoDisc

© 1999-2006 KRP, Inc. All rights reserved.
Meet the Mall

I know what you’re saying. You’re saying you don’t need this study guide. You’re saying that the mall is the one thing you know best. You could walk it in your sleep! You’re saying you know who has the hippest clothes, the best fries, and the coolest games.

The mall is more than just a place to hang out, though. In this guide, you can learn:

• How companies persuade you to buy things.
• How to find the best deals.
• How to return things you’ve bought.
• How to decide how much stuff you really need.
• How to get a job at the mall.
• How stores in the mall operate.

First, though, meet the mall — not the mall you know and love, but the mall from behind the scenes.

The average mall shopper:
• Is 36 years old.
• Visits the mall three times a month.
• Stays an hour and 15 minutes.
• Buys something in 50 percent of stores visited.
• Spends $66.70 per visit.
• Visits the mall 38 times a year.

In the 1960s, the average mall store was 4,700 square feet. Now, the average store is less than 2,000 square feet.

Where are the most desirable locations for stores in a mall? Usually, merchants want to be on the center court, on a corner, or anywhere between the center court and a major anchor. Few stores want to be right next to a department store.

Retailers want as much mall frontage (storefront) as they can get, and most want to be near the middle of the mall, called the “50-yard line.”

Most malls charge the stores, or tenants, a base rent plus a percentage of their earnings, called overage. Mall owners want their tenants to succeed so that the overage will be higher, earning owners a larger profit.

A mall lease often includes the type of merchandise a store is allowed to sell. That way, the mall manager protects one store by not allowing other stores to sell the same types of goods.

Malls are successful for two reasons:
1. The convenience of many stores grouped together will bring in more shoppers than any single store could attract alone.
2. Merchants will do well when other merchants around them are doing well.

The average mall shopper, age 14-17:
• Stays one and a half hours per visit.
• Spends $38.55.
• Visits the mall 54 times a year.

Teens spend more of their money at mall shops and the food court, while older shoppers spend more of their money at department stores.

In addition to permanent stores, malls also feature smaller retail stations — called kiosks or carts — in the center of the mall. These stations can be leased for short periods, allowing retailers to sell seasonal or trendy items.

Here’s a list of the Top 10 money-making stores in the mall, as measured by sales per square foot:
1. Jewelry
2. Fast food (restaurants)
3. Food and goods (e.g., fresh coffee and mugs)
4. Men’s shoes
5. Children’s clothes
6. Specialty food (pretzels, cookies, etc.)
7. Women’s shoes
8. Home entertainment and electronics
9. Women’s accessories and specialty
10. Drug stores

Malls are getting bigger. The malls built to open between 1998 and 2000 averaged 1,207,000 square feet of store area — 70 percent larger than those that opened in 1987.

The word “mall” comes from an old game called pall-mall, played by hitting a ball through an iron ring at the end of an alley. The alley — or any walkway — was also called a pall-mall, or just mall. Later, walkways with shops on each side were called malls. When we say “mall” now, we usually mean an enclosed walkway connecting a group of stores.
Chances are, when you go to the mall you spend cash: bills and coins that you get from your piggy bank, your parents, or maybe your sock drawer. Most kids get money from the following sources:

- **Allowance** — a weekly gift from your parents that you either earn by doing chores or you get just for, well, for being you.
- **Work** — payment you receive for washing cars, walking dogs, raking yards, or delivering newspapers.
- **Sales** — money you get from selling a product: lemonade, pumpkins, or aluminum cans.

Look in the newspaper’s classified ads for ways to make money. Check out the employment ads and write down ideas for jobs you could do in your neighborhood or at home (traveling salesperson is out of the question). Next, look at the merchandise classifieds and write down items that you own and could sell: bean bag animals, baseball cards, etc. Get into small groups and discuss your list.

Another money option is an ATM card. ATM could mean AnyTime Money, but it stands for automated teller machine. Using the card and a secret code number, you can get cash from your bank account at an ATM located at a bank, convenience store, or mall. Some banks charge a fee for using an ATM, so use an ATM card wisely.

In a few years, you might buy an item at the mall and “put it on plastic.” The plastic is a credit card, a shopping tool that requires careful handling. For example, when you buy a CD with a credit card, the credit company pays for the CD and then asks you to pay them back at the end of the month. Merchants must pay the credit company a small percentage of each sale, but they welcome shoppers with credit cards because they spend more than shoppers who use cash. Credit cards are a convenience for shoppers unless they charge more than they can pay back at the end of the month. Then, shoppers have to pay interest — a fee for using somebody else’s money — on the unpaid amount.
Make Money the Hard Way — Save It!

However you pay for stuff at the mall, you need money. And the more stuff you want, the better you should become at budgeting and saving your money. **Budgeting** is making choices that match your spending goals with your income. **Saving** is holding on to some of your money so you can use it in the future.

### Activities

Make a personal budget. As a class, decide on a reasonable sum to use as a weekly income during this activity and write it in section **A** of the chart to the right. In section **B**, list how you would spend your weekly income. Next, look at ads in the newspaper to find the cost of an item you want but can’t afford to buy with your weekly income. In section **C**, list the item and how much you could save each week to buy that item.

| **A. Weekly income** | $__________ |
| **B. Weekly spending** | |
| Entertainment (movies, video arcade, etc.) | $__________ |
| Food (fast food, mall snacks, gum, etc.) | $__________ |
| Other | $__________ |
| **C. Savings** | |
| Weekly savings — amount saved each week for an item: | $__________ |

### Check This Out!

When you get older, you can open a checking account (most banks set 18 as a minimum age). Checks are a safe substitute for cash, because your money stays in the bank until you write a check to, say, a store. The store manager takes your check — along with others received that day — and deposits them at the store’s bank. A bank employee then uses a computer to subtract money from your account and add it to the store’s account. Just keep track of how much money is in your account, and don’t write a check for more than that amount.

### The Business Side

You think you’ve got money problems! While you scrape together enough cash to buy a shirt, a store might buy thousands of them. A store’s inventory — the amount of each item it carries — ties up more money than rent, salaries, and advertising. The manager has to stock enough inventory so that people can find — and buy — a shirt that fits. If a manager stocks too many shirts, however, he can’t afford to buy other items — such as jeans — that might sell even faster.

### Activities

As a class, find bank ads in the newspaper. Write down, discuss, and define all features described in the ads, such as “no minimum balance” or “free personalized checks.” Then rank the features by their importance to you as a young person. If one bank stands out, invite a bank officer to speak to your class about checking accounts for students and young adults.
Shopping is easy when your parents pay for everything you need. But at some point you’ll need to make these connections:

shopping ☛ spending ☛ money ☛ income ☛ work

To spell it out, you’ll need a J-O-B one day — maybe while you’re still in school, or maybe not. There are many types of work suitable for young people (we explored that on page 4), but let’s take a look at retail sales in the mall. Even if you’re too young now, it won’t be long before you can earn your own money for shopping.

Get to Work

Before you think about where to work, think about whether to work. Write down how many hours you now spend each week on the following activities:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>school</td>
<td></td>
</tr>
<tr>
<td>homework</td>
<td></td>
</tr>
<tr>
<td>sports</td>
<td></td>
</tr>
<tr>
<td>clubs</td>
<td></td>
</tr>
<tr>
<td>volunteer work</td>
<td></td>
</tr>
<tr>
<td>church activities</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>

Will you even have time to get a job? You’ll need to sit down with your parents and discuss the issues surrounding part-time work, such as transportation and keeping up your grades.

Find a newspaper ad for a retail store where you’d like to work and answer the following questions:

• What knowledge or experience can you give to the job?
• How far is the store from your house?
• How would you get to and from work?
• When would you prefer to work?

Get into small groups and share your employment plans.
Apply Within

Once you’ve decided to get a job and have found a job opening, you must convince the store manager that you’re the right person for the job. Getting hired might involve the following documents and activities:

**APPLICATION** — On this form, you’ll give your name, address, phone number, and — have this handy — your Social Security number. You’ll also be asked to list your schooling and any other work experience you’ve had.

**RéSUMÉ** — You probably won’t need one for your first job, but a résumé is a document that lists your qualifications. It should be one page long and free of mistakes. After all, who wants to hire someone who graduated from “Western Hi School”?

**PORTFOLIO** — In some professions — writer, artist, architect, model, for example — you’re expected to keep samples, or a portfolio, of your work and to show it to prospective employers.

**INTERVIEW** — The store manager might arrange an interview, a meeting where the applicant learns more about the job and the manager learns more about the applicant. You can increase your chances of getting hired if you are early, neatly dressed, and polite.

Payday

You might be shocked when you receive your first paycheck. You’ve been keeping track of your hours and expect to receive a certain amount. Instead, money is deducted from your pay. What’s up with these strange words on your check?

<table>
<thead>
<tr>
<th>item</th>
<th>your comment</th>
<th>definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>gross pay</td>
<td>This isn’t so gross.</td>
<td>total earnings (+)</td>
</tr>
<tr>
<td>FIT</td>
<td>I’ll throw a fit, all right!</td>
<td>federal income tax (-)</td>
</tr>
<tr>
<td>FICA</td>
<td>Who is this Fica guy?</td>
<td>social security (-)</td>
</tr>
<tr>
<td>State tax</td>
<td>More taxes?</td>
<td>state income tax (-)</td>
</tr>
<tr>
<td>City tax</td>
<td>What next: mall tax?</td>
<td>city payroll tax (-)</td>
</tr>
<tr>
<td>Net pay</td>
<td>I’ve been robbed!</td>
<td>what’s left</td>
</tr>
</tbody>
</table>

Depending on where you live and whether you need to pay income tax, these deductions can total as much as 50 percent of your check — that’s half! Our advice: Make sure you’re sitting down when you look at your first check.

The Business Side

Store managers count on employees to keep their store stocked, clean, and profitable. During your interview, a manager wants to find out how friendly, responsible, honest, and intelligent you are. She might check out how you speak, act, and carry yourself, too. If a manager makes a mistake by hiring a person who doesn’t show up for work or is rude to customers, the store’s sales might suffer.
The Perfect Mall

This mall is perfect because it’s yours! You pick out the stores and the merchandise based on what you’d like to see at the mall. Cut out ads or words from the newspaper to name the stores and give a sample of the inventory. Be as creative as you can: You don’t have to place only existing stores in your mall. Invent new ones!

- Pick a catchy name for your mall.
- Attach store names to store fronts.
- Use the classified ads for a store featuring your favorite hobby.
- You’ll want a few displays inside the each vehicle outline, for a favorite car.
- Clip the favorite foods you'd enjoy!
Here are some other types of merchandise you might include in your mall:

- Men's clothes
- Women's clothes
- Furniture
- Books
- Electronics
- Jewelry
- Shoes
- Gifts & cards
- Music & video
- Toys

Pick the “anchor” of the mall by deciding which store you’d visit most often.

Make sure you have a newsstand that sells newspapers and magazines.

The mall should have a store that sells sporting goods and athletic wear. Make sure the store’s name is connected to a local team or popular sport and attach it to the sign.

Many malls have a store with cartoon character items for sale, so how about your mall? Clip characters from the comics that you want in your mall’s comic strip store.

Find the movie listings in the newspaper. Pick four movies that you’d like to see and attach the titles to the marquee at the mall’s movie theaters.

The names of your restaurants for your food court.

Find vehicles on the mall. For trucks, find an ad or truck.
Buy Now!...please?

Right now — as you’re reading this — there’s a battle going on. It’s a battle for your business, and every store, restaurant, and company wants to win you over as a customer. Here are some of their “weapons”:

Advertising — Whenever you pick up a newspaper, turn on a radio, open the mailbox, or watch TV, there’s an advertisement waiting for you.

Pricing — Price alone can convince shoppers to buy — or not to buy.

Location and display — Retailers work to make their store and its merchandise attractive to customers.

Service — Good service helps create loyal customers.

It Pays to Advertise

Many retailers look at advertising not as an expense, but as an investment: For every dollar they spend, they hope to get $20, $50, or $150 back. Most ads say one of five things to you:

1. “You need this”: You’re told that you need the product to be happier, wealthier, better-looking, safer, or more comfortable.

2. “You’ll want this because I like it”: A celebrity tells you how much he or she likes the product.

3. “Image is everything”: The ad itself is so cool — or funny — it makes you want to buy the product.

4. “Everybody else is buying this”: You’re told that if you don’t buy the product, you’ll feel left out.

5. “Buy this because it’s a great deal”: The ad appeals to the bargain hunter in you.
**Priced to Move**

A retailer wants you to do two things: Come to her store and buy her merchandise. She can use pricing to encourage both. One way to encourage you to come to the store is through **leader pricing**, advertising one popular item at a big discount with the hope that you will buy other items when you go to buy the bargain. Grocery stores use this idea at Thanksgiving when they sell turkeys for less than their cost. The grocer makes up for it, though, when you buy the rest of your Thanksgiving Day feast at his store.

**Activities**

Find ads that feature what you believe to be leader pricing — items priced low to attract you to a store. Note the percentage discount on each of these items. Share your “door-buster specials” with the rest of the class and make a list of these items on the board. As a class, calculate the average percentage discount.

**For Display Purposes Only**

People who sell houses like to say there are three important things to look for when buying a home: location, location, and location. It’s the same thing in the retail world, especially in the mall. Merchants want to be in “high-traffic” areas: center court, on corners, or somewhere in between center court and an anchor store (although not right next door to the anchor, oddly enough). Location is important outside the mall, too, whether you’re selling gasoline, fast food, or lemonade. A store can survive in an out-of-the-way location, but it takes advertising, service, and a good product to succeed.

**Activities**

All stores have an area from which they can expect to draw customers. Most people won’t drive 100 miles to get groceries, but they might drive that far to shop for clothes. Look in your newspaper to find the advertised stores that are farthest away from the newspaper’s town and make a list on the board. Next make a list of other faraway businesses — amusement parks, cinemas, entertainment centers, etc. As a class, discuss what types of businesses have a wide customer base.

**The Business Side**

This unit has covered ways that store owners and managers persuade shoppers to buy; there are many other things merchants can do to promote sales:

- **Public relations** — Businesses help people and organizations in their town partly out of genuine concern but also to boost their image in the eyes of the community.
- **Contests** — Stores will give away merchandise or money to make more people aware of their business.
- **Special events** — People will visit stores that feature book signings, celebrity appearances, etc.
- **Window displays** — Retailers count on “window shopping” to draw shoppers into the store.
- **Sales associates** — The sales staff can “push” items the manager really wants to sell.
- **Shows and demonstrations** — Shoppers might be more willing to buy something if they see it modeled or used.
- **Freebies** — Stores give away samples (usually food) or services (gift-wrapping or delivery) to attract customers.

As a class, look through the newspaper and make a list of the different ways that businesses promote themselves and their products. Be sure to include news stories about companies announcing new products or sponsoring charities.
Retail Relationship

As shoppers, we usually have a good relationship with store workers and owners: They put stuff on a shelf and we give them money for it! Oh sure, we wish they’d sell it cheaper, and they wish we’d buy lots more of their merchandise, but in general, the retail system works pretty well.

The system can break down, however, if either the shopper or the merchant is dishonest. A dishonest shopper might shoplift or pay for items with a stolen credit card or worthless check. A dishonest merchant might be untruthful in advertising or in face-to-face dealings with shoppers.

In this unit, explore the relationship an honest shopper can expect to have with an honest merchant.

I Want My Money Back!

Smart shoppers carefully consider their needs, compare prices, look at the quality of the merchandise, and check sizes. But even good shoppers make mistakes, change their minds, or buy mislabeled items. Before you buy, read the store’s posted policy — or ask — about refunds and exchanges. Here are ways to work with stores when you buy the wrong thing:

1. Find the receipt: A sales receipt is your proof that you bought the item at that store, when you bought it, and how much you paid for it.

2. Act fast: Some stores will accept returns only for a limited time, usually 30 days.

3. Follow the rules: Take the item and its package back to the store, explain what’s wrong, and politely ask for a refund, exchange, or credit — whatever the store’s policy allows.

4. Be reasonable: Unless it has a defect, your returned item should still look new. Don’t use in-line skates for 29 days and then return them because you don’t like the color.

Activities

Divide into small groups and look at the ads in the first section of the newspaper. Write down at least 10 categories of advertised items: clothes, shoes, cellular telephones, jewelry, computer equipment, etc. Beside each category, rate how easy or difficult it is for a merchant to accept returned items and resell them at the regular price. Rate each one very easy (VE), easy (E), hard (H), or impossible (I). As a class, discuss your ratings, how a store can reduce returns, and how returns affect prices for everyone.
Manufacturer’s Warranty

Sometimes you find a problem with a product after the store’s refund period has passed. You’ll have to count on the warranty — the manufacturer’s promise that they will repair or replace an item that doesn’t work as it should. Here’s what you should know about a warranty before you buy an item:

- **Written or unwritten:** Even if the promise isn’t explained in writing, a manufacturer must be responsible for its product.
- **Full or limited:** A full warranty means that a manufacturer will fix the product at no charge during the warranty period. Under a limited warranty, the manufacturer will only fix certain parts for free.
- **Parts, shipping, and labor:** Manufacturers might cover all three of these expenses, a combination, or none. Be sure to read the warranty or ask a salesperson.

Stay in Touch!

Even if you follow the rules for returning an item to a store or to the manufacturer, you might not be satisfied. Don’t get mad and don’t get even — start writing! Often, when someone in charge receives a well-written letter of complaint, he or she will resolve the problem. You and your business are important! Make sure your letter contains the following:

**Name** — Yours, of course, but also the name of someone who can help: a store’s manager or a company’s director of customer service. Call to find out the person’s name and address.

**Description** — Tell the person what you bought and exactly what went wrong. Be honest, be polite, and enclose a copy of the sales receipt; keep the original receipt.

**Proposal** — Write what it will take to make you a happy customer: full refund, a repair at no charge, an exchange, or a coupon for a future purchase.

**Deadline** — State the period in which you expect a reply, such as three weeks.

You might need to write the letter twice. Once while you’re still upset, and a second time, removing all angry words. You’ll get better results if you are firm but polite.

The Business Side

Retailers don’t have to give you money or credit for returned merchandise; they can ask you to take all problems to the manufacturer. Most stores, though, accept returns as a service to their customers. A store manager knows that if you leave the store happy, you’ll be more likely to come back. Resolving disputes can cost a store money, but it’s an investment that managers are often willing to make. Other customer service “investments” are shopping carts, restrooms, free gift-wrapping, longer operating hours, and refreshments.
The Price Is Right

How much would you pay for those in-line skates? How about those shoes that everybody’s wearing — will you buy them now or wait for a price reduction? You and other shoppers help to decide the price of an item — its fair market value. That’s what a well-informed buyer would pay a well-informed seller when neither is under pressure. In a store, the seller is well-informed: She knows what she paid for each item and how much she needs to charge to cover her expenses. Let’s make sure you’re well-informed, too.

Pay Attention!

A Broncos ball cap is a Broncos ball cap. If it’s sold at two different stores in the mall, you buy where it’s cheaper, right? But comparing prices can get tricky when a store has a special sale. Which store has cheaper posters?

Store A — $7.50 each
or
Store B — three for $20?

To find the answer, calculate the cost per unit of Store B’s posters — divide the price by the number of items. In this case, it’s $20 ÷ 3, which equals $6.67. Store B has cheaper posters!

Warning: The best price isn’t always the best deal. If you only need one poster, you’d be wasting money to buy three at the sale price. Three are only cheaper than one if you need all three. Check to see if you can buy one item at the sale price.

Dare to Compare

One way to be an informed shopper is to compare prices. It’s simple to compare a price for an item by checking ads in the newspaper or calling stores, but consider these other factors, too:

Convenience — Are the stores across the street or across town? If you order by phone or by Internet, how long will you have to wait and how will you pay for it?

Service — If the item doesn’t fit, doesn’t work, or falls apart, can you return it?

Extra charges — If you buy an item by phone or by Internet, how much is the “shipping and handling” charge?

Activities

Divide into small groups and find ads that list special prices when buying two, three, or more of an item. Cut out each ad and attach it to a large sheet of paper. Beside each item, write the cost per unit. Share your ad collage with the rest of the class.

What’s the Bottom Line?

Retailers reduce the prices of certain items to get them out of the store, to get you into the store, or both. Every day at the mall, a price is changing somewhere, and it might be the price of an item you want, so pay attention. A store might advertise “30% off” certain merchandise, but if 30 percent off the manufacturer’s suggested price is the store’s “everyday price,” it’s not much of a sale. You’ll only know if you’ve been paying attention!
Spending More or Less

Wouldn’t you like to have one of everything in the mall — CDs, greeting cards, clothes, books, perfumes, rings, shoes, etc.? Wanting and needing aren’t always the same, though. On this page, you can explore and define the difference between what you’d like to have and what you really need to get by.

Shoes, Shirts, Coats, Hats, Pants,…

There’s a difference between having a lot and being excessive. Imelda Marcos, the former first lady of the Philippines, once owned 3,000 pairs of shoes, some of which she never wore. That is considered excessive. But when it comes to clothes and shoes, how much do you really need? It usually depends on your budget. Most people can only afford a limited number of clothes and buy what they need to look nice and be comfortable. Other folks choose to keep up with the latest fashions and buy more clothes than they need.

The Business Side

Over 83,000 businesses failed in 1997 alone. To improve their chance of success before they ever open a store, retailers should know all about the shoppers in an area: where they live, how far they drive to shop, how much they spend, etc. You can practice good retailing by imagining that you want to open a lemonade stand. Answer these questions:

- How will people see my stand?
- Will people be able to get to it?
- Are there other lemonade stands nearby?
- Will enough people buy lemonade for me to make profit?
- Should I sell something else? Popsicles? Brownies?

That’s just for a lemonade stand! If you wanted to open a store in the mall, you’d need answers to the same types of questions, especially if you wanted to borrow money from a bank.

Get into pairs (the same gender will work best) and use newspaper ads to go shopping for clothes. In each pair, one person will use advertised prices to “buy” the least expensive outfit. The other will try to spend the most money on the same category of clothes. Here’s your shopping list:

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shirt</td>
<td>Dress or pantsuit</td>
</tr>
<tr>
<td>Pants</td>
<td>Coat or jacket</td>
</tr>
<tr>
<td>Shoes</td>
<td>Shoes</td>
</tr>
<tr>
<td>Coat or jacket</td>
<td>Purse</td>
</tr>
<tr>
<td>Watch</td>
<td>Necklace</td>
</tr>
</tbody>
</table>

As a class, record the results of the shopping spree on the board. List all the bargain totals in one column and all the more expensive totals in another, then find the average of the two columns. Which outfits are more expensive — boys’ or girls’?

Activities

Nice Ride

The next time you visit a mall, check out the cars and trucks in the parking lot. While cars are a hobby to some people, they’re just transportation to others. Many drivers choose a car that will meet their needs and fit their image. In fact, people are often judged by the kind of vehicle they drive. That’s too bad, because some people can’t afford to be picky about the car they drive, and other people don’t have a car at all. Also, two folks looking at the same car might have two completely different thoughts and feelings.
Meet Me at the Mall

Retail Relationship

Cash, Check or Charge

Buy Now... Please

Newspaper Mall

Meet Me at the Mall