

A Concept In High Mobility



GAMA GOAT

New Vehicle Demonstrated

"Gama Goat", built by the Aeronautics division of Chance Vought in Dallas, is being field tested. The multi-purpose six wheeled amphibious military vehicle is designed to give ground forces high mobility in all types of terrain. The "Gama Goat" was invented by Roger L. Gamaunt, of Fawnskin, Calif., and developed, built and tested by Chance Vought. It is being demonstrated to the military forces in a series of performance tests starting at Fort Benning, Ga., and ending at Fort Sill, Oklahoma. (AP Wire-photo)

VISITING FACULTY

(Continued from Page 1)

Transmission Co., M. K. Collie, president, the National Bank of Commerce, M. S. Hattwick, director of advertising, Continental Oil Co., Oscar Hillier Jr., division supervisor of industrial relations, domestic producing department, Texaco Inc., all of Houston.

D. G. Malcolm, vice president, western division, Operations Research Inc., Los Angeles; D. B. Campbell, manager, polychemicals department, Sabine River Works, E. I. du Pont de Nemours and Co., Inc., Orange; E. O. George and A. S. Griswold, vice presidents, Detroit Edison Co., Detroit; R. M. Winsborough, vice president, Middlewest Service Co., Chicago; G. R. Donnell of George R. Donnell and Associates, San Antonio.

K. G. Stuart, assistant treasurer, Eastman Kodak Co., Rochester; Max Forster, director of development, International Minerals and Chemical Corp., Skokie, Ill.; A. V. MacCullough, management consult-

ant, A. V. MacCullough Associates, Rye, N. Y.; F. W. Macarow, vice president, Chesapeake and Potomac Telephone Companies, Washington.

Also helping with the course from the College's staff are Professors T. R. Yantis and R. L. Elkins of the Division of Business Administration, and Professors J. P. Abbott and E. D. Hedgcock of the Department of English.

Also helping with the course from the Division of Business Administration are T. W. Leland, head, R. M. Stevenson, Lloyd H. Taylor, R. D. Thompson, H. G. Kenagy, E. S. Packenham and William Whittington.

A. R. Burgess and J. D. Ramsey from the Department of Industrial Engineering will also help with the course.

CONSUMER PREFERENCE

A Globetrotter After Beef Whims

Miss Noemi Margarita Wade of Santa Fe, Argentina, has become something of a globetrotter in her search to pin down the whims of beef consumers. The traveler, a professor of financial and actuarial mathematics with the faculty of economics at the University of Litoral, recently visited A&M for two weeks to study consumer preferences in beef. Her journeys began when she left Argentina for England, where she spent two months in London consulting with university personnel at Oxford and Leeds. Another two months of research was carried out in the School of Agriculture at Cambridge University. The purpose of her trip was to study consumer preferences and attitudes toward Argentina beef in England. Argentina is one of the world's largest producers of beef, and England is a major export customer.

Her travels were sponsored by the British Council and the Comisión Nacional de Administración del Fondo de Apoyo Desarrollo Economico in Argentina. Cambridge University recommended that Miss Wade come to A&M and round out her research in the Department of Agricultural Economics and Sociology. The department has conducted extensive investigations in the economics of beef consumption.

Miss Wade said such investigations are not complete in England and are almost non-existent in Argentina. While at A&M, her work was supervised by R. E. Branson, H. V. Courtenay and B. H. Nelson, all

of the Department of Agricultural Economics and Sociology.

Not only was she able to investigate consumer preferences in beef but she also studied the techniques of carrying out consumer research.

After leaving A&M, Miss Wade returned to Cambridge University. There she will spend another month prior to her return to Argentina.

5,089 Visit A&M During January

A total of 5,089 visitors were on the A&M campus during the month of January, 1961. P. L. Downs, Jr., official greeter of the college, announced today.

They were attending short courses, conferences, class reunions and other scheduled meetings.

A&M had 668,830 visitors on the campus for scheduled meetings and activities during the eleven years and eight months that ended February 1, 1961.

There were nineteen different groups on the campus during the month of January.



"GIVE A MAN A TOUGH JOB AND A CHANCE TO GO SOMEWHERE ... AND HE'LL BREAK HIS NECK TO DO IT"

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One of Bill's first assignments was a survey of Michigan Bell's big Central District to find out how long available building space could accommodate the switching equipment required by rapid telephone growth. "I wasn't given any instruction," Bill says, "I was just told to do the job."

So Bill did it. His report became the guide for planning and budgeting future construction.

On his next move, Bill proved he could handle supervisory responsibility. He was sent to head up

a group of seven engineers to design a new long distance switching center for Saginaw, Michigan—a \$4,000,000 engineering project.

Today, Bill is on the staff of Michigan Bell's Program Engineer. He's working on a system for mechanized control of telephone construction costs.

How does Bill feel about his job? "Give a man a tough job and a chance to go somewhere—and he'll break his neck to do it. Of course, I don't think I'm going to be running the business next year—but I'm getting every opportunity to hit the top. You don't worry about opportunity here—you worry about whether you're as big as the job."

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TOMATOES	No. 303 Cans 6 For	\$1.00
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SPINACH	No. 303 Can 8 For	\$1.00
SWEET PEAS	No. 303 Can 6 For	\$1.00
GREEN PEAS Cut	No. 303 Can 6 For	\$1.00
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PORK RIBS Fine For Bar-B-Cue Lb. **29c**

PORK LOINS Whole or Half Lb. **43c** **PORK ROAST** Picnic Cut Lb. **29c**

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