

Farm traditions fading, marketing specialist says

Farmers should be aware of fading traditions such as the Sunday dinner, farm style breakfasts, and eating three square meals a day because they reflect the changing role of the farmer, according to Dr. John Nichols, marketing specialist with the Texas Agricultural Experiment Station.

For all practical purposes, they "are memories of the past," says Nichols, also an Agricultural economics professor. With the development of more snack type meals, synthetic or substitute food products, and the away-from-home feeding, patterns of food consumption are changing.

No longer can the farmer be content with production alone.

"More and more, decisions of producers will be affected by the thoughts, ideas, and concerns of the ultimate consumer of his products," Nichols said. "The most successful business firms in their decision-making processes will consider, in some way, the response of concerned consumers."

It is not enough, however, for the farmer to assess what the consumers' needs are at the time of marketing.

"What is needed in addition is an active effort to anticipate the future changes in consumer demand," the economist said.

This is done through study of the "ultimate market — the consumer."

"These institutions, food processing or manufacturing and food retailing, are here to stay. This is not to say that there won't be more producer-owned marketing firms involved in the forefront of food product development and manufacturing and, perhaps occasionally, in food retailing. But," Nichols said, "I do not see this as a primary role for the farmer in the future of the food industry."

What the farmer should do is to learn to deal with these institutions in the food marketing industry in order that he may become "a more fully integrated segment of the food industry."



A&M HORSE LAUGHS, in a little different manner than usually seen around campus, are presented in these photographs. Just what he is laughing at we don't know, it may be the photographer, the weather, or just A&M in general. (Photos by Pete Davis)

Polygraph detects innocence

A polygraph test for employment screening or in criminal cases won't tell if a person is guilty of wrongdoing, but it can show complete innocence, the coordinator of the Polygraph School contends.

Tim Kennedy, instructor for the Engineering Extension Service, Police Training Division, says the polygraph's ability to clear suspects is one of its main advantages.

Seventeen persons from commercial firms and law enforcement agencies will complete the six-week course Friday.

Among the participants is Cynthia D. Liepitz, 311 Ehlinger Drive, Bryan, a doctoral student on fellowship.

When the students complete the 216-hour course, they will receive a certificate of completion and, in most states, will be eligible to take the state board examination after six months of on-the-job supervision under a certified sponsor.

The course curriculum includes legal aspects, mechanical operation of the polygraph, anatomy, physiology, psychology, test construction, question formulation and chart interpretation.

Professors from the College of Veterinary Medicine and Psychology Department provided medical and abnormal psychology lectures. Six guest instructors from various private agencies and law enforcement organizations also met with the class, Kennedy said.

All problems were conducted on the class members, Kennedy pointed out, because Texas law prohibits class exercises on actual subjects.

"The polygraph is simply a tool for the investigator," Kennedy maintained. "How much of a tool depends on the information the examiner has, such as background on the individual and specific information on that particular case."

Formulation of the test questions, he added, usually depends on what kind of information is already known.

Kennedy said commercial polygraph firms work for business clients and sometimes on criminal cases.

Business clients use the tests to check employment applicants, to secure store loss information and as an employee screening process.

Criminal examiners, Kennedy reported, seek knowledge of the crime, was the subject involved and does the subject know where something or person is located.

"It won't tell if the subject is guilty, but it will show if he is deceptive or not," Kennedy explained.

He said the course is "tough" and requires study almost every night. Classes meet daily from 8:30 a.m. to 5 p.m. at the Research Annex.

Approximately 300 examiners have been trained by the Police Training Division during the past 10 years.

Free weekend up for Singing Cadets

A&M's Singing Cadets go before a Transportation Conference audience tonight and then have a free weekend, the choral group's first since Feb. 20.

It will be only the third free weekend since Jan. 2 when the Robert L. Boone-directed Cadets checked in for a between-semester tour.

The 55-member group traveled 5,750 miles for 35 performances

in 16 cities during the five busy weeks.

The Cadets' Thursday performance for the Texas Transportation Institute at the Ramada Inn will be the 50th of the year.

Altmann noted that tickets for the Singing Cadets' April 23 local concert are now on sale. At \$2 each, the duets for the 8:15 p.m. performance at Bryan Civic Auditorium are available from any Singing Cadet, the Student Program Office in the Memorial Student Center, Vicks Drug Mart at Manor East Shopping Center and Jones Pharmacy at the East Gate.

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APO to clean up recreation area

Members of Alpha Phi Omega will don work clothes again Saturday, to clean up the recreation area at the university's Research Annex.

A 25-yard swimming pool, picnic facilities, softball diamonds and a small lake for fishing will be policed by Xi Delta chapter of the national service fraternity. Projects vice president David Russell said about 30 members will participate in the cleanup and take part in a noon weiner roast at the site. The facilities operated by the

Health and Physical Education Department were opened last year to A&M personnel and their guests. Dean of Students James P. Hannigan, APO advisor, suggested the cleanup project.

Alpha Phi Omega members regularly take on service projects from which students, A&M personnel and the university community benefit.

Last weekend the chapter prepared and painted an upstairs ward and four rooms in the university hospital.

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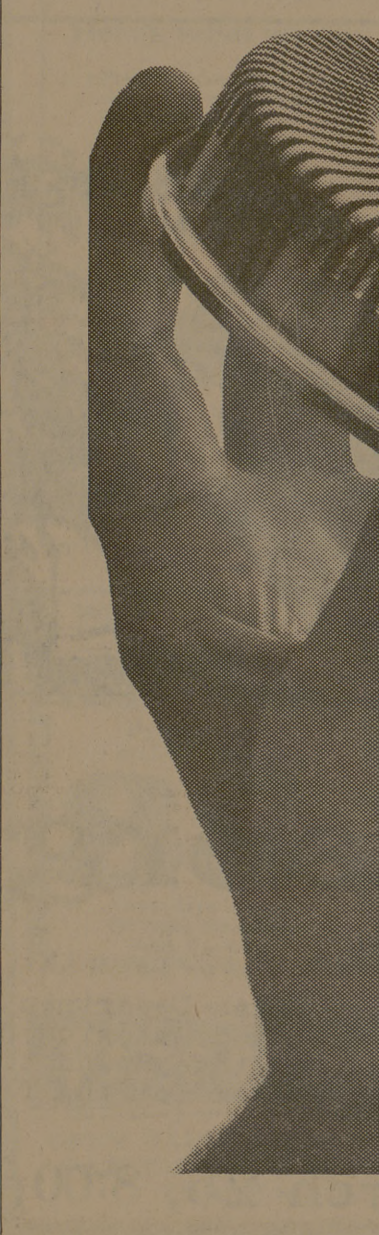
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Poetry editor to appear for Contemporary Arts
John Ciardi, "Saturday Review" poetry editor known for frank critical articles, will appear Tuesday for a Contemporary Arts lecture.
Author of more than 25 volumes of poetry for children and adults, Ciardi has had poetry and articles in "The Atlantic," "Harper's," "The New Yorker" and other leading publications.
"Students, fellow writers and lecture audiences across the nation have found Ciardi a man who can speak plain sense on the subject of poetry, freeing it from the fogs of misunderstanding that too often surround it," commented Contemporary Arts chairman Robert Riggs.
He said Ciardi's lecture will be at 8 p.m. in the Memorial Student

Center Ballroom. Riggs noted that admission will be free through the committee's patronage subscription system.
The contemporary arts chairman said Ciardi will choose his own topic, probably from "It's Knowing What to Do with Things That Counts," limitations of today's mass media, reading with commentaries, "What Good Is a College?" or "Why Read?"
The speaker is a former Harvard and Rutgers English professor who left teaching in 1961 to devote full time to his literary activities. Besides editing for Saturday Review, a job he has held since 1956, Ciardi spends each summer as director of the Bread Loaf Writers Conference.



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