College Station, Texas

Management emphasized by A&M agricultural economists

THRALL-It may be an overused word as far as some agri-cultural producers are concerned, but "management" was given further emphasis, here last week at the 10th Annual Stiles Farm Foundation Field Day. Some 1,500 people attended. "Management" was highlight-ed during a formal program by two agricultural economists from A&M. Dr. Ronald Kay and Dr.

A&M, Dr. Ronald Kay and Dr. John Hopkin.

Kay, whose specialty is farm nanagement, noted that manage-aent (which he defined as decision - m a k i n g) is considerably more important today than 20 or 30 years ago. He gave these rea-

1. There are more decisions to be made today.

2. More is lost in terms of dollars and cents from a poor decision.

3. More of today's decisions are "money" decisions.

4. Some people are becoming better managers - competition is getting stiffer.

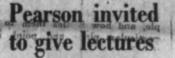
In offering his suggestions for improving management, the as-sistant professor stressed two items-more desk time and being

Dr. Linder to receive Navy grant

Dr. John S. Linder of A&M's Electrical Engineering Department has been awarded a \$30,-000 grant by the Office of Naval Research for specialized studies in solid state electronics.

The project, entitled "Implantation of Ions into Various Materials," is expected to produce data which will have application in design of infrared detectors, noted Linder, an associate professor.

He said the one-year study will be monitored by the Naval Electronics Laboratory at San Diego.



Dr. John E. Pearson, dean of A&M College of Business Administration, has been invited to conduct a series of management lectures next month in Cali, Colombia.

Dean Person will be the featured speaker for a program specifically concerning organization motivating relationships.

The program is sponsored by the Instituto Colombiano de Admnistración, which is similar to the American Management Asso-

receptive to change. "Producers need to spend more time at their desks to plan and organize and to keep records," emphasized Kay. "Planning and organizing will become even more critical in the future. More time must also be spent in the mar-keting of agricultural products. Farmers spend too much time producing and not enough time

marketing." . In discussing changes in agri-culture, the economist pointed out

DISPOSABLE

CHARCOAL!

ALONG!

GRILL INCLUDES

EASY TO TAKE

BIG ENOUGH

that producers should take a close look at all technological changes and should consider those changes that are worth adapting. "Do not be the first to jump in without careful con-sideration of a change. On the other hand, don't be the last one to make a move." Hopkin, who serves as Stiles professor, aimed his remarks at financial management. "Management skills must be especially high today with most farms op-

erating on borrowed capital. A 'cash flow budget' is a most cru-cial management tool, and farm-ers should become accustomed to adapting such a budget," Hopkin emphasized.

In addition to citing the need for increased skills in financial anagement, the professor also binted to the growing liquidity problem of many farm opera-tions—the need for cash when cash is needed. "The annual repayment of farm loans in Texas

In discussing future change and farmers' quests for increased operating capital, Hopkin ex-plained that leasing of machin-

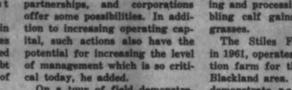
is higher than total gross sales," he noted. "This means that many farmers are paying off last year's loan this year." The average debt per farm in the state has increased 10 times from 1950 to the present, added the economist. Today the debt level per farm is 20 percent of the total farm investment. In discussing futures that the total farm investment.

cotton pest management pro-

gram, grain sorghum, sunflowers, swine waste disposal, loose stack-ing and processing hay, and dou-bling calf gains with improved gras

THE BATTALION

The Stiles Farm, established in 1961, operates as a demonstration farm for the Central Texas Blackland area. It is designed to demonstrate research proved practices through guidelines of the Blackland Income Growth (BIG) program which encom-passes a 35-county area.



FLYING DISC

FUN & EXERCISE

FOR YOUNG

cal today, he added. On a tour of field demonstra-tions, earlier in the afternoon, visitors heard discussions on pas-ture grasses, use of Temik in a

SD. ВA ALBERTSONS DRUGS & FOODS ECI IROO TYPE O CAND CITRONELLA CANDLE BUILT KANGAROO KITCHEI INTO BAMBOO. JUST STICK L-PURPOSE VACUU . BROILS INTO GROUND . GRILLS FOR PATIO · BAKES POWERFUL 1.1 H.P. ELECTRIC MOTOR OR POOL! TOASTS COMPARABLE TO 20 QT. SIZE · PRESSURE COOKS H.P. GAS IOME GANNER ENGINE! **NELPS DO THE DISNES** FUELED BY A STANDARD CLEAN INSIDE PROPANE CARTRIDGE OR OUTSIDE! DUSTPROOF THE NEW CONCEPT BAG-CLEAN-UP LEAVES, STICKS IN OUTDOOR PORCELAIN ETC. ENAMEL COOKERY! FINISH! 20 QT. POT WITH JAR RACK TO HOLD 7 JARS! In ADDRESS OF THE OWNER OWNER OF THE OWNER OWN GRI

IMPULSE SPRINKLER

HEAVY DUTY

HEAD WITH

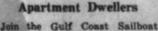
BRASS SPRINKLER

Page 4

ciation in the United States, Dr. Pearson explained.

"The purpose of these lectures is to focus attention on the most recent findings, of both professional practitioners and business scholars, in the development of behavioral or psychological skills needed to manage human resources in different types of organizations," the dean noted.

In addition to having his expenses for participating in the program paid by the Colombian organization, Dean Pearson will visit several different industries the South American country as the guest of institute officials.



fleet and enjoy special low rates for storing your boat in our warehouse. GC-14's in stock. Go sailing this weekend. Financing availab

SPARCO - 846-6544 **Gulf Coast Sailboats**



k- Wed. July 19 Wed Aug. 2 Wed. Aug. 16 12 . BRYAN KC HALL



ING POOL

FT. DIAMETER

14" DEEP