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Student shoppers pleased with area

By PAMELA ABBE

The results of a Student Shopping Survey were recently published and they suggest that Texas A&M University students are pleased with shopping services in the Bryan-College Station area.

The survey was sponsored by the Bryan-College Station Chamber of Commerce and performed by a Texas A&M Marketing Research class. Of the 1,000 students who were contacted in the telephone study, 62 percent said they found nothing lacking in local area shopping.

Ten product and service categories were studied in the survey which was conducted during October and November of last year. The purpose of the study is to inform the local business community of the problems that are encountered by student shoppers.

Students surveyed were in agreement that area merchants should make their services better known. These students said more advertising is needed in The Battalion and on local radio stations in order to reach the students.

Another complaint voiced by

those interviewed was that of high prices. Nineteen percent said prices should be lower and 18 percent said student discounts should be offered. Check cashing and credit policies were also said to present an obstacle.

Stores would benefit if they stayed open later, according to 9 percent of the students. Six percent said sales people should be friendlier and stores should carry a larger amount of stock. Ladies' and men's clothing and shoes were named as items that need to be offered in wider varieties and in larger quantities.

Students seem to eat out frequently; 53 percent of those surveyed said they eat out three or more times a week. Seafood restaurants and "very nice" restaurants topped the list of new eating places that should be established.

Auto repairs and the cost of those repairs received unsatisfactory ratings from 25 percent of those interviewed. Research results show that the heaviest student use of these services is among off-campus, married males.

Responses to the interview show

that Bryan-College Station does not need more home equipment stores since most students bring their stereos and television sets from home.

Students often complain about a lack of entertainment, however, survey results show that 33 percent of the single students and 42 percent of the married students said nothing is lacking in this area. Thirty percent of the single students said Bryan-College Station needs more live entertainment, while 20 percent of the marrieds agreed.

Overall, students who shop the local area seem satisfied with the services available to them. However, some students seldom even shop in Bryan-College Station, instead depending on their parents or trips back home to meet their shopping needs. Fifty-five percent of those surveyed said they could think of nothing that needs to be done by area merchants to be of more service to University students.



Battalion photo by Malinda Davis

Beer can smash

Davis Gary Hall sponsored a beer can smash at the All-Night Fair, with the object of the game being to smash a can the flattest with one hit. Tim Meier won by squeezing one can into 1.25 inches. Pictured is Mark Schneider.

Corps scholarships funded by donation

Chester J. Reed of Houston has donated two Harris County tracts of land valued at nearly \$674,000 to the Texas A&M University Development Foundation to fund new scholarships for Corps of Cadets.

Income from the land is expected to supply between 30 and 40 of the \$1,000-a-year scholarships to freshmen and sophomore Corps

members who will be known as Reed Sul Ross Cadets, said Robert Walker, vice president for development.

Reed, who received a Doctor of Veterinary Medicine Degree from Texas A&M University in 1947, told officials that 80 percent of the expected income will go to support the scholarships while the rest will be

available for unrestricted use. A feature of the new program will be incentive for freshmen and sophomores to stay in the Corps until their acceptance of ROTC contracts which support their education and senior years.

Like the ROTC contract, Reed Sul Ross Cadet scholarships will provide \$100 monthly.

"The Corps scholarships are in getting the Corps stay in school students," Col. James Woodall, commandant of the ROTC member organization, explained.

To be eligible for the scholarships, students must apply to the start of their freshman year.

In awarding the scholarships, administrators said they will give evidence of a strong desire to the Corps all four years, leadership, academic achievement, other facets also will be considered in bestowing them, they added.

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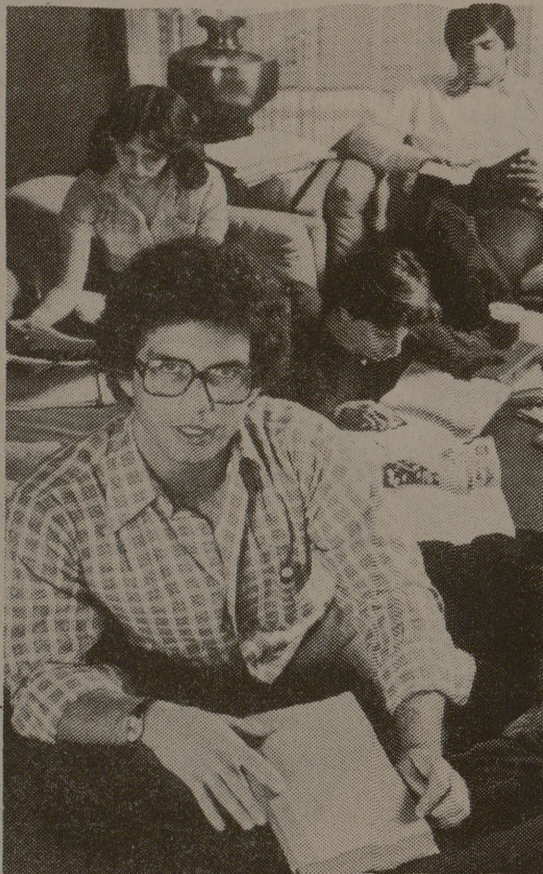
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<p>THURSDAY EVENING SPECIAL Italian Candle Light Spaghetti Dinner SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese - Tossed Green Salad Choice of Salad Dressing - Hot Garlic Bread Tea or Coffee</p>		
<p>FRIDAY EVENING SPECIAL BREADED FISH FILET w/TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee</p>	<p>SATURDAY NOON and EVENING SPECIAL "Yankee Pot Roast Texas Style" Tossed Salad Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee</p>	<p>SUNDAY SPECIAL NOON and EVENING ROAST TURKEY DINNER Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread - Butter Coffee or Tea Giblet Gravy And your choice of any One vegetable</p>

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