

A&M grad researcher studies responses to foreign products

Trade protectionism is beginning to sweep through the United States, says a Texas A&M University researcher who is trying to determine whether political, economic or cultural reasons are behind the trend.

A survey was initiated here this week using 36 countries as a basis for the study.

Several major labor leaders, including AFL-CIO President George Meany, report that free trade today

is a myth, with the American worker on the losing end.

Many foreign products are coming up against an intangible barrier, explained Chih-Kang Wang, a graduate researcher who is working

with the Marketing Department at Texas A&M.

"American political leaders are under increasing pressure from business and labor to use trade policy to insulate domestic industries from foreign competition," said Wang. He said there is a political action aimed at curbing imports of everything from TV sets from Japan to textiles from Brazil.

"The problem, though is that the protectionists are ignoring the adverse position in which many foreign products are placed," he said. "When a foreign producer enters the U.S. market, there are tangible barriers like quotas and tariffs. But there is an intangible barrier, too, that might cause consumer prejudice even before the product enters the country."

After working for more than six months in two pilot projects, Wang began the final part of his consumer research program this week. His study centers on consumer attitudes.

There is a difference between male and female response to buying products from different countries, he said. "Women had a greater acceptance of buying goods from foreign markets," Wang added. "It also seems that the higher the economic ranking, the higher the acceptance of foreign goods."

According to previous research there should be some indication that people would rather buy from a highly industrialized country rather than from an underdeveloped country. In the case of two highly developed countries, like Germany and Japan, the trend is toward the western culture of Germany, Wang said.

In political matters, the two prior projects indicated a better response to non-communist countries over communist-controlled nations.

The study has a May completion date.



Battalion photo by Karen Rogers

Groundbreaking

Fifteen people stepped down from the gooseneck trailer Wednesday to take their turn with one of the five gold shovels. College Station Mayor Larry Bravence, Bryan Mayor Lloyd Joyce and Judge Bill Vance and 12 other citizens grabbed a shovel to mark the site of the new Regional Multi-Use Facility. About 200 people attended the groundbreaking

ceremony for the \$1,592,000 complex, which will be located on a 50-acre tract in Brazos County Park. It will include: a large banquet room, a caterer's kitchen, a lecture hall, and four meeting rooms. The facility will also house the Brazos Valley Museum of Natural Science. Construction is expected to be completed in November 1978.

OUTDOOR RECREATION COMMITTEE
WE RENT EQUIPMENT
TENTS, BACKPACKS, SLEEPING BAGS, STOVES, & MORE TO STUDENTS, FACULTY & STAFF for nominal fees
Check the Outdoor Recreation Cubicle Rm. 216 MSC to reserve equipment
ORC

Camera Committee
Salon '78
Print Collection
First Floor MSC
Deadline March 1st.
Judging March 4

GROUP DEPARTURE
to
EUROPE
May 24, 1978 • Return anytime within one year
CHICAGO /LUXEMBOURG/ CHICAGO
\$368.00
ROUND TRIP AIRFARE
space is limited... so contact us today!
** Based on 25 passengers
Beverly Braley
TRAVEL, INC.
Located in the MSC 846-3773

Battalion Classified
Call 845-2611

PACK'S PLASTER AND CERAMICS
One of the largest selections of plaster in Texas. Art supplies, ornamental concrete and candles.
Tues., Wed., Thurs. 1 p.m.-9 p.m.
Saturday 10 a.m.-5 p.m.
Sunday 2 p.m.-5 p.m.
FM 2223, Old Wheelock Road (off Tabor Road) 823-3965

Sun Theatres
333 University 846-9808
The only movie in town
Double-Feature Every Week
Open 10 a.m.-2 a.m. Mon.-Sat.
12 Noon - 12 Midnight Sun
No one under 18
Escorted Ladies Free
BOOK STORE & 25c PEEP SHOWS

TIP TOP
RECORDS AND TAPES
1000 S. COULTER — BRYAN — 823-5745
TAPES • STEREO • MUSIC BOOKS • NEEDLES
TDK Blank Tape Quantity Prices
Member Student Purchase Program

COMPLETE SERVICE DEPARTMENT
Store Hours: 9:00-6:30 Mon.-Sat.

TAMU TEXAS AVE. SEARS COULTER TIP TOP
UNIV. DR. ★

Campus Names

Engineers named in yearly award

Don Ivey, Texas Transportation Institute assistant director, last week was named Outstanding Engineer of the Year by the Brazos chapter of the Texas Society of Professional Engineers.

Ivey and Don Phillips, Young Engineer of the Year, were honored at the annual Engineers Week awards banquet at Briarcrest Country Club. Both are Texas A&M University professors.

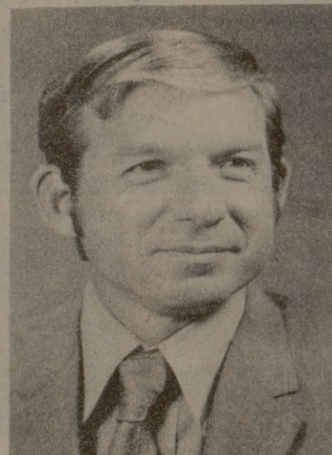
Plaques and certificates were presented at the banquet featuring insurance executive M.L. "Red" Cashion as speaker.

Ivey was cited for 18 years of contribution in engineering, the last seven as head of TTI's Highway Safety Research Center. He became TTI assistant director last month.

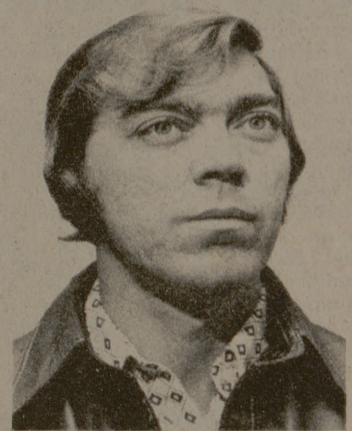
TTI life-saving research was conducted under Ivey's direction on highway fixtures such as signs, light poles, guard rails, crash cushions, and on vehicle handling and stability on pavements.

Ivey developed the first Federal Highway Administration regional field test and evaluation center for skid resistance measurements of pavements at Texas A&M.

A 1960 Lamar University graduate and Fort Worth native, Ivey joined TTI in 1962. He conducted research in structures and crash dynamics. His civil engineering specialties are structural engineering and mechanics. Ivey received master's and Ph.D. degrees at Texas A&M in 1962 and 1964.



DON IVEY



DON PHILLIPS

Associate professor of industrial engineering, Phillips was recognized for teaching and research in stochastic (random) network flow analysis, system simulation and mathematical programming.

Phillips is considering a national authority in geometric programming. He is involved in two TTI research projects and has direction responsibilities in programs for the National Science Foundation and U.S. Department of Energy.

One of three textbooks he co-authored, "Operations Research," received a 1977 Book of the Year award from the American Institute of Industrial Engineers.

A 1965 Lamar graduate, Phillips earned advanced degrees at Arkansas in 1967 and 1968. He taught at UT-Austin and Purdue before joining the Texas A&M industrial engineering faculty in 1975.

Both TSPE honorees are members of numerous professional organizations in which they serve national leadership roles.

Clark joins physics governing board

Dr. Robert Clark of Texas A&M University has been elected to a two-year term on the governing board of the 50,000-member American Institute of Physics (AIP) and to a two-year term as treasurer and executive board member of the 10,000-member American Association of Physics Teachers.

LAKEVIEW CLUB
3 Miles N. on Tabor Road
Saturday Night: Tony Douglas & The Shrimpers
From 9-1 p.m.

STAMPEDE DANCE
Every Thursday Night
Ladies \$1.00 Men \$2.00
All Brands, Cold Beer 45 Cents 8-12

THE DRAFTING BOARD
OF NEWS OFFICE SUPPLY
108 COLLEGE MAIN 846-2522
HAPPY HOUR ON BLACK LINE AND BLUE LINE PRINTS — 9¢/sq.ft.
MARCH 1, 2, 3. 4:00-5:00 p.m.

NOTICE:
To All TAMU STUDENTS, FACULTY AND STAFF
10% (PREFERRED CUSTOMER DISCOUNT)
OFF ALL NON-SALE MERCHANDISE

MIDAS MUFFLER SHOP
3210 Texas Ave. Bryan, Texas 77801 779-5945

• The Midas Muffler that we install on your American car is guaranteed for as long as you own the car. If anything goes wrong, even if it just wears out, any Midas shop will replace the muffler free of charge.

WANT TO KNOW WHAT'S PLAYING IN TOWN?

Check the Battalion ads!

THE BATT DOES IT DAILY
Monday through Friday

HIGH PERFORMANCE WEEKEND
March 11 & 12

Yeller Dog Enterprises Presents The **TEXAS WORLD OPEN CHILI CHAMPIONSHIP**

AGGIELAND 250 National Championship Stock Car Race with FOYT, ALLISON, UNSER and The World's Best. And The **TEXAS RACE OF CHAMPIONS III** with Bailey, Finger and the best stock car drivers in Texas (3 Races)

Overnight Camping and Concert at The Most Exciting Campgrounds in America
TEXAS WORLD SPEEDWAY
College Station, Texas

FOR TICKETS: **MONTGOMERY WARD** or at THE SPEEDWAY OFFICE 713/693-2500