

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

MSC CAMERA COMMITTEE FALL PHOTO CONTEST

MSC CAMERA COMMITTEE FALL PHOTO CONTEST

- Entry pick-up tables in MSC on Nov. 6, 7, and 8, 1978
- (no entries taken after 3:00 p.m. Nov. 8)
- Formal Judging Nov. 11, 1978
- Contests, OPEN to students, faculty, & staff.
- 50c entry fee for each print

Japanese markets await imports

More sales if U.S. alters products

United Press International
NEW YORK — American companies can sell far more in Japan by adapting their products to Japanese tastes and their standard of weights and measures, according to Japanese businessmen.

"For instance," Yohei Mimura, president of Mitsubishi International Corp., said in an interview, "large-model refrigerators, which Seibu Department Store had bought from Sears Roebuck and Co., were sold well in the Japanese market this summer. The reason is very simple. Sears adjusted the refrigerators' door shelves to the size of Japanese beer bottles, which are about two times larger than Americans'."

Mitsuru Ohki, manager of Sony Corporation of America's public relations, said if American automakers were to export small-sized, right hand-drive cars to Japan, they would enjoy a large sale. "But they don't do so and try to sell without adapting their cars to Japanese so-

cial environment," he said.

Many American businessmen complain that Japan's distribution system is so complex and difficult that it is practically impossible to market their products. "The Japanese distribution system is certainly complex, but it doesn't inherently discriminate against imports," Mimura said. "It is difficult for everyone, including Japanese manufacturers."

Then how can American firms overcome the Japanese distribution system to reach a vast, affluent market of 115 million consumers?

"There are several avenues open to American companies to go into the Japanese market," said Masao Okamoto, director of Nomura Research Institute. He told a recent meeting of U.S. and Japanese businessmen in Baltimore that a partial list of possible approaches includes the large general trading companies, retail outlets like supermarkets, department stores and self-service chains, and manufacturers of parts and replacements. "An alternative to establishing one's own distribution network is to utilize the marketing network of a Japanese manufacturer of similar goods," he said.

"For example, General Foods had only a 5 to 10 percent share of the Japanese market" when it used its own distribution system. But he said it was able to boost its market share to 20 to 25 percent by tying up with Ajinomoto Co., a Japanese seasoning manufacturer.

An even more spectacular expansion of market share was attained by Warner-Lambert with Hattori Tokeiten, a manufacturer of "Seiko" watches. "Through Hattori's distribution system," Okamoto said, "Warner-Lambert was able to increase its share of the \$40 million safety razor and blade market to 65 percent, outstripping both Gillette and the once dominant domestic 'Feather' brand."

Those foreign firms all made a determined effort to understand the Japanese market, decided to dig in for the long haul, and waited patiently to realize a return, he said. The problem is, however, that such strategy goes against the grain of American management.

"American companies are often too eager to show early returns to satisfy their investors," said Hideo Suzuki, president of Kanematsu-Gosho (U.S.A.) Inc. "The giant American firms like IBM and GE

have adapted their marketing strategies to Japanese realities, but small companies are reluctant exporters by and large because there is a vast domestic market."

Last year, the United States became for the first time a big net importer of goods. It suffered a record trade deficit of \$26.7 billion, of which \$8.1 billion came in trade with Japan. Obviously, the United States cannot afford to continue with so large a deficit with Japan. As Commerce Secretary Juanita M. Kreps has put it, "If we do not try harder to sell to Japan, we really cannot blame Japan for not buying from us."

The dollar's decline against the Japanese yen has made American products more competitive in the Japanese market. "So, now is best time for American companies to tap the Japanese market," Sadami (Chris) Wada, Sony assistant vice president, said.

Sony, generally regarded as a major exporter from Japan to the United States, is also active in importing U.S. consumer goods to Japan, he said. Last year, it imported American goods worth \$50 million to Japan. They included Whirlpool refrigerators, Hoover vacuum cleaners, Norwich T-shirts and Cosco bathroom accessories.

"American manufacturers, espe-

cially small ones, show little interest in selling their goods in Japan," Wada said. "Many potential exporters, I believe, destroy the opportunities open to them." Pointing to both the U.S. and Japanese governments are now more eager than ever to help U.S. companies export to Japan, he said they can make the most of this opportunity by taking basic steps to market in foreign countries. Those basics are to pay special attention to packaging, print their instructions in Japanese to adapt the design and colors of their products to Japanese preferences and to give extra attention to timing for samples and quotations and to timing of delivery, he said.

"The Japanese market is very affluent, but very discriminating," Wada said. "It's not a market where Americans can dump their surplus but a market where their best products will compete with the rest of the world's best products."

A 100-member U.S. export development mission visited Japan this fall to promote sales of American products and conduct market research. It was a follow-up to a 92-member Japanese import promotion mission, which toured the country to seek out American products that could be exported to Japan. The mission purchased goods worth \$1.94 billion.

PLITT Southern Theatres
846-6714 & 846-1151
UNIVERSITY SQUARE SHOPPING CENTER

CINEMA DAILY
5:30
7:30
9:30
"SGT. PEPPER'S LONELY HEARTS CLUB BAND"

CINEMA DAILY
5:40
7:40
9:40
"NATIONAL LAMPOON'S ANIMAL HOUSE"

MANOR EAST 3 THEATRES

SATURDAY NITE 7:25
FEVER 9:45
THE JUNGLE 7:15
BOOK PLUS 9:35
FANTASY ON SKIS
THE BIG FIX 7:30
9:50

Skyway Twin
822-3300
EAST
NEW ADVENTURES OF SNOW WHITE PLUS
FLESH GORDON
WEST
UP IN SMOKE PLUS
THE BIG BUS

Campus 846-6512
COLLEGE STATION
AMERICAN GRAFFITI

EVERY WEDNESDAY

Ladies' Day

10% OFF

10% discount is not valid on merchandise already on sale or for FERTI-LOME products

HARDY GARDENS
1127 Villa Maria
Bryan
846-8319

Chinese visitors study gasification

United Press International
SARATOGA, Wyo. — Through a veil of cigarette smoke, 19 of China's top experts on coal — all but one wearing gray, Western-style suits — sat and listened attentively to a presentation on American experiments in gasifying coal beneath the ground.

The delegation represented one facet of China's outreach to the Western world under the post-Mao Tse-tung leadership's drive to quickly make China a "modern" nation. The trip also was an indication of a departure for a country which under Mao and particularly during the Cultural Revolution, stressed the necessity of ideological purity or "redness" over expertise.

The Chinese, all members of the China Coal Society, puffed on cigarettes, took notes and asked questions as they watched slides and heard through an interpreter from Charles F. Brandenburg, an assistant director of a federal research center involved in underground gasification.

Brandenburg told the group about the process, by which coal too deep to mine is burned underground to form gas for heating. He also told of the limitations: the gas generally has one-seventh to one-tenth the heating value of natural gas, the process cannot be used on coal found in the eastern United States, and thick seams of sub-bituminous coal are necessary.

The Chinese showed particular interest in estimates showing the process might produce commercially salable gas.

Li Chih-yuan, the general secretary of the delegation and a director of the coal society, said in an interview after the lecture that his country's goal is to double coal production during the next 10 years. Whether underground gasification will play a role in development remains to be seen, Li and other members of the delegation said. The experts will return to China and study the U.S. technology, they said.

The Chinese arrived in Washington, D.C., Sept. 13 to began a tour

of American coal mines and research facilities.

Like the United States, China has vast coal reserves. But, China has much of the coal in near cities and fertile agricultural areas, making access for mining difficult.

Underground gasification experiments were conducted in China but "they were stopped," Chia said. Although most coal mining in China now is done underground because reserves generally are deep, he said, China wants to develop strip mining, used extensively in the American West where coal is relatively near the surface.

After the one-hour presentation in Saratoga, the delegates boarded their charter bus and rode to the site of the gasification experiments. Hanna, Wyo., some 40 miles north through desolate stretches of rangeland.

During the tour of the Hanna facility — one of three underground gasification sites in the country — the delegates seemed particularly interested in the measuring instruments and computers used in the experiments, Brandenburg said.

At one point on the tour, Chia questioned Brandenburg whether the world leader in underground gasification was the United States or the Soviet Union, China's arrival. Brandenburg said the Soviets probably were ahead because they have been gasifying coal underground for 40 years.

"We've heard rumors that the Soviets are declining their activity but they are unconfirmed," Brandenburg said. "We do know they put first things first — they take their product gas and use it to distill vodka."

That comment was greeted with a roar of laughter from Chia and other delegates within earshot.

U.S. officials say underground gasification provides access to deeply buried coal, and may become commercially feasible in later parts of this century. However, the Americans say it may have diverse effects on underground supplies.

Other than to say China was studying the issue, Chia and other interviewed did not speculate on the applicability of underground gasification to China. Chia did say China was concerned with environmental effects of the process.

1979 INTERCOLLEGIATE BRIDGE CHAMPIONSHIP PRELIMINARIES

A CAMPUS-WIDE BRIDGE CONTEST

WED. NOV. 8 7:15pm

PLAY FOR —
Campus Championship!
Trip to regional ACU-1 tournament!
Expense-paid trip to national finals!

RM. 212
MSC

Competition is open to all fulltime students holding fewer than 900 ACBL Master points.

FOR FURTHER INFORMATION CALL STU WALKER 846-3849

Entrance fee: \$1.00 per person

Tower Dining Room

TRR
EATING OUT IS FUN

Serving Luncheon Buffet
Sunday through Friday
11:00 A.M. to 1:30 P.M.
\$3.50

Top Floor of Tower Dining Room
Sandwich & Soup Mon. thru Fri.
\$1.75 plus drink extra

Open to the Public

"QUALITY FIRST"

MSC Cafeteria

Now Better Than Ever. You Will Be Pleased With These Carefully Prepared and Taste Tempting Foods. Each Daily Special Only \$1.69 Plus Tax. "Open Daily" Dining: 11 A.M. to 1:30 P.M. — 4:00 P.M. to 7:00 P.M.

MONDAY EVENING SPECIAL Salisbury Steak with Mushroom Gravy Whipped Potatoes Your Choice of One Vegetable Roll or Corn Bread and Butter Coffee or Tea	TUESDAY EVENING SPECIAL Mexican Fiesta Dinner Two Cheese and Onion Enchiladas w/chili Mexican Rice Patio Style Pinto Beans Tostadas Coffee or Tea One Corn Bread and Butter	WEDNESDAY EVENING SPECIAL Chicken Fried Steak w/cream Gravy Whipped Potatoes and Choice of one other Vegetable Roll or Corn Bread and Butter Coffee or Tea
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		
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	SATURDAY NOON and EVENING SPECIAL "Yankee Pot Roast" Texas Style Tossed Salad Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee	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

"Quality First"

MSC AGGIE CINEMA

BOGART FESTIVAL

Tuesday, Nov. 7
The Maltese Falcon 8 p.m.
In A **Lonely Place** 10 p.m.

Wednesday, Nov. 8
The Treasure of the Sierra Madre 8 p.m.
The Caine Mutiny 10:30 p.m.

Rudder Theater

Tupinamba
Eddie Dominguez
Joe Arciniega

Pop those who demand the Real Thing!

If you want the real thing, not frozen or canned... We call it "Mexican Food Supreme."

Dallas location:
3071 Northwest Hwy
352-8570