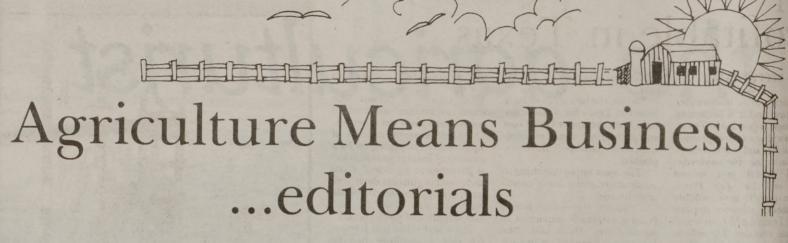
Nev sch



You've no doubt heard that "orange juice isn't just for break-fast anymore." With the changes that agriculture is going through, a new motto for the farmer might soon be "a farmer isn't just a farmer anymore." A farmer must be a business-

man, manager, producer and a good 'ole boy. The businessman-farmer

often buys computers to help him with his farming operation. The computer not only gives vital information about weather, current commodities exchange prices, budgets, break-even prices and cost of production, but it also helps the farmer fi-gure taxes and do financial analysis.

As a mananger, the farmer must know about range control practices, common diseases and

their cures, and budgeting time

and money.

Production consists of knowing what to plant, when to plant, how to grow, when and how to harvest. Or, in the case of anim-als, how to care for them and what or where to go if something goes wrong.
Farmers are slowly but surely

going broke, and the good 'ole boy image is going down the



tubes with the days of profit. People not involved in agricul-ture have never considered agri-

Economics

Club

"Professional

growth and a

friendly

atmosphere."

7:00 First and Third

Thursday of each

month in Room

Harrington

Meeting Time:

culture an industry, not really. Farmers, like everyone else in the job market, want to make a profit. But with rising interest rates, high fuel costs and sky-rocketing production costs, it's getting harder and harder for the farmer to make a buck

Farms are getting larger and fewer, and there are relatively few new-comers. Father Farmer is sending his son to college to major in business or some type of agriculture. But rarely is the son returning to the farm to continue where dad left off.
If Father Farmer doesn't have

a son, he might sell out and he and Mama move into the big city, or he hires someone to take

Producing more is almost a sin in agriculture now-a-days. The government is urging farmers to set aside land for conservation, rotate crops and use energy more efficiently.

After all, the more the farmer produces, the more there is on the market. And the more there is on the market, the lower the price goes... unless, of course, the harvest isn't successful because of disease or bad weather or insects.

In any other business, if loss follows loss, the entrepreneur gets the heck out. He sells and moves on. If farmers sold out after the first unprofitable year, we would now be eating sawdust, dirt or boiled tree bark.

But farmers can't do that! They have a solemn duty to feed us, regardless of whether they make money or not. After all, we certainly can't be expected to feed ourselves, can we?

Farmers may not be the best businessmen in the world, but they deserve a of a lot of cre-dit for facing their many enemies and not throwing in the spade. --kit and val-



By DOYLE GOUGLER

There is an old joke about the quickest way to empty a building full of Aggies. Yelling "fire!" is expedient. But to stampede them to the exits, "grammar!"

Grammar is a seven-letter, naughty word to too many students. It conjures up memories of severe old battle-ax English teachers, sentence diagramming, complex rules and other horrors. Or, sadly, maybe the word produces no memories at

Every semester when I teach Journalism 350, I sermonize on the beauty and the power and the dignity of precise, simple English. There is real pleasure and satisfaction in honing a sentence to a fine edge and in knowing that the effect is grammatic. ing that the effect is grammatically correct.

Each word, I tell the 80 to 90 students (who are already tuning me out), must do a job in a sentence. If a word does not perform a specific service, cull it.

Continuing my ranting, I tell them that much of their future career success will depend upon their ability to communicate clearly and effectively in writing. And the best way to write exactly what is meant is to use proper grammar, punctuation, spelling would work wonders.

and simple but accurate word By this time, half the das

asleep and the other half salle Yet there are students will rise and challenge the me for skill in grammar. Is it it possible, they ask, to commucate quickly and clearly with

being a whiz in English Yes, it's possible, and it's down with some frequency. But the how much easier a communitions job is when the writer confident and skilled smithy words and sentences. And what about the pride of turning out well-sculptured sentence?

Grammar needn't be sur and complex. There is no need to memorize many rules. Gran mar is nothing more than be way words work together sentences. If the words do agree among themselves, he sentence seldom says what he writer intends. A writer usual can produce a concise thought he will pause and analyze words and how they relate each other.

All this doesn't mean the everyone should be a langua snob, an attitude almost as some as the language slob. J little more thought and car sentence structure and a li more appreciation for simplicit

THE AGRICULTURIST

Editor: Kitty Fraley

Assistant Editor: Valerie S. Clark

Production Editor: Scott Hill

Advertising Managers: Cathy Anderson

Ann Ramsbottom

Photo Editor: Michael Raulerson

Faculty Advisor: Doyle Gougler

The Agriculturist is a publication by the Agricultural Communicators of Tomorrow at Texas A&M University. Agricultural journalism students are responsible for writing, photography, editing, advertising sales and layout.

Cover picture courtesy of James Vance.