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Fast-food restaurants changing styles

By SUZANNA YBARRA
Reporter

They want it faster, better and cheaper. Considering today's high prices, two out of three isn't too bad.

Today's fast-food customers are tough people to please, because most of them have been fast-fooders since they could walk. They're pros at eating out, so they expect more.

Restaurants are changing their styles to accommodate the more selective consumers, by adding a wider variety of foods to their menus. Notice the salad bar at Wendy's Old Fashioned Hamburgers, and the ham, bacon, sausage and supreme crescents at Jack-in-the-Box; not too shabby for "hamburger joints."

Gabriele Ulrich of the Texas Restaurant Association said people tend to associate the term fast-food with fried food or junk food, but the in-

dustry is moving toward providing fast, good quality food.

Eating the finer foods has its price. Ulrich said that in 1983 each person in Bryan-College Station spent an average \$660 on eating out. Brazos County averaged \$6.9 million in 1983, 21 percent higher than the state average and 74 percent higher than the national average, she said, probably because the market is stronger among the 18-24 age group, and most of Texas A&M's students are in that group.

Students don't realize how much they're spending until they actually add it up. Creighton Bailey, 18, eats out about every other day.

"I've probably been to the Deluxe about 100 times in my life, no... more than 100...200," Bailey said, "and spent \$5 every time. What's that...about \$1,000? And I've only been going steadily for a year and a half!"

Bailey was emphatic that he was not spending his money on junk food.

"It's not junk food, it's meal food," he said. "Junk food is stuff you don't need. Junk food is like...fertilizer for acne." Bailey said he'd rather do without all the greasy food, and opts to buy salads or chicken baskets.

A few years ago salads couldn't be found in a burger bar, or baked potatoes, either.

Brad Quicksall, manager for public relations for Wendy's in Dublin, Ohio, said Wendy's sells about 600,000 baked potatoes a day in its 2,840 restaurants. They're also testing about 48 new food items, he said.

"We know when you can satisfy everyone in the family, you're more likely to get them back," Quicksall said. A baked potato has a lot of appeal, as a full meal or as a side dish, he said. It has so much appeal, Wen-

dy's spent more than \$30 million to market and prepare the restaurants to carry the potatoes.

Families are important to the food industry. Children who are taken out to eat become accustomed to going out, a habit that will stay with them when they become adults.

E.C. Archambault, better known as Archie of Archie's Taco Bell and Archie's 39¢ Hamburgers, said he has seen a group grow up since he opened his first Taco Bell in 1976.

The same group of Bryan High School students who ate at his first Taco Bell are bringing their families with them now. He said his customers are as young as toddlers who eat everything their fathers eat.

"It's a snowball once it gets started," he said.

Archambault, who owns 10 restaurants in Bryan, College Station,

Killeen, Midland and Odessa, Archie's 39¢ Hamburgers will expand its menu soon and Taco Bell will have some additions too.

He said every time a new item is added to Taco Bell's menu sales increase 15-20 percent. Customers like variety. They also like speedy service, so Archambault added another time saving service to his original Taco Bell.

He calls his new drive-through "Aggie Ingenuity." The drive-through was built so the passenger in the car receives the food faster than the driver. It takes some guesswork, but sales have increased 15 percent, he said.

So, fast-fooders have more choices from than ever before, even if they can't "get change" from their dollar, they can still "two all-beef-patties, special sauce, lettuce, cheese, pickles, onions on a sesame-seed bun."

Quiz files give students insight into teachers testing procedures

By MICHAEL CANNATA
Reporter

Texas A&M has three quiz files for students who are looking for clues about teacher's tests. The largest and busiest one is in the basement of Heldenfels Hall, in the Learning Resources Center.

Jackie DePalma, supervisor of the LRC, says freshman chemistry and biology students use the quiz files the most. She says they usually hear about them from their professors.

Tests from previous semesters with answers are in the files. Sometimes professors also make up practice tests for the files.

On the front wall of the LRC is a bulletin listing most of the courses that have quiz files. Files can be checked out with a student I.D. card for two hours. If the file isn't on a waiting list, the checkout time may be extended for special situations.

DePalma says she updates the quiz files continuously.

"I don't like to keep anything that is more than a year old, because I feel like the material is too far out dated," she says.

Some professors like the quiz files and others won't have anything to do with them, DePalma says. She has even gone to professors herself trying to get them to supply the LRC

with quizzes for their courses, but professors are more likely to respond to requests from students, she says.

"I can let the teachers know that we are here and we want tests, but if the students don't go to the professors and say they really want this and they plan to use it, the professor might not put two and two together," she says.

The reserve room in the Sterling C. Evans Library has many of the quiz files that the LRC doesn't. They are listed in the reference computer in the main lobby and in the reserve room.

Attendants at the front counter of the reserve room will find the quiz files requested. A valid library card is required.

"Quiz files are probably our most prized possessions," Motquin says. "Sometimes we may be a little more lenient and allow students to use an I.D. card or just punch in their name without having their library card. There are no ifs-and-or-buts with the quiz files, and the penalty for overdue items is pretty steep."

Motquin says some students would rather pay the dollar per hour penalty for keeping a file more than two hours, hoping for a better grade on their test.

Only 30 percent of the University professors have quizzes on file, but even so there is quite a variety. Many of the quizzes have been donated by the student government from donors across the campus.

Dan Mizer, area coordinator for the Commons, says the Commons no longer has a quiz file but people still come there looking for one. The room where the quizzes were kept has since been turned into a make-shift office. The remaining quizzes were turned over to student government.

The last but probably most complete quiz file belongs to the Corps of Cadets. Each outfit has its own file. A general listing of all the quiz files can be found in the guard house.

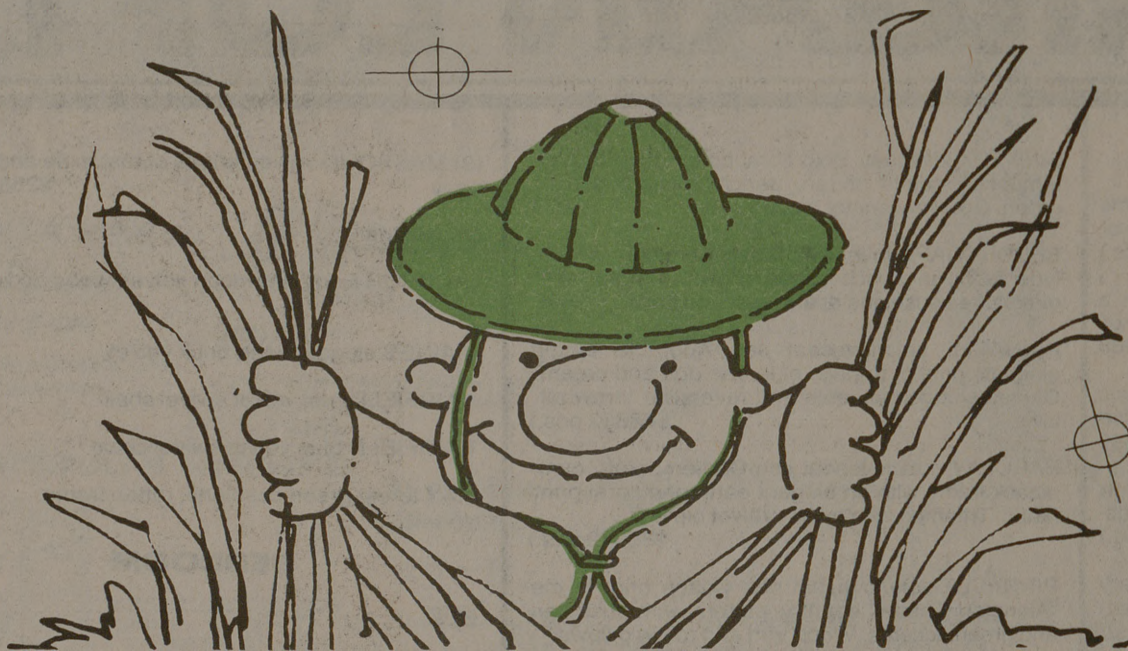
Lt. Col. Donald Johnson, assistant commandant, says the quiz files are open to anyone who wants to use them. The Corps has no policy about who uses the quiz files because each unit is responsible for its own file.

"The units themselves have organized the quiz files so they belong to them," Johnson says. "Whoever uses them is strictly up to the individual units. They are not something that belongs to the university per se."

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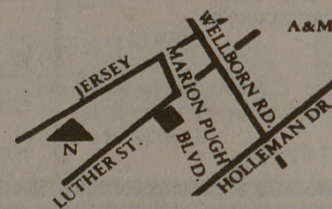
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