

Former Harvard Dean to address MBA banquet



Dr. Lawrence E. Fouraker

A former dean of the Harvard Business School who is also a former Aggie is coming back to Texas A&M to address the MBA Association of the College of Business Administration.

Dr. Lawrence E. Fouraker, '47, will be the featured speaker at the Second Annual Invitational Case Competition Awards Banquet April 12.

Fouraker, who also received his MS degree from A&M in 1948, will address graduate business students and faculty members on the use of the case method. The banquet begins at 7 pm in the Ramada Inn Ballroom. (See related story page 1.)

Fouraker received his Ph.D.

from the University of Colorado in 1951 and holds an honorary master's degree from Harvard University.

In addition to his various teaching and administrative duties, Fouraker is on the Board of Directors of nine organizations including Citicorp and Citibank, N.A., and The Gillette Company.

Study predicts corporate failure

By TED TREAT

Business researchers Drs. Gary Giroux and Peter Rose of Texas A&M University are developing a computer model that could predict corporate failure as much as seven years before the failure occurs.

Previous studies have only been successful in making these predictions one to three years in advance.

The ability to predict corporate failure, however, has the implication of eventually guaranteeing the company's bankruptcy.

Although Giroux acknowledged that the study could be a "kiss of death," he said that the company survey would be mostly beneficial because it would help determine the type of "corrective action" that is needed to save the enterprise.

Giroux and Rose have achieved a 80 to 97 percent success rate in predicting corporate failures but so far their study has been entirely post mortem.

Rose, a professor of finance, explained that part of their success is because of their access to COMPUSTAT Industrial Files to prepare their data bank. COMPUS-TAT computer tapes contain the basic financial records of a select group of major U.S. corporations.

The 18 variables used in the study included evaluations of profits, liquidity, inventory, the mix of sources of funds for the company and the rates of return on invested capital.

Woman exec to hold presentation

Marie Tarvin Garland, president of Sun City Delivery in El Paso will visit the College of Business Administration April 15 & 16 as part of the College's BUSINESS WEEK activities.

Garland started her business, a multi-faceted delivery service, in 1969. Since that time, it has not experienced a growth less than 30 percent each year.

Garland will conduct a presentation entitled "Starting a Small Business: Career Development for Entrepreneurs" at 9 am April 16 in Room 137 of the MSC.

All interested persons are encouraged to attend.

Prof backs oil companies

By KYLE KNOX

Recent research in the area of oil company profits has brought out facts that are contrary to current popular belief, according to Dr. Gerry Keim, associate professor in the Department of Management at Texas A&M University.

Keim's research articles have appeared in regional newspapers and his brief on oil company profits was read into the *Congressional Record — Senate*. A public policy expert, Keim has charged the media with slanted coverage of the oil industry.

"Contrary to popular belief, oil company profits are not excessive," he said. "In many ways, the oil companies don't do any better than the average Fortune 500 companies, and a lot worse than some."

Keim found that an individual investing in the broadcasting industry in 1978 would have an average of 33.3 percent return on investment, as compared with a return of 11.77 percent in petroleum refining.

"If oil company profits are excessive, then broadcasting profits must be obscene," he said.

Using the two common ways of measuring profitability, return on sales and return on stockholders equity,

Continued page 4.

Companies to Participate in April 16 and 17 "Career Fair"

Recruiting interests by college majors

J. B. Goodwin Realtors, Austin
Business majors, Real Estate majors, and anyone interested in Real Estate as a career.

Cafeterias, Inc.
All business majors and agriculture majors.

H. E. Butt Grocery Co.
Marketing majors, Management majors, general business majors.

Dow Chemical U.S.A.
All disciplines interested in Marketing careers.

Getty Oil Company
Accounting majors, Finance majors, and Business majors with a minimum of 12 hours in Accounting.

Main Hurdman & Cranstoun
BBA's, MBA's and MPA's in Accounting and Tax.

IBM Corp.
Most Business, Engineering, Science, and Liberal Arts majors.

Marathon Oil Company
Accounting majors and Finance majors with a minimum of 15 hours in Accounting, for the Houston Division.

Cullen Center Bank
Finance and Accounting majors.

Continental Pipeline Co.
Finance, Management and Economics majors.

Ford Motor Credit Company
All Business majors.

Touche Ross
Accounting majors

Arthur Young
Accounting majors

International Harvester
Marketing and Management majors, BBAs.

City of Houston, Civil Service Div.
All Business majors, Accounting majors, Computer Operators, Engineering majors and Chemistry majors.

Exxon Company U.S.A.
Accounting majors and Finance majors with 20 or more hours in Accounting.

Burroughs Corp.
Business majors, Computer Science majors and Math majors.

Bank of the Southwest
Finance and Accounting majors.

Van Waters & Rogers, a division of Univar
Accounting majors, Management majors, Marketing majors and Economics majors.

Lone Star Gas Co.
Business majors

Tenneco Oil Exploration & Production
Accounting majors

United Energy Resources, Inc.
Accounting majors, Finance majors, Computer Science majors and Engineering — Civil, Mechanical, Electrical and Technology — majors.

Safeway Stores, Inc.
All business majors, any college degree, students interested in a retail career with Safeway.

Penn Mutual Life Insurance — Leroy D. Gordon & Assoc.
Business majors, Psychology majors and Sociology majors.

Gulf Oil Corp.
Accounting majors, Finance majors, Management majors and General Business majors with 9 or more hours of Accounting.

Houston Lighting and Power Co.
Marketing majors, Management majors with strong technical backgrounds, Finance majors, Accounting majors, Computer Science majors with business and engineering backgrounds.

Peat, Marwick, Mitchell & Co.
Accounting majors.

Arthur Andersen
Accounting majors, Finance and Marketing majors with Accounting courses and Computer-oriented majors.

Brown & Root
Business majors

Price Waterhouse & Co.
BBAs and MBAs in Accounting.

Seidman & Seidman
BBAs with major in Accounting

Ernst & Whinney
Accounting majors

Coopers & Lybrand
Accounting Majors

Payless Cashways — Furrow's Bldg. Supplies
Marketing majors, Management majors, general business majors, industrial business, Finance majors.

Procter & Gamble
Marketing majors

Companies to interview co-op students

The Cooperative Education Office of Texas A&M University will hold special co-op interview days on April 17 and 18.

A number of co-op employers will be on campus during that time to conduct interviews with prospective co-op students for both summer and fall 1980 work terms, said C. Wayne Terrell, co-op coordinator for business administration.

Business students who wish to interview during this time must first complete the proper paperwork and undergo screening by Terrell.

Interview sign-ups begin Tuesday, April 8, Terrell said, stressing that the students must first obtain a Co-op Interview Authorization Card from him prior to registering for interviews at the Placement Center.

Among the firms scheduled to participate are: Comptroller of the Currency (U.S. Department of Treasury), Dresser Industries, Marathon Oil Company, Brookhaven Country Club (Dallas), Dillard's, Sakowitz, and the U.S. Fish and Wildlife Service.

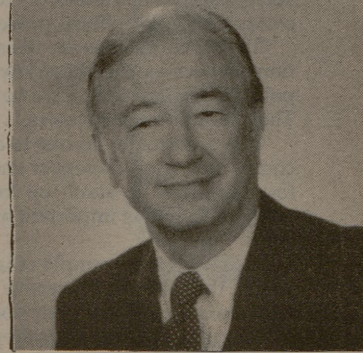
Interested students should contact Terrell for further information (845-4711).

Insurance exec to address banquet

Oscar L. Newton, Jr., vice president of the American General Life Insurance Company, will address the Undergraduate Awards Banquet April 16 as part of the College of Business Administration's BUSINESS WEEK activities.

The banquet begins at 7 pm at the Brazos Center. Guests include the company representatives attending the "Career Fair," faculty and staff of the College of Business, and several hundred undergraduate business students. (See related story page 1.)

Newton has had 30 years of insurance experience with nearly 19 at American General. In his present capacity as vice president, he works with the president on spe-



Mr. Oscar L. Newton, Jr.

cial projects and serves as a frequent spokesman for American General, for the life insurance industry and for private enterprise.

Newton has addressed state and national conventions, trade associations, civic groups and chambers of commerce in more than 30 states and in seven foreign countries.

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