

# Business students to face challenges

by Dena L. Brown  
Battalion Reporter

Knowing how to manage people will be the most important challenge for business students in the 1980s, a former executive for International Harvester told a management class Tuesday.

The speaker, Archie McCardell, is a former executive officer for International Harvester — a large equipment supply company. He is a visiting executive speaker for the College of Business Administration.

He listed eight challenges that he thought many of the business students in the room would face:

•Management personnel must be able to make decisions about short-term and long-

term investments and how they will affect a company. Many companies are faced with pressure to increase earnings every three months.

•Management must find sources of money to finance business endeavors when the capital necessary to run a business is in short supply.

•Management must be able to maintain cost competitiveness between companies in an industry. McCardell said the only way industry can survive will be if companies are competitive in the price of their products.

•Management personnel must be able to manage risk-taking. The daily pressures of management inhibit risk-taking, but some business risks must be taken.

•Management must be able to set objectives that are appropriate to their business goals. McCardell said a major goal of a business should be to try to be better than the best competitor and not just look at its own performance record.

•Management must be able to handle labor unions and their demands.

•Finally, the most important challenge of management is to remember that people in an organization are the most important aspect of the business. McCardell said managers should learn to criticize employees privately, compliment employees publicly and set objectives that are challenging to the employee.

# Cops' tips may prevent crime

by Leigh-Ellen Clark  
Battalion Reporter

Every spring break there is a mass exodus of Aggies to their homes, the beach or the ski slopes. But when they return to their dorms and apartments, will everything still be there?

"Crime happens when a person has the ability, the desire and the opportunity to commit one," University Police Chief Elmer F. Schneider said.

Not much can be done to reduce a person's ability or desire to steal, but the opportunity can be reduced, he said. Schneider suggested some ways that students can secure their property while they're away.

Doors and windows should be locked on dorm rooms and apartments and roommates need to make sure the last person to leave double-checks all entryways.

Items such as jewelry, radios, expensive textbooks and other small valuables should be taken with the student if possible.

"If you can wear it or carry it, then take it with you. That way someone else won't," Schneider said.

Bicycles should be locked and chained to the bike racks. Don't rely on simply weaving a chain through the spokes — a free-standing bicycle is easier to take than one secured to a stationary object. But don't use trees or handicap rails as substitute bicycle racks.

Schneider said off-campus students who plan to leave their cars may park them in Lot 48, the blue sticker lot behind KAMU-TV station, but should not leave valuables inside the car.

Students staying in College Station need to be aware of the reduced population, Schneider said. If a student sees something or someone suspicious, he shouldn't hesitate to call the police department, he said.

"We think it is much better to investigate a report of suspicious activity and find nothing, than have to investigate an incident after it's happened," he said.

# local

# Senate considers lobby issue tonight

Student Senators will consider 13 bills at their meeting tonight at 7:30 in 204 Harrington including three from the Legislative Study Group.

The study group submitted recommendations to the Senate to lobby on higher education fees, the legal drinking age and minority recruitment in the Texas Legislature.

The group proposes lobbying for an increase in tuition

by a set percentage of pre-defined costs, and for the use of funds directly appropriated by the Texas Legislature for minority recruitment. It will lobby against raising the legal drinking age from 19 to 21.

The Bicycle Committee has submitted a bill recommending new bicycle registration procedures, the establishment of campus bike paths and bike racks.

# Inequality still exists, women's speakers say

by Kim Schmidt  
Battalion Staff

Although many young women believe that inequality between men and women in the work force has been eliminated, they should be realistic about the actual work conditions, Dr. Lynn Haskin said Tuesday.

"This idealism and optimism must be maintained," Haskin said. "But I think we must caution students also to be realistic."

Haskin, professor of journalism at Penn State University, spoke along with Dr. Sara Alpern, assistant professor of history at Texas A&M, at a luncheon program held in observance of National Women's History Week.

During the luncheon, a statement from Dr. Frank E. Vandiver was issued proclaiming March 6-12 as women's history week at Texas A&M University.

The luncheon program, entitled "Perspectives on American

Women," was sponsored by Women in Communications, Inc. and Phi Delta Gamma and outlined the history and future of women's rights.

Haskin said young women are optimistic because they believe that things will be different for them. They believe they won't experience discrimination because they have a college education. Although conditions are better today for women with degrees, problems still exist especially in the area of pay, she said.

Haskin said among people with bachelors degrees, women earn 35 percent less than men. Among people with graduate degrees, women earn 29 percent less than men, she said.

"And it is a fact that women with college degrees earn less on the average than a man who drops out of high school," Haskin said.

Students are optimistic about getting better treatment in the

working world for other reasons also, Haskin said.

"Women entering the work force and students are optimistic because they believe women who came before them already have fought the battles in the work place," she said.

Alpern said that essential to the advancement of women's rights is the passage of the proposed Equal Rights Amendment. The amendment, which fell three states short of the 38 states needed for ratification in 1982, was reintroduced to Congress in January.

Haskin agrees but said women also have other channels with which to influence the advancement of women's rights.

Getting state equality amendments passed, electing qualified political candidates who support women's issues and by obtaining leadership positions women can further equality rights, she said.

**T.S.O.**  
Prescriptions Filled  
Glasses Repaired

BRYAN  
216 N. Main ..... 799-2786  
Mon.-Fri. 8-5 Sat. 8-1  
COLLEGE STATION  
8008 Post Oak Mall .. 764-0010  
Mon.-Sat. 10-9 p.m.

TEXAS STATE  
OPTICAL

Since 1935.

**COUPON**

Go Italian with Pasta From:

**FARMERS MARKET**

**BAKERY — DELI**

OPEN 7 AM — 9 PM MONDAY THRU SATURDAY  
Orders to Go 779-6428

One Block North of First National Bank  
First National Bank  
Manor East Mall  
BRASOS SAVINGS  
VILLA MARIA  
TEXAS AVE.  
Ramada Inn  
UNIVERSITY DR.  
TEXAS A&M

2700 Texas Ave. Bryan

**Spaghetti & Meatballs**

SERVED WITH HOT GARLIC BREAD

**\$2.99**

GREAT SALAD BAR ..... 1.79  
Delicious Desserts: Homemade pies, cheesecake, eclairs, pastries.

**FARMERS MARKET** 2700 TEXAS AVE. BRYAN  
One FREE Medium Soft Drink or Tea with the purchase of any Pasta order.

Not valid in conjunction with any other special or coupon. Good thru Sat. Mar. 19, 1983

**COUPON**



## NOW'S THE TIME FOR YOUR LATEST BONUS: "CAPSULE CLINIQUE"

Yours at no charge whatever with any Clinique purchase of 7.50 or more.

This is your special time to get five capsule versions of Clinique's notable beauty-workers that keep your skin clean, moisturized, looking younger and fresher than ever. Sizes are compact but the benefits of this bonus are great — and all yours at no extra charge because it's Clinique bonus time. Extremely Gentle Cleansing Cream. Pre-soap cleanser, makeup remover. Ideal travel size. 7th-Day Scrub Cream. The de-aging scrub — removes dead skin flakes, helps skin renewal. Dramatically Different Moisturizing Lotion. Famous "drink" needed by all skins. Glossy Black Brush-On Mascara. Everyone's favorite, in handy handbag size. Pink Plum Lipstick. Warm and wearable, works with any and all skin tones.

One bonus to a customer thru March 26.

## CLINIQUE

Allergy Tested. 100% Fragrance Free.

For a fast, free skin analysis, come and meet the **CLINIQUE COMPUTER.**

Clinique is a total system of skin care. And the very heart of the system is the Clinique Computer. Programmed by a group of leading dermatologists, it asks eight essential questions and analyzes the answers to determine skin type and the proper Clinique products and procedures. Then a sequence of three minutes in the morning and another three minutes at night results in better looking skin.

CLINIQUE computer

COLOUR OF EYES: BLUE, GREEN, GREY OR GOLDEN, HAZEL, BROWN OR BLACK

NATURAL COLOURING OF HAIR: BLOND, RED, LIGHT BROWN

HAIR COLOURED WITHOUT DYEING: VERY FAIR, MODERATELY FAIR, MEDIUM, DARK OR OLIVE

SKIN TYPE: IRREGULAR, SMOOTH

RESPONSE TO BRISNOL (HYPOALLERGENIC): NEVER, RARELY, OCCASIONALLY

SKIN TYPE OR QUALITY: OILY IN AREAS, OILY, VERY OILY

RESPONSE TO SUN WITHOUT SPECIAL SUN PROTECTION: ALWAYS BURNS, BURNS, THEN TANS, TANS, TANS EASILY

SPRING FACIAL LING: MANY, SEVERAL, FEW

**Lester's**

2504 Kent at Villa Maria  
Open Mon-Sat 9:00 AM - 5:30 PM

