A message for MBA's and other Graduate Business students from the multi-faceted STANDARD OIL COMPANY (N.J.)

**WHERE YOU ARE RESPONSIBLE FOR CORPORATE ECONOMIC GROWTH**

- The most common measure of corporate economic growth is earnings. Though it is simple enough to set an objective of growth in earnings, achievement requires dedication, hard work, imagination and carefully thought-out plans.
- Normally such growth stems from certain basic procedures: increased out-of-pocket traditional product lines; research and development programs; diversification; or acquisition or merger. The larger the company, the more complex the pattern for growth becomes. In the case of Jersey Standard, our international scope adds to the complexity. Accordingly, earnings growth has resulted from a mix of the above basic procedures.
- Under our decentralized system, management, procedures followed by affiliates worldwide in achieving earnings growth are tailored to fit local patterns. Affiliate management has latitude and authority to respond to local conditions and the head-quarters office provides regional coordination.
- This system implements our objective of being a flexible, aggressive enterprise. It recognizes the importance of a proper blend of both short and long-term investments. It permits a balanced commitment of money and manpower. And it assures adaptation to the various social and political environments in which we operate.
- Our plans for growth in earnings, however, are only as good as the people who develop and implement them. For Jersey Standard to grow, we must have personnel of the highest caliber—and a forward-looking, aggressive management team.
- Isn't something like this really what you've been preparing for?
- Make it a point to see the Jersey Standard representatives when they visit your campus—and talk over the various management opportunities in our world-wide family of companies.
- Jersey representatives will be here on Thursday, January 19.

**STANDARD OIL COMPANY (N.J.)**

and affiliates

*This is an Equal Opportunity Employer.*

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**Tuesday, February 11, explore an engineering career on earth's last frontier.**

Talk with Newport News On-Campus Career Consultant about engineering openings at world's largest shipbuilding company—where your future is as big as today's brand new ocean.

Our backlogs of orders running for years ahead means competitive starting salaries, and immediate nuclear or non-nuclear shipbuilding assignments for you, as you move up in your career. It also means scope for all your abilities. We're involved with the world's newest warship propulsion systems and spacecraft systems; with naval and other nuclear propulsion systems, and with non-nuclear propulsion systems. Here, at Newport News, you can build a career that will launch a whole generation on land.

Interested in an advanced degree or research? We're next door to Virginia Associated Research Center with one of the world's largest space research facilities, offering advanced study in high energy physics. We're close to Old Dominion College and University of Virginia Extension Division, where you can get credits for a master's degree, or take courses in Microwave Theory, Solid State Electronics, Nuclear Engineering and other advanced subjects. Ask about scholarships, tuition grants, and special leaves to implement these study and research opportunities.

Ask, too, about the pleasant living and lower living costs here in the heart of Virginia's historic seaside vacation land, with superb beaches, golf, fishing, boating, hunting.

**IMMEDIATE ENGINEERING CAREER OPENINGS**

- **Mechanical Engineers**
- **Electrical Engineers**
- **Nuclear Engineers**
- **Mechanical Engineers**
- **Industrial Engineers**
- **Metallurgical Engineers**
- **Systems Analysts**

See our representative:

**L. A. Schwartz**

Tuesday, February 11

He'll be at the Placement Office to answer questions, discuss qualifications, take applications for fast action.