Career Carnival To 'Suit Yourself'

By LAUREL PRATT
State News Staff Writer

Career Carnival can save students a great amount of anguish, according to Edwin Fitzpatrick, Carnival advisor and assistant director of the Placement Bureau.

The career carnival today and Tuesday gives students the chance to check into a variety of job opportunities early in the school year, he said.

The theme this year is "Suit Yourself," and that should be easier than ever with 82 businesses, industries and government agencies sending over 250 representatives to the two-day event.

Seven participating employers new to the carnival this year are Aetna Life Insurance Co., Hotel Corp. of America, Prentice-Hall Publishers, Religious Advisers Assn. of MSU, Stouffer Foods Corp., United Airlines and the U.S. Department of Agriculture Research Branch.

Several displays will be new including a Dow Chemical Co. styrofoam house and a Whirlpool Corp. model kitchen.

The 17th annual carnival represents as complete a cross-section of job opportunities as can be found in this country, Fitzpatrick said. The student committee which coordinates the event tries to get a balanced representation from a variety of fields.

He said that the MSU carnival has received nationwide publicity in the last 16 years and was "scouted" last year by three other schools.

Other colleges hold similar events under other names, he said, but many companies turn down other offers in order to bring their displays to the East Lansing campus. Their representatives have called the carnival "the best professional exhibit they've ever seen."

All planning and organization is handled by a student committee which begins meeting in January. This year's work was done by John McQuitty, general chairman; John Miller, publicity chairman; Tom Hewitt, staging chairman; Paula Allman, banquet chairman; Martin Rosenfeld, publicity chairman; Pat Taggart and Tom Price, art chairmen; and Lee Goldstone, executive secretary. Some of their committees comprised as many as 60 students.

see you at the
"CAREER CARNIVAL"

... But Consider The Leader!

You Expect
More From
And You
Get It !!

STANDARD OIL
DIVISION OF AMERICAN OIL COMPANY
P.O. BOX 2858
DETROIT, MICHIGAN 48231
Prospective Graduates . . .
Michigan Civil Service Commission
Invites You To Visit Its Booth At The
Annual Career Carnival October 11 and 12
To Discuss Interesting And Well-Paying Career Positions

One Career That Insures Success

Many college men and women with interests ranging from English to engineering choose the insurance business for its variety of career opportunities and specialized training programs.

Among the fields open to college graduates are field representation, underwriting, systems analysis, actuarial work, sales representation and management areas.

A field representative in responsibility for increasing company business written by independent agencies and for the appointment, training and career development of new agents.

The underwriter approves or declines business submitted by agents and tries to view existing profitable coverages.

Integrating electronic data processing systems into company operations is the job of the systems analyst.

An actuary's role is vital to the insurance business. As a mathematician, he works in development and pricing of new insurance products.

Operating semi-independently on commission, a sales representative is the direct seller of insurance products and may earn more than many of the executive and professional people in the organization.

Management opportunities exist in areas ranging from medical and legal through sales and underwriting to engineering, writing, public relations and personnel.

Insurance companies represented at Career Carnival are: Aetna, Great Western, Harvard, Mutual, Northwestern Mutual.

Service Aids Job Seekers

In addition to its main job of helping senior and graduate students find jobs, the Placement Bureau also maintains other employment services.

The Student Employment Service, located in the Placement Bureau, handles part-time jobs for students. Special job programs are conducted by the service, including Welcome Week, sports teams, registration workers, security, 4th of July, and Christmas jobs.

Information and assistance for summer jobs may also be obtained there.

The Alumni Placement Service is conducted for the benefit of MSU graduates who are seeking new or better positions.

Last year over 1,100 alumni were placed in jobs.

The Placement Bureau maintains a permanent vocational library which contains descriptive material for over 2,000 organizations, most of whom interview on campus.

Michigan State News, East Lansing, Michigan

FACT OR FANCY?

Somehow - don't ask us why - the word "insurance" conjures a dual image in the minds of many career seekers: the ascetic mathematician and the tenacious salesman.

This really raises our hackles, because it just isn't so.

Sure, we have men skilled in math and sales (not like those above, we assure you), but they comprise only a small portion of our many trained and respected professional people.

Insurance actually embraces many other occupations within its structure.

For example, we have doctors, lawyers, writers, engineers, and specialists in electronics, office automation, investments, and methods and procedures to name only a few.

Simply stated, an insurance company provides career opportunities for college graduates of every talent, temperament and tendency. Specialized training in a specific field is not necessary. We are not concerned with major fields of study. What we do require is an alert mind, a willingness to work and a desire to go places in a fascinating and steadily-growing business; a business which incidentally offers not only substantial financial rewards, but the satisfaction that comes from providing a necessary service to the public.

E A T N A  L I F E  I N S U R A N C E  C O M P A N Y  •  E A T N A  C A S U A L T Y  A N D  S U R E T Y  C O M P A N Y  •  S T A N D A R D  F I R E  I N S U R A N C E  C O M P A N Y  •  E X C E L S I O R  L I F E  C A N A D A  •

VISIT THE AETNA LIFE AND CASUALTY BOOTH AT THE CAREER CARNIVAL AND HEAR ABOUT THE 27 DISTINCT CAREER AREAS OPEN TO MICHIGAN STATE GRADS
WHAT COUNTS

Interviewing Tips Offered Seniors

If you're a graduating senior, an interview with a prospective employer can mean the difference between being hired or rejected. How can you conduct a successful interview?

Jack Shingleton, director of the Placement Bureau, offers this advice for success, for honorees to prepare.

"Interviewers are looking for people with good qualifications," he said. "Canned phrases and stock responses are of no value."

They especially look for motivation, he said. "They want to know why a student is interested in a particular job, what he can offer and what his personal standards are."

What do interviewers consider important?

"Since motivation can't be measured," Shingleton said, "employers place a great deal of importance on the grade point. Since motivation can't be measured," Shingleton said, "employers place a great deal of importance on the grade point. Employers are giving more attention to subject matter, the director said.

"This is because many fields have become so specific," he said. "When should you start interviewing?"

According to Shingleton, December and March graduates should begin interviewing in the fall. June graduates in the technical fields should start interviewing until after Jan. 1.

How do you sign up for an interview?

First, check the weekly Placement Bureau bulletin distributed in dormitories and campus buildings.

Next, appointments for interviews should be made well in advance in person at the Placement Bureau, which is located in the Student Services Building.

Finally, literature describing the employing organizations should be picked up at the time appointments are made.

Army Tank

An experimental viewing device developed by scientists and engineers for the U.S. Army Tank-Automotive Center (ATAC) will be shown at Career Carnival tonight and tomorrow. Designed to provide maximum vision for armored-vehicle crew members "buttoned up" under combat conditions, the system gives 360-degree viewing and an almost three-dimensional image of the physical surroundings.

The Career Carnival Committee and the M.S.U. Placement Bureau Invite You to Attend the

1965 Suit Yourself Career Carnival

A Vocational Information Program for all Students

M.S.U. UNION

Displays will be Open:

Monday, October 11, 6:30-11:30 p.m.
Tuesday, October 12, 10:00-11:30 a.m.
1:15-4:30 p.m.
7:30-10:00 p.m.

SUIT YOURSELF

To The Wide Variety Of Career Opportunities At

IBM

If You Do, You'll Find

• Intellectual Challenge
• Financial Rewards
• Individual Recognition
• Freedom to Think

If these things interest you, stop at our Career Carnival Booth to discuss employment opportunities in more detail.

IBM

IBM is an equal opportunity employer
East Lansing Swings—Collects ‘Pros’

By DAVE HANSON
State News Staff Writer

There should be a booth at Career Carnival for all the students out of school, who don’t want to do anything when they get home. It’s not too late to “Suit Yoorself” in an Army Officer’s Uniform used by the NEW Army, Engineer grads will see what they may be working on when they start earning their pay in one of the industries supporting the national military effort. Graduates in every field are needed... look for our booth at the Career Carnival.

Michigan State News Staff Writer

By DAVE HANSON

The College from Start by entering college as a freshman, just like regular people, he goes through the same frustrating experience of being an undergraduate. But sometime later he graduates or drops out and finds that he can not get most of the benefits of going to college without paying $109.25 for them per term. The drop-out starts by getting a job. He doesn’t tell his folks that he isn’t going to school, he goes to the football games on Saturdays and sits in the cheering section, he studies, everything that he can find and can afford to work on. A couple of times he tries to make it look good. Eventually he’s found out, but then he starts talking about going back to school. This bit can last for years. He goes to the “guy” a couple times a week to do “research.” Actually he’s trying to pick up a chick.

The grad-in-residence is just about the same, except he has an eighty-x-ten sheet of sheepskin on the wall of his pad, which is usually somewhere around Senior Green Street.

He talks about going back for graduate work or getting a job. Since he’s an alum, he can move around campus freely, talking to professors andCRAdedesd does not.

There are other groups of college Bums who also deserve note. There are the girls who turn up and just hang around.

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Yes Men And Rah-Rahs

BY PHYLLIS HELPER
State News Staff Writer

An employer runs into many problems when he is in an executive position in a large business organization. He has to deal with overheads, underheads, cutouts, position in a large business organization, the foremost being the employees. Each office may have its own special variety of employees, but every office has several species common to all. The inevitable Yes Man frequents every office, agreeing with the boss and the executive board. He never actually says "yes, sir." He has (and knows) the best about how something can be done—no other school has any idea how to do it. This way, says the Leaguer, training."

"Let's get this on the flagpole," he says, whether the idea is good or bad. His other famous phrase is, "Let's get some spirit into this organization—no one likes to work with a load of deadheads."

The Leaguer comes from one of the Big Three, Harvard, Princeton, or Yale, and always stands in every office. He is the same sophisticate, dressed in preppy tweed clothes, smoking a pipe. He has (and knows) the best about anything. "At school we did it this way," says the Leaguer, "and this is the way it must be done—no one else has any training."

COAST GUARD

Thinking of fulfilling your military obligation? Or maybe considering a career in the armed forces? Don't pass up the U.S. Coast Guard Booth at Career Carnival.

For a challenging Career with Security

Great-West Life offers a rewarding career for the college graduate who:
• Would like to test his self-reliance and initiative
• Seeks remuneration in keeping with his efforts and achievements
• Wants independence supported by security
• Wants his career to have meaning in terms of service to other people

Great-West Life is one of the top twenty-five life insurance companies on the North American continent, presently managing more than $1 billion of assets. The Company offers a unique and wide range of life, health, group and annuity products. There's an excellent opportunity in sales here for Michigan State undergraduates on a part-time basis. Following graduation, full-time career opportunities would be available within our sales organization. We provide an intensive training program with subsequent advance training leading to a professional designation.

Investigate a Career Opportunity in Sales with the Great-West Life
Visit the Great-West Life Booth during the Career Carnival

Meet with our representatives during the Career Carnival and investigate the career opportunities available in our Company. Pick up a copy of our booklet, "A Rewarding Career."

Marriott Hot Shoppes
WANT YOU TO
"Suit Yourself"
BE SURE TO DISCOVER
Career Opportunities
In Food Service
By Visiting Our Booth.

Looking for a Sales Career with a Dynamic Company?

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GRAND RAPIDS BRANCH
C. B. Devoe, CLU, Branch Manager
415 Cherry Street S.E.

LANSDING DISTRICT OFFICE
Carl W. Bohn, Manager (Class of 60)
712 Bank of Lansing Building

The Great-West Life
Assurance Company

Michigan State News, East Lansing, Michigan
Monday, October 11, 1965 5
Sure we have desk jobs.

Desk jobs at Cape Kennedy, helping check out the Apollo moon rocket.
Desk jobs at an air base, testing the world's most powerful jet engines.
Desk jobs in Samoa, setting up a TV network to help teach schoolchildren.

The most interesting desk jobs in the world are at General Electric.

(Have a seat.)

First, why not sit down with the man from G.E. when he visits campus. Talk with him about your goals. He'll talk with you about the hundred different avenues available at G.E. to help you reach those goals.

You may be working anywhere in the world, doing anything in the world. From marketing appliances like a new oven that cleans itself electrically to designing a computer that is bigger than a suitcase.

Military Careers
Varied, Always Secure

Military careers offer various views to the casual observer, from that of glamour of gold braid to the dreariness of military routine.

What about the practical aspects of a lifetime career? According to many professional military men, career opportunities are endlessly challenging, varied and secure.

Major Edwin Skarff, director of education and training of the NASA Air Science Department, sees opportunities for almost any college student.

Air Force career fields range from medical and scientific work to law, communications and aeronautics, according to Skarff. They offer the benefits of a basic salary, quarters and subsistence pay, and incentive pay for pilots.

"The services today can offer to qualified personnel an attractive career," said Robert Chant, adjutant of the Military Science Department. "One major attraction of a military career said Chant, is the opportunity to work with a large group of educated men.

"Eighty per cent of officers on active duty have college degrees," he said, "and many are afforded a chance to gain a master's degree or doctorate while in the services."

The job variety in the U.S. Army in tremendous, he added, with almost every major field of study being represented in the working opportunities offered.

Officer U.S. Navy news releases report opportunities in naval aviation, intelligence, navigation, psychology, communications and countless other fields.

Besides the basic pay rate, the Navy also offers fringe benefits of quarters and subsistence pay and free medical care.

Job Outlook

(continued from page 1)

Micro-computer roles in colleges and universities in the U.S.

Demand is also increasing for liberal arts graduates. The director gave three reasons for this trend:

"The federal government has stepped up recruiting programs and is hiring a large number of liberal arts graduates."

"The computer-oriented businesses tend to hire liberal arts graduates."

"Firms in general recognize that liberal arts graduates have a good foundation for management and executive positions."

While the technical fields will continue to continue the highest salaries, Shingleton predicted that wages will rise in all fields.

Advanced degrees will also continue to be in great demand and to command top salaries, he said.

For women, there are more job opportunities than there are women to fill them. "Many fields are opening up for women," he said, "especially data processing, mathematics, marketing research and statistics."

More IBM's

International Business Machines, a major manufacturer of data processing and computing equipment, announced a major new concept in processing last spring.

The System/360 is a "compatible" on-machine system that can handle commercial applications, engineering and scientific research, communications and message switching networks and process industry control systems.

MX, which has been using punched-card data processing since 1937 and now has two IBM 1401 systems, will add a Model 30 and 48 of System/360 in early 1967.

Progress is Our Most Important Product

GENERAL ELECTRIC
EXECUTIVE JOB MARKET

Some Job For 20 Years?
Call The Undertaker

If you've spent 15 to 20 years on the same job, call the undertaker. You're dead on the executive job market. This is the calculated guess of counselors at Cadillac that 80 percent of the men in this station have been on the job four or five years. In the knowledge that they can start at a commensurately higher rate and pass their present salary in much shorter time, they are appalled at the number of men who succumb to the siren song of a beautiful location and security which will be of no solace to them when they are too old to enjoy it.

"There exists in the executive field a phenomenon not too late, and they should start over at a
beginning salary again, secure in the knowledge that they can start at a commensurately higher rate and pass their present salary. They are appalled at the number of men who succumb to the siren song of a beautiful location and security which will be of no solace to them when they are too old to enjoy it."

"The plain fact of the matter is that changing a job every three to four years should not be considered job hopping. We live in a mobile society. The average length of home ownership is now between four and five years. Industry is in much more need of experienced men."

"We have challenging openings in the above areas to qualified technically trained men who desire a future with a well established progress-oriented organization."

Miehle-Goss-Dexter, Inc., in the world's largest manufacturer-distributor of printing presses and associated graphics arts machinery, The MIEHLE DIVISION in the world's leading producer of sheet fed presses for commercial printers, label printers, carton printing departments of large businesses.

Our representative will be on your campus Friday, October 15, 1965. Arrange an interview through the Placement Office or mail your resume to:

Mr. William L. Knecht
Assistant Personnel Manager

THE MIEHLE COMPANY
Div. of Miehle-Goss-Dexter, Inc.
2111 W. Hastings Street
Chicago 18, Illinois

An Equal Opportunity Employer

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MECHANICAL ENGINEERS
Career Opportunities For Graduate Engineers in the

GRAPHIC ARTS FIELD

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Banking That Is Building Careers

Learn about the advantages and opportunities awaiting you with outstate Michigan's largest bank.

At the M.S.U. Career Carnival October 11 and 12.

"Banking That Is Building Michigan"

Michigan National Bank

Take A Look At Your Future As An Officer

In The United States Coast Guard...
SEE YOUR FUTURE

...SEE HOW YOU CAN "SUITE YOURSELF" TO A WINNING CAREER AT WHIRLPOOL CORPORATION.

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FREE AUTOMATIC ICE MAKER

WIN THIS 50-LB. AUTOMATIC ICE MAKER BY WHIRLPOOL JUST REGISTER AT OUR CAREER CARNIVAL EXHIBIT

Yes, 5 aces! An extra to assure a winning hand... like the extra offered by Whirlpool for your future... and like the extra bonus you can have by visiting the Whirlpool exhibit. You might be the winner of this unique ice maker that has at hand, at all times, a plentiful supply of clear ice cubes. Visit our booth... register... see your future in the sophisticated science of "Life Support in the Earth Environment."

FOR FINANCIAL OPPORTUNITY, FOR GROWTH, FOR A FUTURE SEE

Whirlpool CORP.
Laundry Group, St. Joseph, Michigan
HEADQUARTERS IN MICHIGAN, FACILITIES AROUND THE GLOBE.
World's largest manufacturer of home laundry appliances.