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STATE NEWS

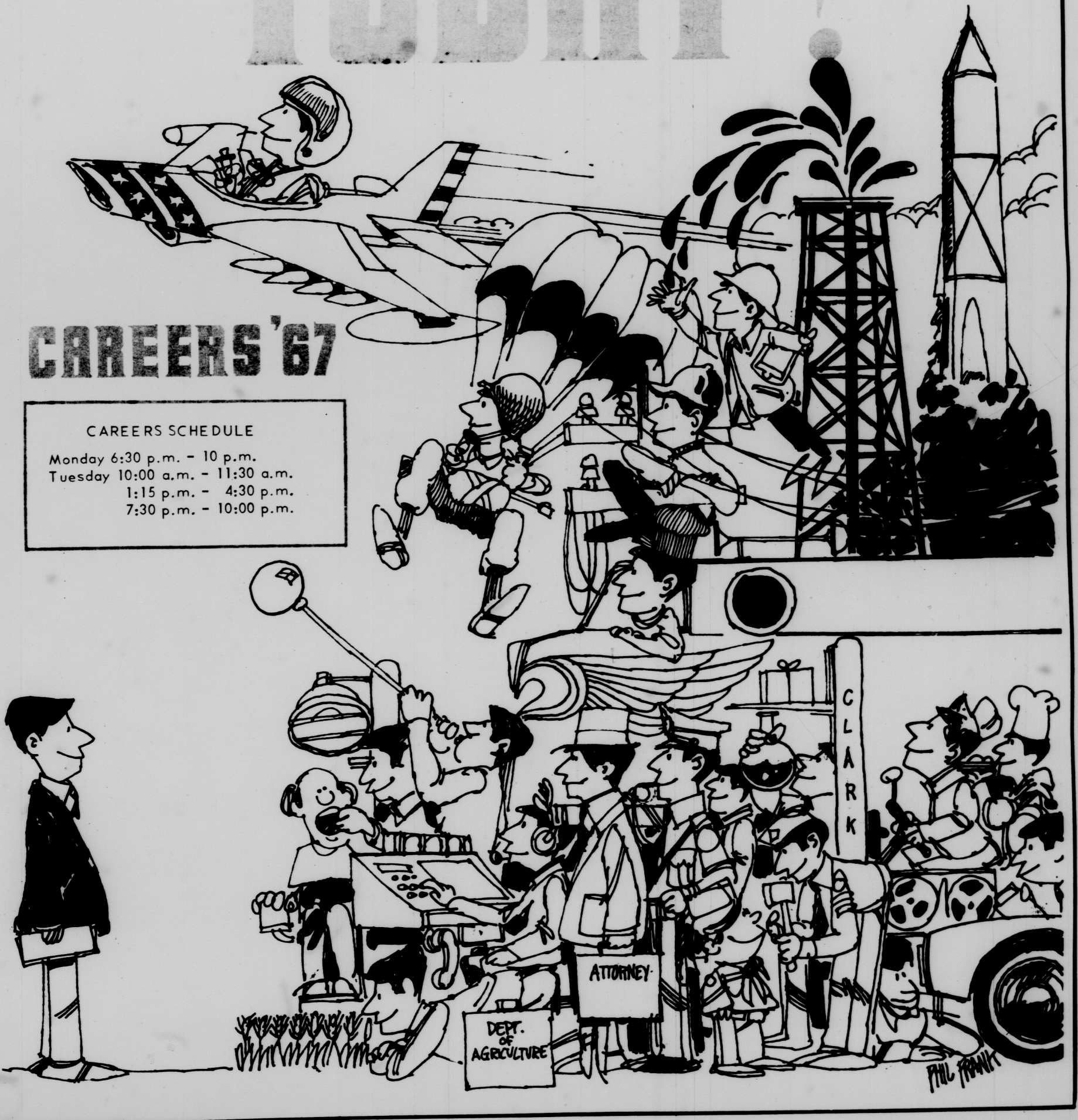
East Lansing, Michigan

TOMORROW TODAY?

CAREERS '67

CAREERS SCHEDULE

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



'Careers': look to the future

By DOLORES COLANGELO
State News Staff Writer

Tomorrow Today is . . . a look to the future . . . your future. Stop by the Union Building Monday night, Tuesday or Tuesday night and look around. You may come across just the thing to dissolve that uneasy feeling brought on by thinking about what you are going to do after graduation.

In 1966, the name of the event was changed from Career Carnival to Careers. It is an important service to students, a chance to get serious questions answered. Careers is not held in a carnival atmosphere.

Nineteen years ago, the president of the senior class suggested that the Placement Bureau invite a group of business concerns to come to campus and speak to graduating seniors about what they had to offer them.

The idea was well-received by the Placement Bureau and this year's presentation is the result of nineteen years of growth and development.

Twenty-three companies participated in the event when it was first held in 1949. This year, 77 companies will have displays in the Union. Last year, 75 companies participated. The number of businesses attending must be under 80 because of the space limitation in the Union.

Careers '67 has been planned and is to be executed by an Executive Board of students. The board, under general chairman Tom Jordan, Sioux Falls, South Dakota senior, chose the theme of the presentation. All the publicity and art work for Tomorrow Today has been done by the execu-



Hey, look me over

Members of the Careers '67 executive board extend an invitation to attend Tomorrow Today at the Union. They are Tom Jordan, general chairman; Nancy Nelson, Jeff Dayne, Judi Heins and Scott Reid. Not present is Lynda O'Donnel, executive secretary.

State News photo by Jim Mead

utive board and their subcommittees.

The Placement Bureau covers the expense of Careers and offers advice to the students planning it but the work is theirs.

Between 12,000 and 15,000 students attended Careers '66. Approximately the same number is expected to attend this year.

Careers '67 is not a recruiting effort on the part of the companies represented. It is mainly a vocational information presentation. The various industrial and business concerns at-

tempt to inform the student of how they could best fit into a company by telling them what sorts of careers are offered within their own company. The students who wander through the maze of displays look to gain knowledge about the fields represented and perhaps find an area in which their particular talents could best be developed.

Students with a broad liberal background as well as those with specific technical training will have the opportunity to talk to public relations personnel who are very familiar with all the

facets of their company. These people can be very helpful in the decision-making process that all college seniors must go through.

The larger business concerns, which may have several divisions, usually have large displays staffed by expert public relations people as well as technical specialists from one or more of the divisions. Ford Motor Company, for example, has a display from one of its divisions each year.

The smaller companies may send representatives who are also recruiters. These groups

may have less elaborate displays but will also have printed material about their company's career opportunities to pass out to any interested students.

Almost all of the companies represented at Careers return to campus later in the year for formal interviews in the Placement Bureau.

The executive board of Careers attempts to maintain a balance in the companies present. There is at least one representative from all the major fields in the business world.

This year there will be five companies who have never attended before. Many companies have been here every year since the beginning of the series. Among these repeaters are the various military services. This year there will be separate booths for the Army, Navy, Air Force and the Marines.

Automobile manufacturers, native to Michigan, will be amply represented.

Food store chains and department stores will be in attendance to explain their executive training programs.

Professional societies in law, dentistry, the press and medicine will have booths.

Several life insurance companies have been invited and will attend. There are also advertising agencies, stock brokers, airlines and various government agencies.

Many large manufacturers will have displays. Among them are: Whirlpool, Sears, Xerox, Burroughs and Dow Chemical. There will also be pharmaceutical manufacturers, chemical companies, and an association of police chiefs.

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.*

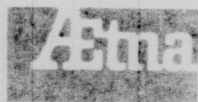
Sure, we *have* men skilled in math and sales (not like those above, we assure you), but they comprise only a small portion of our many trained and respected professional people.

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.



**VISIT THE AETNA LIFE
AND CASUALTY BOOTH
AT CAREERS '67
AND HEAR
ABOUT THE 27 DISTINCT
CAREER AREAS OPEN TO
MICHIGAN STATE GRADS**



LIFE & CASUALTY

Automation builds minds

By CAROL CORRIERE

"How much money will I be earning 10 years from now? Will I even have a job?"

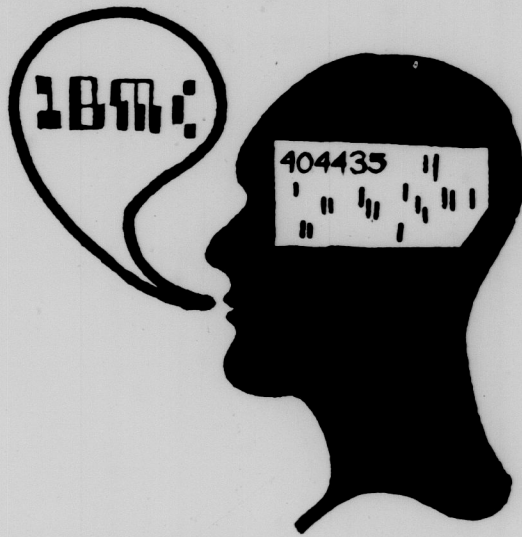
These two questions are foremost in the minds of many students who will attend "Careers '67." To get at the heart of their problem, it is necessary to determine how work will be defined in the future.

Despite the recent tendency to emphasize scientific learning, Thomas Early, assistant director of the Placement Bureau feels a college graduate in any major field has very little to worry about. The liberally and broadly educated man will be most in demand as the worker of the future.

Automation's promise of a world free from menial and thoughtless labor is rapidly becoming a reality. However, the misconception that work will be eliminated should be recognized as totally wrong.

As a matter of fact, work under automation will probably be harder than any other mankind has known. It will be the work of thought, involving greater responsibility and a more informed mind than ever before.

This is the reason that the engineering



major is required to take at least a basic humanities-type course and the English major must know something about natural science, and why business' interest in the general liberal arts major has steadily risen in the last few years.

The inquiring mind of the broadly educated man is also sought. Because of the rapid increase in knowledge anticipated

in the years to come, every man in a responsible position will need to be learning constantly.

Many companies have already realized this and have begun to encourage their employees to return to school. Corporations are not only paying the costs of education but also paying the worker to learn.

Projecting this into the future, one can envision a 40-hour week consisting of 30 hours of on-the-job work and 10 hours of study. The old dream of individual pursuit of knowledge throughout life will probably become a reality.

But what about the material side of life? A college graduate should have more to look forward to than continuous studying.

For the last few years, incomes of college graduates have been increasing at a rate of five per cent per annum. On this basis, the student graduating today should be earning \$20,000-\$24,000 a year by 1987. In spite of rising cost of living, this is a substantial salary.

So the future of the college graduate seems quite secure. He will not only be earning a worthwhile salary, but will practically be insured of a job.

Peter Benequista, a Manager of Substrate Process Engineering at IBM, says:

"Want a company where bright guys can leapfrog ahead?"

Then see IBM on campus October 12th or 13th."



Sign up for an interview at your placement office—even if you're headed for graduate school or military service.

Join IBM and you'll launch a career in the world's fastest growing, fastest changing major industry—information handling and control. This growth is one of many reasons young people can move ahead at IBM. (We have over 5,000 more managers today than we did less than four years ago.)

You'll work individually or as part of a small team (two to six people) no matter how large your project. That means you get quick recognition of achievement and also a strong sense of

personal contribution.

You can stay technologically hot. You'll have an opportunity to do state-of-the-art work in many different technologies or computer applications.

IBM makes it easy to continue your education. One program, for example, pays tuition and fees for qualified applicants while you work on your Master's or Ph.D.

Where would you like to work? We have 19 plants, 21 laboratories, and over 250 offices throughout the U.S.

We'll be on campus to interview for careers in Marketing, Computer Applications, Programming, Research and Development, Manufacturing, Customer Engineering, Finance and Administration. Come see us.

P. S. If you can't see us on campus, write to Mr. C. J. Reiger, IBM Corporation, 100 South Wacker Drive, Chicago, Illinois 60606.

IBM

An Equal Opportunity Employer

Interview keys: attitude, naturalness

Previous preparation plus a little seriousness rate high on the success scale of those preparing for job interviews.

According to Thomas Early, assistant director of the Placement Bureau, "attitude" is one of the most important ideas to be considered.

He said a student should come to the Bureau because of curiosity about the student's future and where he could fit in a particular firm.

Early gave these tips:

- be natural, prompt and neat.
- carry out promises and ask relevant questions.
- give the employer an opportunity to express himself.
- examine company ratings objectively and follow procedures.
- make yourself understood, but also listen to the interviewer.
- present a good resume of yourself and previous work experience.

--think of your potential service to the employer.

--don't evaluate yourself or miss the interview.

--don't freeze or become tense.

--don't present an extreme appearance, become impatient or emotional.

--don't talk too little or too much.

--don't oversell your case or draw out the interview.

--don't make elaborate promises and come unprepared.

--don't try to be funny.

--don't slouch or fidget with glasses, pencils or pens.

A successful job interview calls for taking stock of yourself, your abilities, interests and aspirations before the interview. By the same token, it's extremely beneficial to brief yourself on the firm's management philosophy, nature of training program, company requirements and the number of MSU graduates employed.

Many students wonder about the appropriate way to raise the question of salary. Generally, it is best to let the interviewer bring it up. If he neglects to do so, Early suggests saying, "We haven't mentioned salary yet--would you care to mention it at this time or discuss it at a later date?" Applications should be neat

and comprehensive. They are usually the same forms which the interviewer refers to during the interview.

MSU offers an information form upon completion of registration each term, which Early recommends seniors to fill out. It is filled out at the Placement Bureau and immediately avail-

able should a student sign for an interview.

Free to all seniors is the College Placement Guide, also available at the Bureau. It gives a resume of the best way to conduct job interviews, as well as providing information on many U.S. firms, their location and products.



Form for the future

This prospective job candidate fills out an application form for a job interview at the Placement Bureau. Representatives at Careers '67 will be interviewing students for positions during the year. State News photo by Meade Perlman

Interview trips:



COME TO CRAVEN

We've got complete listings of when planes leave Lansing and when they arrive at wherever you are interviewing. Stop by our office and we'll help you plan your itinerary and get the tickets for you. No extra charge for reservations and tickets! It's easier when you come to CRAVEN.

Anywhere—Anytime

CRAVEN

TRAVEL SERVICE

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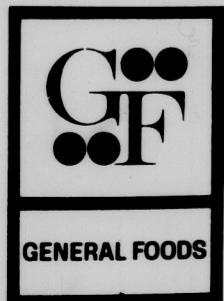
before you take the plunge

COME IN (ON THE 9TH & 10TH OF OCTOBER) AND DISCUSS WITH US THE OPPORTUNITIES OFFERED AT GENERAL FOODS.

To Michigan State graduates we offer challenging careers in sales, production, engineering, marketing, finance (controller, data processing, information systems), personnel and research & development.

The door is also open to all other students who wish to discuss their preparation for a future with G.F.

GENERAL FOODS CORPORATION, WHITE PLAINS, N. Y.



We want you first.



If you're about to graduate, and you're eligible for the service, there are some companies around that will take a dim view about hiring you.

It doesn't pay, they say.

We don't feel that way at Mobil.

If we want you, and you want us, we'll hire you right now.

When you get out of school, you can go to work.

When you have to leave for the service, we'll give you a leave of absence.

And when you get out, you can come back to us.

Right now, we need all kinds of good people: engineers, geologists, geophysicists, accountants, financial analysts, sales representatives, chemists, programmers and systems analysts. And a lot of other people we don't have space to list.

We'll be coming to your campus soon.* If you'd like to talk things over with us, we'd like to meet you and discuss both of our futures.

The way we look at it, anyone worth hiring in the first place is worth waiting for.

Mobil.

*October 24th and 25th are the dates. Your placement or guidance counselor can tell you the time and place. Or if you can't make it on those days, you can just write: Mr. Robert W. Brocksbank, Manager Recruiting, Mobil Oil Corporation, Dept. 2028, 150 E. 42nd Street, N.Y., N.Y. 10017. For further information

© MOBIL OIL CORP.



Two in the hand . . .

With the help of the Xerox 2400 duplicator, two hundred is more appropriate. This secretary illustrates the ease of operation while carrying on a phone conversation, with her boss, no doubt.
State News photo by Jerry McAllister

MARKETING

Xerox offers free copies, many jobs

By LINDA BÉDNAR
State News Staff Writer

Xerox Corporation's display at Careers '67 may be a favorite coffee-break spot for other business representatives.

There, by merely presenting a business card, they can have any business material reproduced free on Xerox's new 3400 copier which makes 40 copies a minute.

Xerox's recruiting team, which will include eight or ten MSU alumni, will also be looking for liberal arts and business majors, or anyone interested in a marketing career, to fill positions in marketing and administration.

Both permanent and summer jobs are open, according to I.C. Shah, Xerox representative.

Marketing and administration are the main areas of demand in Lansing, Shah said, but many other types of jobs are available through Xerox's home office in Rochester, N.Y.

A graduate joining the Xerox sales force would start work in one of about 100 field locations. He would be given intensive training, be placed on a marketing or account team, and would probably be a territory representative within six months. From there he could work his way up to a managerial position, or join the Rochester staff in one of a number of marketing research or planning positions.

The Xerox Corporation has grown very rapidly in the last decade, Shah said. Its net sales have increased fifteenfold, to over \$150 million in 1966, and its employment has increased to over 20,000.

Since the development of its first office copier, the 914, Xerox has expanded its operations into many other areas of graphic communication.

The company now makes machines which enlarge and reduce copy for easy storage and location and which transmit copies long-distance. Xerox is also looking for non-office applications of its copying methods.

In addition, Xerox has subsidiaries in aerospace, optical systems, publishing and education. University Microfilms in Ann Arbor makes library microfilm systems, while American Education Publications publishes supplements for elementary and high school students.

Overseas, Rank Xerox serves Britain, Commonwealth countries and Europe, while Fuji Xerox serves Japan and Asia.

Dow display analyzes breath

Dow Chemical Company's display at Careers '67 will feature an infrared spectrometer. An analytical method of use for this instrument was developed by a team of scientists at Dow's Midland plant.

The infrared spectrometer performs breath analysis to determine chemical gas exposures. Its use will be chiefly in industry. If an employee were to breathe unknown fumes or if the exposure were to go undetected, the infrared spectrometer will analyze the breath of an individual and give a reading of the breath content.

In a more mundane vein, the instrument can tell whether the subject is a smoker by determining the carbon monoxide content of the breath.

This handy little machine can also tattle on someone who has had one or two martinis.

**Astronomers,
salesmen, designers,
programmers, chemists,
psychologists, writers,
sociologists, economists,
metallurgists, artists,
accountants, physicists,
mathematicians,
etc, etc, etc.**

**That's what
General Electric
is made of.**

General Electric is made up of a lot more than just engineers — because it takes a lot more than engineers to tackle the problems we deal with. Like helping to unsnarl traffic jams in our cities, fighting air pollution or finding new ways to provide power for underdeveloped nations. It takes sociologists, meteorologists, astronomers, writers — in fact, it takes people with just about every kind of training. But, more than any of this, it takes people

with nerve, gumption, intellectual curiosity — people who care about what happens to the world. So it's not only your major we're interested in. It's you. Why not see our interviewer when he comes to campus and find out whether you're the kind of person General Electric is made of.

GENERAL ELECTRIC

An equal opportunity employer

THE NEW BREED

Outlook for grads: training

What does the future hold for the would-be junior executive? How does the traditional rosy picture differ from the real thing? What should a business executive-minded senior expect at a job interview?

These questions and more have been answered by corporate recruiters from four of Michigan's largest business concerns.

Dow Chemical Corporation's corporate recruiter, Gene Perrin emphasized Dow's varied career opportunities.

Dow features a training period for new college graduate employees.

"We make use of purposeful rotation in type of jobs and in geographical placement," Perrin said. A new employee is thus afforded a broadening experience by approaching his general area of interest within the company from several directions. Dow averages change of jobs for their young employees at the rate of one every three years.

Don Waggoner, who is in corporate placement with General Motors, said that GM starts a new employee out at a job which is in line with the individual's overall career objectives.

"The first assignment would be in the person's field of interest and directly related to his long-range career objectives," Waggoner said. "These are the people who might eventually move into administrative jobs in their area."

A variety of career paths and training programs is offered to the prospective employe by IBM.

Paul Wagner of IBM, explained that these training programs, which average 30 weeks in length, give the individual the opportunity to work in many areas and to hold positions of varied responsibility.

By familiarizing the new employe with the company, IBM prepares him to work in all facets of the company that fall within his field of interest and responsibility.

Ford Motor Company offers the new college graduate a graduate program which lasts two years.

A specific job is assigned within a field to a person in the graduate program and the jobs are rotated periodically so that an individual will work throughout an area. Each successive assignment carries with it more responsibility and the opportunity for advancement through achievement.

Walter Good, of Ford's recruiting staff said, "Ford is looking for people with goals, articulate people who like to work with other people and have demonstrated academic achievement."

In the area of career interviewing, Perrin stressed Dow's philosophy of hiring young people as a source of ideas.

General Motors is interested in the applicant's ability and

knowledge, both his academic record and his mastery of his major field. He should have ideas as to how he would like to

use his knowledge in fitting into the GM scheme.

All four anticipate a constructive dialogue between interviewer

and applicant in which the goals and requirements of both the corporation and the applicant will be clearly defined.

Prospective Graduates

MICHIGAN DEPARTMENT

OF CIVIL SERVICE

INVITES YOU

TO VISIT ITS BOOTH

AT THE

CAREERS '67

TOMORROW-TODAY

EXHIBIT

OCTOBER 9 AND 10

TO DISCUSS INTERESTING AND

WELL-PAYING CAREER

POSITIONS

An Equal Opportunity Employer

Tomorrow Today. 80 represented

"Tomorrow Today," 18th in the series of annual career carnivals, presents vocational opportunities to students in a student created, organized and oriented booth format.

Originally conceived by Ed Pino, president of the class of '49, the idea was first proposed to Thomas King, then director of the Placement Bureau.

In April of 1949 the first Career Carnival, representing 23 organizations in the form of a panel discussion, became a reality.

Representatives to the panel were extremely impressed with the assistance they could give students--so impressed, in fact, that they asked to return the next year.

Sponsored by the Placement Bureau and organized by students, the carnival grew each year, becoming one of the school's major annual events.

However, since not all interested students could attend the panel, the carnival's panel discussion format was changed.

Now, individual informal displays are set up by each group participating.

Today approximately 300 representatives from 80 organizations attend. They are invited to return the next year. A few new groups are invited each year, assuming that some of the year's companies will be unable to attend because of schedule conflicts.

Due to lack of space, a maximum of about 80 organizations, with size of their displays limited, can appear at the carnival.

With the modernized name of Careers '67 "Tomorrow Today", the carnival takes place in the Union.



Join me as an
Airline Stewardess
PARIS... LONDON... ROME... TOKYO

If these world Capitals sound exciting to you...
why not join the big wide wonderful world of
Pan Am as a Flight Stewardess.

**Immediate overseas flights are
yours after only 5 weeks training.**

Must be single Minimum Age 21 Height 5' 3" to 5' 9" Weight 105 to 140 LBS.
Good Health Good Vision Knowledge foreign language necessary.

EXCELLENT SALARY AND BENEFITS INCLUDE:
Health & Retirement Plans, 90% Vacation Travel Discount, 30 days Vacation Per Year

Positions are based in: NEW YORK - MIAMI - SAN FRANCISCO
SEATTLE - WASHINGTON - CHICAGO

Interviews will be conducted Thursday, October 12th
For Interview appointment call PAN AM
Detroit District Sales Office (313) WO3-0800

An Equal Opportunity Employer

PAN AMERICAN
WORLD'S MOST EXPERIENCED AIRLINE

Foreign programs available

By JENNY POPE
State News Staff Writer

If you feel there are places to go, people to meet, things to do, the MSU Office of International Extension was created with you in mind.

A basic premise behind the international extension programs is that a college education can't be gained just on MSU's campus, Sheldon Cherney, director, said.

"We should provide our students with diverse opportunities to study and serve abroad," he said.

The Office of International Extension provides information on every foreign study program offered by any American university. Besides establishing the Overseas Study Information Service, it also counsels people who are interested in non-academic service projects such as the Peace Corps, Africa Crossroads and Experiment in International Living.

Students in pre-professional curricula interested in serving in a semi-professional role abroad can discuss these opportunities with the office's staff.

While counseling is an important job of the office, the staff members also train newly chosen Peace Corps members.

Last year more than 500 MSU students studied or served abroad. Many participated in programs especially sponsored by MSU and other agencies.

Inadequate communication between students and the office has been a major problem, Cherney noted. He said that many stu-

dents aren't aware of the University's post-graduate overseas programs, both academic and non-academic, or the information and counseling services.

Undergraduate semester and term abroad programs include AMLEC, University of Ibero-Americana, University of Ryukyu and University of Los Andes.

Although these academic programs are geared primarily to the undergraduate, Cherney feels that it is to the advantage of seniors to participate in these programs, noting that employers are often impressed by this overseas experience.

Two foundations sponsor scholarships for doctoral candidate study abroad.

Non-academic programs sponsored by MSU include the Peace Corps, Africa Crossroads and Experiment in International Living.

Most of the office's energies are directed toward the Peace Corps. Since 1964, three newly chosen groups of Corps members have participated in the Advanced Training Program, which attempts to provide more thorough preparation for each volunteer. The emphasis is on critical language training and developing overseas assignments appropriate to the individual skills and aptitude of the applicants.

Juniors who wish to begin preparation for post-graduate Peace Corps service may apply for the Advanced Training Program through the Office of International Extension.

The Africa Crossroads project was conceived to increase international understanding between Africans and North Americans. Canadians and Americans of all ages participate in work-travel programs in over 27 African nations. These people are engaged in work camp projects,

medical assistance and athletic training.

The Experiment in International Living offers many types of programs to the student; study tours, work camps, overseas summer schools, group travel tours, independent travel and hospitality programs.

All of these programs include a one month home stay where the student functions as a member of the host family. The experimenter spends the second month traveling informally through the country with other students, usually accompanied by one member from each host family.

CAREERS '67

6 months in action

Careers '67 is now a crowded and busy reality, filling the first and second floors of the Union. But this large and well-attended event has gone through a six-month planning process.

Last winter term, Tom Early, assistant director of the Placement Bureau, which sponsors the event, selected the general chairman, Tom Jordan, Sioux Falls, South Dakota, senior.

Immediately following his appointment, Jordan held petitioning for the committees on the executive board, which is responsible for the coordination of all the arrangements for Careers.

Its members are Lynda O'Donnell, Grand Rapids junior—executive secretary; Tim Redmond, Birmingham junior—theme; Judi Heins, Mackinac Island senior and Jeff Dayne, Rochester senior—art; Scott Reid, Niles

junior—publicity; Pat Zwolenski, Euclid, Ohio senior—staging; and Nancy Nelson, Allen Park senior—banquet.

The executive board goes into action during spring term. All the arrangements are made then since there is not much time in the fall before the event takes place.

The Placement Bureau contacts and invites the participating companies from a list drawn up by the executive board. Approximately 77 companies will be in attendance this year.

The process of choosing the theme spring term involves all the executive board members. Ideas for the theme are suggested to the art chairmen, who then prepare samples of the art work for each prospective theme.

The general chairman is always busy. He sees that all the

committees are accomplishing their assigned duties and that any difficulties that may arise are promptly resolved.

The executive secretary sees that all the secretarial work is done, keeps minutes and staffs the information booth at the Union for the duration of Careers. She also supplies company representatives with information on restaurants and hotels in the area.

The theme chairman serves as a general aid to the other chairmen once the theme has been chosen. He works particularly with the art chairmen to see that the expression of the theme is well accomplished through the art work.

Beside development of the theme, the art committee designs stationery, pamphlets, name tags, posters and display cases.

The publicity committee contacts radio stations and the State News to see that the largest number of students possible are made aware of the event.

The staging chairman is responsible for seeing that all displays are set up properly in the Union. During Careers, it is the duty of this committee to see that everything runs well in the Union. The dissembling of the displays is also the job of the staging committee.

The banquet is held in Kellogg Center. The menu, room and entertainment for the evening are chosen by the banquet chairman. This committee is also responsible for contacting a religious leader in the community to give the invocation at the banquet. President Hannah has been invited to say a few welcoming words at the dinner. Paul A. Varg, dean of the College of Arts and Letters, will address the group.



Tom Early

THE DEPARTMENT OF STATE AND
THE UNITED STATES
INFORMATION AGENCY

announce the

ANNUAL WRITTEN EXAMINATION

December 2, 1967

for

CAREER OFFICERS

of the

U.S. FOREIGN SERVICE

YOU ARE ELIGIBLE IF YOU ARE:

- under age 31 on Dec. 2, 1967
- 21--or 20 and have completed your junior year of college
- a U.S. citizen for at least 7 1/2 years on Dec. 2, 1967

For applications and more information

SEE your PLACEMENT OFFICE or

WRITE: College Relations Program
Department of State
Washington, D.C. 20520

Exam Applications must be postmarked by Oct. 21

We Cordially Invite You To Visit Our

"CAREER '67" Display, Monday

And Tuesday, October 9 - 10

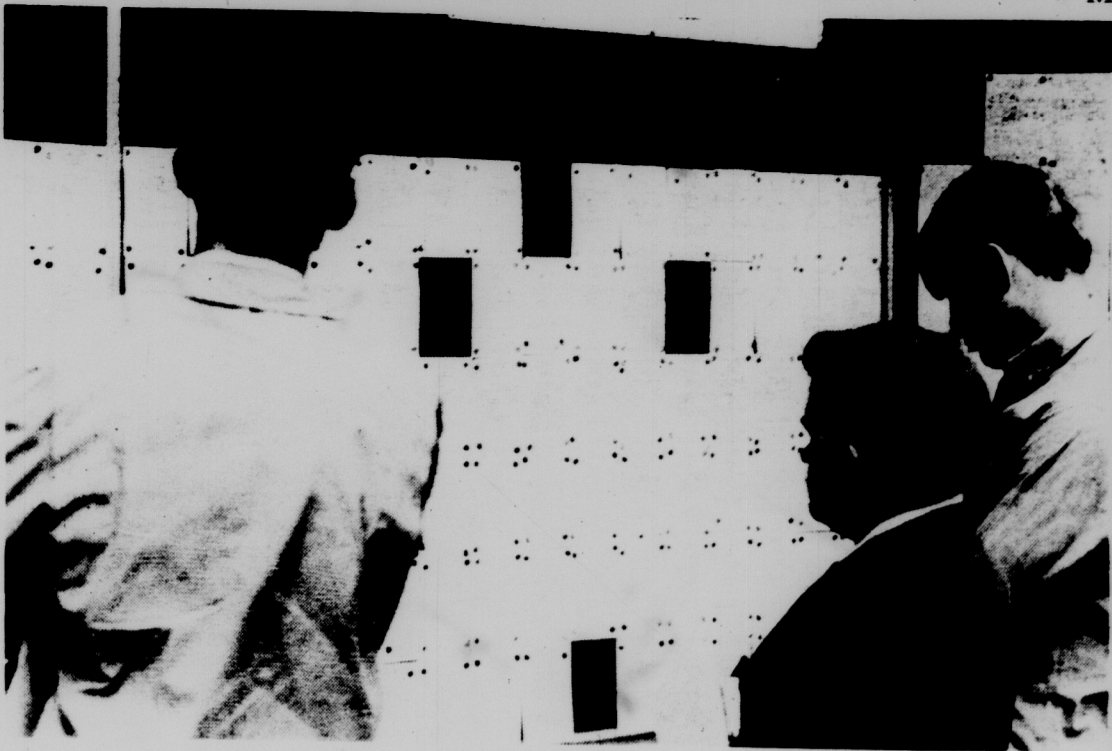
*Our Representatives will be on
hand to answer your inquiries*

Lazarus

ESTABLISHED 1851

Ohio's Largest
Department Store
Columbus, Ohio

(A Division of Federated Department Stores, Inc.)



Get a job

The Placement Bureau offers help in finding both full and part-time employment, on and off-campus. You can find assistance and counseling in preparing for interviews and can obtain schedules of the representatives who will come to campus this year.
State News photo by Meade Perlman



Ask any girl

This young woman, particularly, representing the Civil Service, can answer your questions about a career anywhere from research analyst to government employe.
State News photo by Karl Scribner

IBM offers wide job spectrum

Representatives of the firm that gave today's secretary a new lease on life will be offering MSU students similar opportunities at Careers '67.

"When people think of IBM," said Robert A. Homan, IBM marketing manager, "they think of businessmen in white shirts." But, Homan points out, IBM is a diverse organization offering employment to graduates in all fields, not merely in business.

IBM is organized into 10 divisions, and each requires specially trained employees. IBM's Field Engineering and Plant divisions are looking for employes with engineering degrees. The Personnel division needs people trained in such social science fields as psychology, and the Office division needs people trained in the liberal arts.

IBM, which began in 1917 selling such items as meat cutters and small computers, has grown to the sixth largest corporation in the United States. IBM does a yearly business of about \$4.5 billion.

According to Homan, IBM is the biggest educator in business today. New IBM employes begin with an 18 month training period in which formal IBM classes are combined with work experience.

In addition to its domestic operations, IBM has companies in 56 foreign countries. Prospective employes who desire foreign employment may apply through World Trade, a subsidiary of IBM.

The Quiktram Terminal, operating on the principle which made IBM a household word, will be the feature of its display at Careers. Based on the typewriter, Quiktram is a remote control device used to send data directly to computers in distant areas which are solving general, engineering and educational problems.

College is a waste of time...

... unless you find a job that turns you on and makes good use of your education. Inland Steel wants only people who want to use everything they've learned in college—and strongly desire to grow personally and professionally.

Inland's future depends on the creativity and productivity of its people. If you want a really challenging opportunity to contribute—with the rewards and responsibilities that go with it—Inland wants to talk to you.

We need action-seeking graduates with degrees in most fields for management opportunities in sales... production... research... engineering... finance... administration... or you name it.

Think it over. If you have high aspirations and a good record, take time to find out about a career with us.

For information, see us on campus.

OCTOBER 20, 1967

INLAND STEEL COMPANY



Joseph T. Ryerson & Son, Inc. Inland Steel Products Company Inland Steel Container Company

An equal opportunity employer

Service presents challenge

By JENNY POPE

State News Staff Writer

One moment he might be interpreting petroleum statistics in the Middle East and the next be attending a formal cocktail party with Asian royalty. He could be discussing the economic possibilities of an emerging African nation or find himself one night the object of a frenzied, stone throwing anti-American mob.

There was a time—as little as 40 years ago—when you could gather the entire U.S. Foreign Service on the steps of the old State Department Building next to the White House. The number of Foreign Service officers has increased along with their role in today's interdependent world.

There are now 3,620 Foreign Service officers, as compared to 633 in Calvin Coolidge's day. While the basic Foreign Service assignment remains the same—"to execute the foreign policy of the United States and to report developments that may affect that policy"—it encompasses more in a time when foreign policy includes military and economic assistance, commercial and cultural relations, Peace Corps operations and intelligence operations.

Most Foreign Service officers (FSO) agree that an undergraduate liberal arts background is the best preparation for a Foreign Service career.

The first step toward a Foreign Service career is the official written examination. One

out of five who take the exam passes it. The test this year is offered in Lansing, on December 2.

The test is broken down into three major areas—general ability, English expression and general background. In addition, the candidate must choose one of four specialized exams: history, government, social science and public affairs; administration and management, economics, finance, and labor; or international commerce and marketing.

If the written exam is passed, there follows a two hour oral test. A three man examining panel questions the candidate on a wide

variety of subjects, with special emphasis on our country as well as international affairs. He is judged primarily upon ability to apply reasoning to hypothetical problems and to formulate thoughtful, clear and concise responses to questions.

If the oral exam is passed, the State Department begins a security check which may last several months.

After a few months training in Washington the junior officer is entered as a class 8 officer and is sent to a large consulate or embassy. After the first assignment, generally lasting two years, a series of overseas assignments,

alternated or interspersed with service at the State Department, follows.

New FSOs earn from \$6,269 to \$8,726 a year, depending on age and previous experience. The highest salary—that of career ambassador—is \$27,000. Salary increase follows class promotion.

There are drawbacks to the Foreign Service.

Good diplomacy is quiet diplomacy. A person seeking public acclaim will not find it in this job.

Impermanence is the norm in the Foreign Service. An officer goes where he is sent and stays

there until he is sent to another post.

Being an FSO often means having a lonely and sometimes dangerous life. You live for many years away from your own country and can be the victim of malaria, an angry anti-American mob or psychological disorders from the demanding role you must assume in your overseas country.

Although diplomacy has its drawbacks the rewards are difficult to equal. Living in Paris, London or other cosmopolitan cities has its own obvious rewards.

DEGREE NEEDED

Civil service—an open field

Passing a three-hour exam and earning a bachelor's degree represent two steps toward earning an annual salary of \$7,161.94 at a civil service job.

From budget analyst and urban planner to psychologist, civil service jobs are open to college graduates with these qualifications plus others, according to Mrs. Ida Somers, personnel administrator from the Michigan Dept. of Civil Service.

At Careers '67, three civil service representatives will distribute new college trainee booklets to students.

These newly published booklets added job classifications and information on exams and applications.

Major job categories requiring the three-hour civil service exam include positions as administrative analyst, buyer, civil rights representative, employment counseling, and economic research positions.

Science-minded students will find opportunities to work for the government as chemists, physicists, psychologists, and statisticians.

Jobs also cover the areas of budget analysis, speech therapy, urban planning, social work, institution management, and property appraising.

One unique job is that of the "right-of-way" buyer, who consults with property owners before purchasing land for government and state highways.

Other categories consist of insurance examiners, accountants, and department of state workers in investigation.

Pay for these careers starts at \$7,161.94 (before taxes) for B.A. holders and \$7,558.58 for those with M.A.'s.

Seniors should apply around the first of January for jobs," suggested Mrs. Somers. "It always depends, however, on the number of vacancies and job turnover."

She added that applications

must be turned in 14 days before the three-hour test is given, offered once a month on Saturdays.

The multiple test covers basic areas of psychology, economics, social and biological sciences, mathematics and statistics, and the ability to use good English and write effectively.

"It's a basic exam to find out if an individual has an aptitude to succeed in the civil service area," said Mrs. Somers.

A 70 per cent converted score is needed to pass the exam. Some job categories don't require the test, and substitute a personal interview. Other jobs require both the exam and interview.

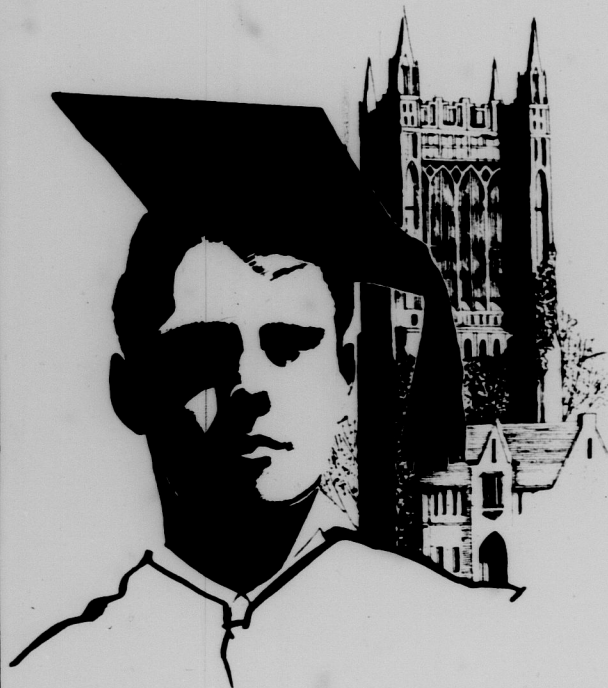
Last year, 1,049 college graduates found jobs through the Michigan civil service. The largest concentrated area was in public welfare with 327 positions filled.

WANT A

CAREER...

NOT JUST

A **JOB!**



We are willing to bet that you have not thought of the food business as a likely place to consider building YOUR CAREER.

We don't expect everyone to think the Food Industry is the best thing going, but we would like the opportunity to show you how good we think it is and let you draw your own conclusions.

In the operation of our stores, we need Store Managers, but we also need people in Merchandising, Distribution, Real Estate, Personnel, Accounting, Transportation, and Engineering.

Our recruiters will be on campus Oct. 17 & 18. Sign up in the Placement Bureau for interviews. We are confident you will be pleasantly surprised about the Retail Food Industry of today and the 70's.



EQUAL OPPORTUNITY EMPLOYER

Your Career's At Stake!...

Talk it over with the

Johnson & Johnson

representative on campus

October 17, 1967

Opportunities

are available for:

- PRODUCTION SUPERVISORS
- ACCOUNTANTS
- INDUSTRIAL ENGINEERS
- CHEMICAL ENGINEERS
- CHEMISTS
- PLANT ENGINEERS
- ELECTRICAL ENGINEERS
- DESIGN ENGINEERS
- PACKAGING ENGINEERS
- SALESMEN
- MAINTENANCE SUPERVISORS

Locations at Chicago, Illinois; New Brunswick, New Jersey and Sherman, Texas
An Equal Opportunity Employer

Discipulus perpetuus: BMOC

EDITOR'S NOTE: A new breed of what once was tabbed the rarest of birds, *Discipulus perpetuus*, has undergone rapid reproduction in the past several years. Following are a few notes, not to be found in your local Who's Who.

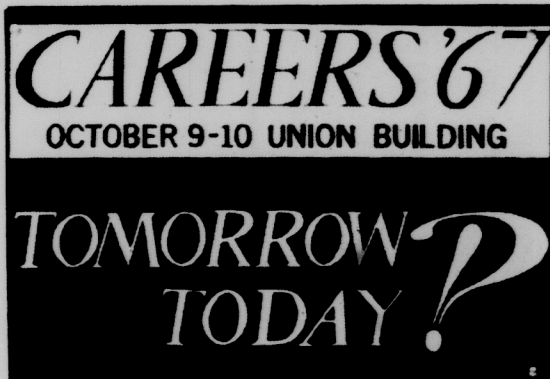
And if you just can't find the right career, there's always a place for you as a perpetual student.

This is not to be confused with the professional student, that creature found interminably in the academic vicinity of the university. His life revolves around his personal education.

The perpetual student, however, is more on the perimeter of academia, and is a more political animal. His career is with the National Student Association, and he works for, and occasionally represents, the amateur and professional students.

The NSA perpetual student may picket with Long Island University student rights workers; negotiate behind the scenes of the student movement at Berkeley; help establish a discount program in East Lansing, or aid in the presentation of a dialogue on Viet Nam on national hook-up radio.

The qualifications for this career vary with the individual. The perpetual NSA student is usu-



ally an articulate speaker capable of stirring a crowd of several hundred students of small Catholic women's schools to a standing ovation; he is usually found balanced to the left of the political spectrum, and is well-versed on student rights, educational innovations, national affairs and political methods.

His home is, appropriately, Washington, D.C., for the duration of his career. There, in the shadows of the federal government offices, and occasionally in the pages of the Washington newspapers, the NSA perpetual student conducts his business and concerns with students of the United States—if they are members of NSA.

The duration of the perpetual student career varies with the desire and stamina of each student who cares to perpetuate that career. After all, how long can one endure listening to student problems and combating university administrators?

The perpetual NSA student may be elected or appointed to committees, to executive offices, or he is on a staff which works in areas from frugal entertainment to frugal price programs. All on an annual budget of \$700,000.

The salary, however, is not overwhelming. Some perpetual students thrive on \$4,500 a year, while others get along with only travel and expense accounts. But there are fringe benefits in the form of draft exemptions, close association with various and sundry government agencies, and a travel budget which takes him to trouble spots (i.e. colleges and universities) across the country.

If he's more the homebody sort, an administrative post in the shadow of the White House and Georgetown's antique shops will assure him carte blanche among the in crowd, providing he's an (alumnus) card carrier.

In short, the NSA perpetual student makes the campus student leader look like the short stop on a kindergarten little league club.

For further information, contact your nearest agent. It's as easy as NSA, CIA or FBI.

Lazarus gives job information

Shopping around for a job? Representatives from Lazarus Stores Inc., a member of Federated Stores Inc., will be at the marketplace of opportunity, *Careers '67*, to answer questions from job-hunting students.

A member of America's largest department store chain, Lazarus, located in Columbus, Ohio, will send Jack Burnett, director of executive development, here to answer questions concerning the store and display. Store themes, interior and exterior store shots, buying trips in Europe, as well as other information concerning possible jobs will be available.

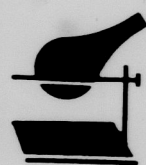
Interviewers, who have screened here for several years, will be on campus Nov. 7 and Feb. 13-14. Fall term interviews here will be mainly interested in December graduates. Five other schools are also used as interviewing grounds for future employees, ranging from Michigan to West Virginia.

Students in the College of Business, including merchandising, accounting, marketing, management and retailing majors are Lazarus' primary interests. They also consider some liberal arts majors.

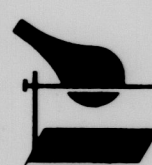
Lazarus hires about 60 students a year for an executive training program, which is both formal and informal and includes on-the-job training lasting from 12 to 15 months. Trainees may work to positions of buyers as well as other executive posts in numerous departments.

Promotions from Lazarus are also available through Federated's other divisions. Bullock's and I. Magnin on the West Coast and Abraham & Strauss and Bloomindale's in the New York metropolitan area are all members of the chain.

Founded in 1851, Lazarus was one of the founding stores of today's large chain and is the largest department store in Ohio. Both the present chairman of the board and the chairman of the executive committee are named Lazarus and began their careers in the Columbus store.



CHEMISTS - B.S. M.S. & Ph.D.



Career opportunities for basic and applied chemical research and development in diversified fields.

ORGANIC-

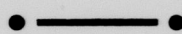
Structure, synthesis, derivatives; basic and applied research.

PHYSICAL-

Polymer structure; solution and solid state properties.

BIOCHEMISTRY-

Proteins, enzymes, natural products; isolation, structure, and properties.



Sign up for an interview with our representative

October 27, 1967

Northern Utilization Research and Development Division
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U.S. Department of Agriculture, Agricultural Research Service

Come with us and do something meaningful.

Rack up paper clip after paper clip. As you enjoy the painful search for new ideas.

To what end? The satisfaction of getting involved in a company already deeply involved in the world and its people.

Our Farm Centers help boost productivity at home and feed the world abroad. Our petroleum products are prime movers on earth, in the stratosphere, in the ionosphere. Our Total Energy applications provide economical power, heat, and light to more and more people.

The world-wide demand for new products and applications is constantly accelerating. We're meeting it with new answers to old questions and unique solutions for unique problems.

We need your answers, your solutions. In Research and Development, or Manufacturing, or Marketing, or Administration.

And we'll give you the time, the stimulation, the opportunity you need.

And we don't skimp on paper clips.

If you cannot visit our booth at the Career Carnival, we will be interviewing on campus Oct. 18 and 19.

STANDARD OIL DIVISION
AMERICAN OIL COMPANY



An equal opportunity employer.

