



Monday, October 11, 1965

Career Carnival To 'Suit Yourself'

By LAUREL PRATT
State News Staff Writer



What a Career Opportunity!

'BIGGER 'N BETTER'

Job Picture Promising

"Bigger and better" is the way Placement Bureau Director Jack Shingleton describes the job outlook for 1966 MSU graduates. "Opportunities for qualified students are tremendous."

Educating students and faculty toward getting the job, not just a job, will be a major emphasis in the bureau this year, Shingleton said.

"So many new opportunities mean a student must work harder if he wants to get the job right for him. He will have to arrange interviews and learn all

he can about different jobs and employers."

Members of the Placement Bureau staff will speak to student and faculty groups, faculty advisers and clubs during the year to acquaint them with the job outlook.

Top job fields will continue to be technology, accounting, marketing, packaging, industrial and personnel management and education at all levels, Shingleton said.

"College and university re-

ruitment will become increasingly strong."

Last year 183 MSU graduates were placed in teaching or ad-

(continued on page 6)

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

The carnival running 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, theme chairman; Pat Taggart and Tom Price, art chairmen; and Lee Goldstone, executive secretary. Some of their committees comprised as many as 60 students.

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To Visit Its Booth
At The

Annual
Career Carnival

October 11 and 12

To Discuss Interesting And
Well-Paying Career Positions

One Career That
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Many college men and women with majors 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 is responsible 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 save existing unprofitable 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, advertising, public relations and personnel.

Insurance companies represented at Career Carnival will be Aetna, Great West, Hardward Mutuals and Northwestern Mutual.

Service Aids
Job Seekers

In addition to its main job of helping seniors 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 portering, football games, registration workers, sorority bus boys 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.

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 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.



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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: Be natural. Be honest. Be prepared.

"Interviewers are looking for people with good qualifications," he said. "Canned phrases and stock responses are of no use." 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. He stressed that while the grade point is a good indication of both intelligence and motivation, it is not always an accurate predictor of success.

"Years ago, the grade point was very, very important. Today it is just one of several important factors," Shingleton said. References and faculty recommendations are also a vital part of a student's credentials.

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 also start in the fall, while non-technical fields are not scheduled for 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.**

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East Lansing Swings--Collects 'Pros'

By DAVE HANSON
State News Staff Writer

There should be a booth at Career Carnival for all the students approaching graduation who don't want to do anything when they get out of school.

Being a bum is not a field, however, in which recruiting pays off. There is an adequate supply here, the hangers-on and the ones who have been here almost since the school started in 1855, but few of these will admit to being pros.

The College Bum starts by entering college as a freshman, just like regular people, and he goes through the same frustrating experience of being an undergraduate. But sooner or later he graduates or drops out and finds that you can get most of the benefits of going to college without paying \$109.25 a term for them.

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 attends everything that's

free and carries around a notebook and a couple of texts 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 "Lib" 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 eight-by-ten sheet of sheepskin on the wall of his pad, which is usually somewhere around Evergreen 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 pros and maybe auditing a class now and then.

There are other groups of College Bums who also deserve note for their stick-to-itiveness. There are the girls who turn up at the Gables on Wednesday nights. They average a year at MSU and have gone to secretarial school or something like that and now have a job off-campus and just hang around.

There's the guy who got drafted after graduation and couldn't get a job when he got out so he came back to East Lansing because it swings.

Like criminals returning to the scene of a crime, everybody who goes to MSU eventually returns. Most of them stay for a day, see a football game, wonder what ever happened to the cow barns, and try to conceive how 35,000 students can fit on a campus that was crowded with half as many.

Maybe not too many, but not few enough return and stay and stay. East Lansing is a scene that has to be made. It has 35,000 cats with minds to be filled. It has thousands of chicks who don't know what it's all about yet. It has an administration that "needs" challenging.

In the old days, the 50's, they would have hit the road or rode the rails. But the roads are toll-expressways now and the rails carry fast freight. You have to find a scene and dig in to stay.

So if you go to Career Carnival and don't find anything you like, think about staying here and turning pro. It doesn't pay much, but it's nice and warm and soft.

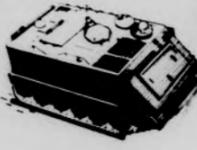
State Police

Good pay, a subsistence allowance, two paid annual vacations, paid sick leave, free uniforms, a five-day week and a pension plan permitting retirement on half-pay after 2 years service--all this await a new state trooper.

On the recommendation of Gov. George Romney, 200 troopers are being recruited for the Michigan State Police. Full information and applications will be available at the police booth at Career Carnival.

It's not too late to "Suit Yourself"

in an Army Officer's Uniform

Stop by the Army exhibit and get the BIG PICTURE on the new ROTC program now open to College Sophomore male students.

Why serve two years "learning a trade" when you can accumulate the know-how right here at State and receive college credit plus \$40.00 a month while you are learning. The two years you will serve as an officer (the same two years that the non-ROTC Joe is serving as a \$75.00-a-month draftee) will be loaded with the practical experience as a LEADER OF MEN that no other college course can guarantee.

The continuous show film at the Army exhibit will feature the latest Research and Development air and ground vehicles and amphibious equipment 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.



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Boss' Headaches Include 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 contend with overheads, underheads and most of all, people's heads.

There are many problems and difficulties to contend with in a large organization, the foremost being the employees. Each office may have its own special variety of employee, but every office has several species common to all.

The inevitable Yes Man frequents every office, agreeing with the boss and the executive board in an effort to please them and get ahead. Some employers like to have employees agree with their ideas but most like them to know more than two words, "yes, sir."

Opposite from the Yes Man is the No Man. He never actually disagrees with his boss, but always has another and better idea how something can be done. This species is most often in an executive training program and thinks he is already an executive.

The Eager Beaver or the Rah-Rah Man always wants to try a new idea. "Let's run it up the flagpole," he says, whether the idea be 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 Ivy Leaguer from one of the Big Three, Harvard, Princeton, or Yale, is always found in any office. He is the suave sophisticate, dressed in prep-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 other school has any training."

Under this particular species is two sub-species. Either the Leaguer is the employer's son and really doesn't have to worry about work, or he is the Office Playboy. The latter usually plays up to the boss's daughter with hopes that it will keep him in contact with the big man. If he is lucky and the girl is willing, he can obtain a partnership in the business for himself through marriage.

Another rich twitch is the one who's father bought him into a good school, bought him through school and has bought him a job. The twitch is dumb, but the father wants him in a good business.

There is also an office clown in every business. He is the practical joker who puts the fish in the water cooler, the trick golf balls in the boss's golf bag and rubber chocolates on the secretary's desk.

Along with the office clown,

there is the office closet case. When important clients come in, this one is sent out for coffee, but his father is a friend of the president's so he must stay.

Women around each office take the form of the Slink or the P.J. (Plain Jane). Each has a different shape, form and outlook, but their purpose is the same, a double "M" for marriage and motherhood.

The many species that frequent each office create headache after headache and problem after problem for the employer, but there is only one way he can rid himself of this situation--quit his job, sell his business and become an employee himself.

For a challenging
Career with
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Exciting opportunities are open for you with Stouffer's, the rapidly expanding national foods corporation. For women, positions as Director—Food Management and Directress of Service, and for men, positions in restaurant and inn management. Learn more about Stouffer's training program, advancement opportunities, and benefits; see Miss Albright and Mr. Jankura on Oct. 11-12 at the Career Carnival.

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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 under-graduates 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.

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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".

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LANSING DISTRICT OFFICE
Carl L. Bollman, Manager (Class of '60)
712 Bank of Lansing Building

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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 life-time 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 MSU 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 base salary, quarters and subsistence pay, plus 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 service."

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

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

Beside 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)

ministrative posts 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 its recruiting program and is hiring a large number of liberal arts graduates.

--The growing service-oriented businesses tend to hire liberal arts graduates.

--Business in general recognizes that liberal arts graduates have a good foundation for managerial and executive positions.

While the technical fields will continue to command 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" one-machine system that can handle commercial applications, engineering and scientific research, communications and message switching networks and process industry control systems.

MSU, which has been using punched-card data processing since 1937 and now has two IBM 1401 systems, will add a Model 30 and 40 of System/360 in early 1967.

**Sure
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 desk
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**Desk jobs at Cape Kennedy, helping
 check out the Apollo moon rocket.
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 Desk jobs in Samoa, setting up a TV
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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.

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If you've spent 15 to 20 years on the same job, call the undertaker. You're dead on the executive job market.

As a practical matter the Cadillac executive feels the figure of 20 or even 15 is too high.

Barton is actually most concerned with the man who has been on the job four or five years and who may well be in middle management.

"This really is the crucial period and the sad fact is the number of executives who go through it in ignorance, ignorant of the fact that they are being grossly underpaid by industry and should be shopping to see their actual worth," Barton said.

He used the word shopping deliberately. He sees nothing wrong with job shopping--in fact, encourages applicants to visit his organization often, be in constant contact with his counselors to take the pulse of what they are worth, regardless of whether they change jobs or not in the realization that there is no cost for this shopping.

The plight of the middle management man can't be emphasized too much in the opinion of Barton. There is still salvation for this man if he will come alive and realize his problem. While they have to psychic computer capable of a precise measurement it is the calculated guess of counselors at Cadillac that 80 per cent of the men in this station in life are underpaid.

"Just last month one of our counselors placed a young man, 23, college graduate who had completed his military obligation, in paper sales at \$6,600 plus company car and other fringes. Yes, he was young and had completed his military service, two pluses, but consider the fact that we have a number of applicants who come in with a high degree of college training and on the job training--they have been on the job three to five years in comparable companies and are getting barely \$7,200, sometimes \$8,000 a year! These men are being embalmed without knowing it. They should be receiving an average of \$2,000 more salary than they are taking home," Barton explained.

Cadillac counselors are serious when they advise some of

these men that it is not too late, that 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 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 scant 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 much more prone to buy experience in a number of 'on the line' situations than it is the steady atrophy of staying on one job for 10, 15 or 20 years.

Obviously there are exceptions --those who continue to enrich themselves through study as they go along in their careers and thus enrich their companies, but what company today is immune from merger and then what does all of this valuable experience net you in the job market? Nothing. You become just another job casualty," Barton continued.



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

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

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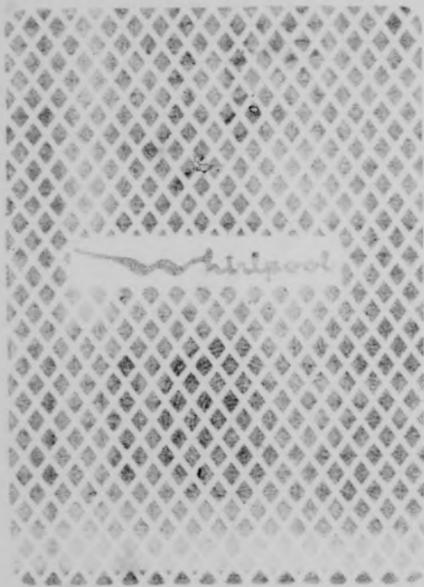
So, whether you're thinking only of fulfilling your military obligation, or of launching a career in the armed forces, don't pass up a look into the opportunities offered by the United States Coast Guard, the Active Peacetime Service.

Civil Service

The Michigan State Civil Service Commission has announced a number of openings to be filled by competitive examination. Full information about careers with the Civil Service may be obtained from its representatives at Career Carnival.

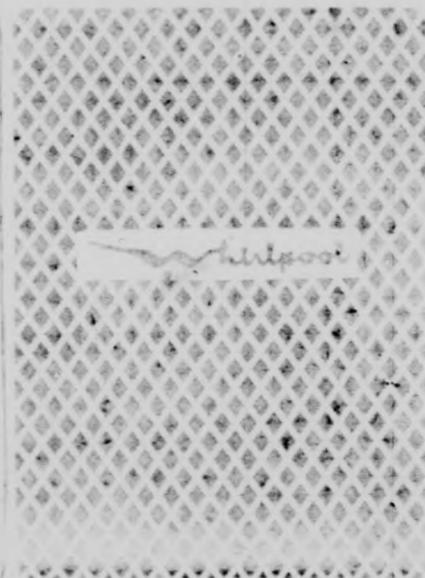
SEE YOUR FUTURE

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



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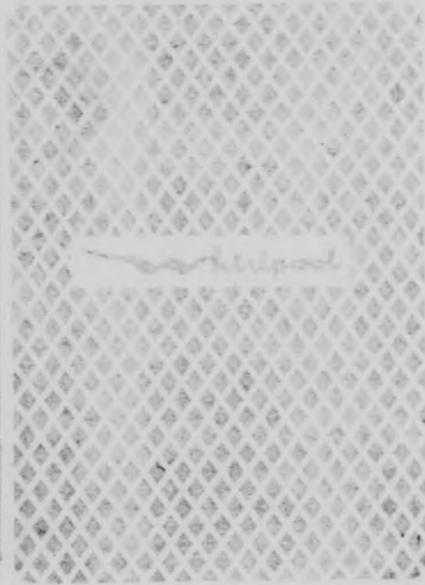


A **IN SCIENCE**

- MATHEMATICS
- CHEMISTRY
- SOLID STATE PHYSICS
- ACOUSTICS
- COMBUSTION
- TEXTILES
- FOOD TECHNOLOGY
- DETERGENCY

A **IN MANUFACTURING**

- INDUSTRIAL ENG.
- MATERIAL MGM'T.
- MANUFACTURING MGM'T.
- PRODUCTION MGM'T.
- DATA PROCESSING
- METAL FORMING
- FINISHING
- CONTAINERIZATION
- AUTOMATED MFG.



A **IN ENGINEERING**

- ELECTRO-MECHANICAL
- ELECTRONIC
- CHEMICAL
- PLASTICS
- CONTROLS
- ELECTRICAL
- MECHANICAL
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