

MICHIGAN  
STATE  
UNIVERSITY



# STATE NEWS

SPECIAL CAREERS '66 ISSUE

Monday, October 10, 1966



# Exec board starts work in spring

Careers '66 may be close at hand, but the planning process has been in process for more than six months.

Beginning spring term with the selection of the general chairman by the previous years' chairman, operations begin. He and Edwin Fitzpatrick, adviser to Careers '66, then select the other members of the executive committee.

Preliminary meetings are held spring term and the invitations to participants are extended during the summer. Although the chairman, who this year is Martin Rosenfeld, Flint senior, and Fitzpatrick extend the invita-

tions, the executive committee approves each invitation.

Diversification of companies is aimed for, and the results this year include a large number of both Michigan and national firms. Among the participants are Michigan Bell Telephone Company, General Foods Corporation, IBM, Stouffer Foods Corporation and the Michigan State Bar Association.

During the summer printing of the brochures, A-frames and tickets occur.

When the executive committee returns in the fall, final plans begin. The duties are varied and include:

Staging -- Roger Manlin, Clayton, Mo., junior, and staging chairman. Work begins Sunday when his committee sets up the displays in the Union, solves any technical problems which may arise and sees that the displays are also disassembled at the end of the two-day event.

Publicity -- Paul Bishop, Lansing senior, contacts radio stations for publicity, sees that pictures and articles occur in the State News and makes sure that all meetings are attended.

Banquet -- Betty Ann Harvey, Akron, Ohio senior, sets up the banquet at Kellogg Center, and selects the menu, room, and entertainment for the evening. Speaking Tuesday evening will be Ted Doan, president of Dow Chemical Corp.

Theme -- Bill Lukens, Chicago, Ill. junior, is an assistant general chairman and heads the drive to select the theme. All members of the executive committee approve the theme. Lukens also works with the art co-chairmen in overseeing the printing.

Art -- Dianne Swartz, Bloomington senior, and Tom Price, East Lansing senior, are responsible for all art work. They must develop art from all themes suggested to see how successful each would be, design stationery, the Careers '66 pamphlet, name tags, posters and display cases.

Executive Secretary -- Barb Dix, Kenilworth, Ill., senior, takes care of any secretarial work, keeps a set of minutes and staffs the information booth at the Union during the two-day period.

General Chairman -- oversees the executive committee, seeing any and everything is done. He works with the adviser, selects each committee member fulfills his duties and solves any problem which might arise.



Be a leader as a  
**MARINE  
OFFICER**



Testing &  
interview  
Student Union

October 17-21

who will  
contribute  
**Mobil's**  
next  
million-dollar  
idea?

a man with blond hair, a pin-striped suit  
and a strong tennis game?

a girl with a page-boy hairdo  
and 4 Chagall prints?

a weekend golfer with a candy-striped shirt  
and a subscription to Philharmonic?

a Monday morning quarterback who tinkers  
with cars in his spare time?

*an engineer? an accountant? a salesman? a secretary?*

*a geologist? a programmer? a chemist?*

It could be any or all of them. Or someone we haven't hired yet. Innovators are our life blood. People with new ideas have carried us to the top in our first hundred years, and we're counting on them (and perhaps you!) to keep us there.

We're always looking for promising candidates. It's no gamble when a company stakes its future on creative people. Why not let MOBIL put your creativity to work? Interested? If so, you can get more information from your Placement Director or Mr. Robert W. Brocksbank, Manager-Recruiting, Department 3287

**Mobil Oil Corporation**

150 EAST 42ND STREET, NEW YORK, NEW YORK 10017

An equal opportunity employer. A Plan for Progress Company

## Careers In Review

Activities shown in the above picture will be in evidence this week, as students and industry meet for Careers '66. Whether your interest lies in marketing, electronics or police administration, you can find information concerning it there.

**LOOK INTO  
THE EXCITING OPPORTUNITIES  
OFFERED BY STUFFER'S**

This rapidly expanding foods corporation offers to both men and women college graduates the chance for management careers in the quality food field. These are opportunities leading to managerial positions such as:

- Restaurant Managers
- Directors - Food Management (Open to Home Economists and Dietitians)
- Directresses

You will have an opportunity to see more of the United States while employed by a company that offers an excellent training program, good salaries, outstanding benefits, exceptional opportunities for promotion.

Miss Wright and Mr. Jankura will see you at 'Career '66' October 10 and 11.

**Stouffer's**  
STUFFER FOODS CORPORATION  
Restaurants - Motor Inns  
1375 Euclid Avenue - Cleveland, Ohio 44115



A career in marketing is discussed by an MSU student and a corporation representative at last year's Careers program.

## Corrections field could be the niche

If you're looking for ideas about an exciting and challenging career, stop in at the booth on corrections at the Career Carnival, Oct. 10 and 11 at the Union. This could be the niche you're looking for.

Corrections, the rehabilitative treatment of lawbreakers, urgently needs people from many walks of life. Students majoring in sociology, psychology, education, law, medicine, administration, management and counseling, to name a few, are finding golden opportunities in this field.

Public opinion has changed from an attitude of revenge to rehabilitation with respect to today's lawbreaker. This new attitude requires many people working in many programs to

carry it through. The challenge is even greater in the light of our post war rise in crime and delinquency.

Community programs for crime prevention, halfway houses of correction, case and group work, and job training to urban centers are literally crying for qualified personnel.

Financial assistance for students planning to enter this field is available with future increases in sight.

A career in corrections is more than an office job. It's an opportunity to benefit yourself while helping others. Stop in at the Career Carnival and see how you fit into this new and exciting field.

## History of Careers '66' dates back to '48 carnival

Student invented, organized and oriented, Careers '66 is more than triple the size of the original Career Carnival 18 years ago.

From the first group of 23 companies, the event has grown to include 83 organizations with 25 or 30 other companies requesting entrance and has been "modernized" in name.

Recent student committees have felt limited by the uninspiring label Career Carnival. After two years of discussion and name searching, Careers '66 was selected for this year.

MSU's 1949 senior class president approached the director of the Placement Bureau with the idea of having a group of employers visit Michigan State to discuss career opportunities.

The following April, Career Carnival was born in the form of a panel discussion. Employer representatives recommended a

similar session the next year, and the Carnival became an annual affair.

But, not all interested students could attend on time for the panel-type arrangement. For the last 14 or 15 years the carnival has practiced its present shape of individual, informal displays by participating companies.

Sponsored by the Placement Bureau and operated by a student committee, the carnival grew rapidly in number of organizations attending the first few years and has experienced a gradual growth since then.

Attending companies are invited to return the next year. Assuming that some will be unable to return due to schedule conflicts, the student committee then selects and invites a few new organizations. New compan-

ies are selected from the numerous letters of inquiry received annually by the Placement Bureau.

Space, or rather lack of it, has dictated that a curb be placed on the upward spiral of employers represented. Restrictions are placed on the maximum size of each display, but the Union can accommodate a limited amount.

### Professional Careers in Aero Charting

CIVILIAN EMPLOYMENT with the U.S. AIR FORCE

Minimum 120 semester hours college credit including 24 hours of subjects pertinent to charting such as math, geography, geology, and physics. Equivalent experience acceptable.

Training program. Openings for men and women.

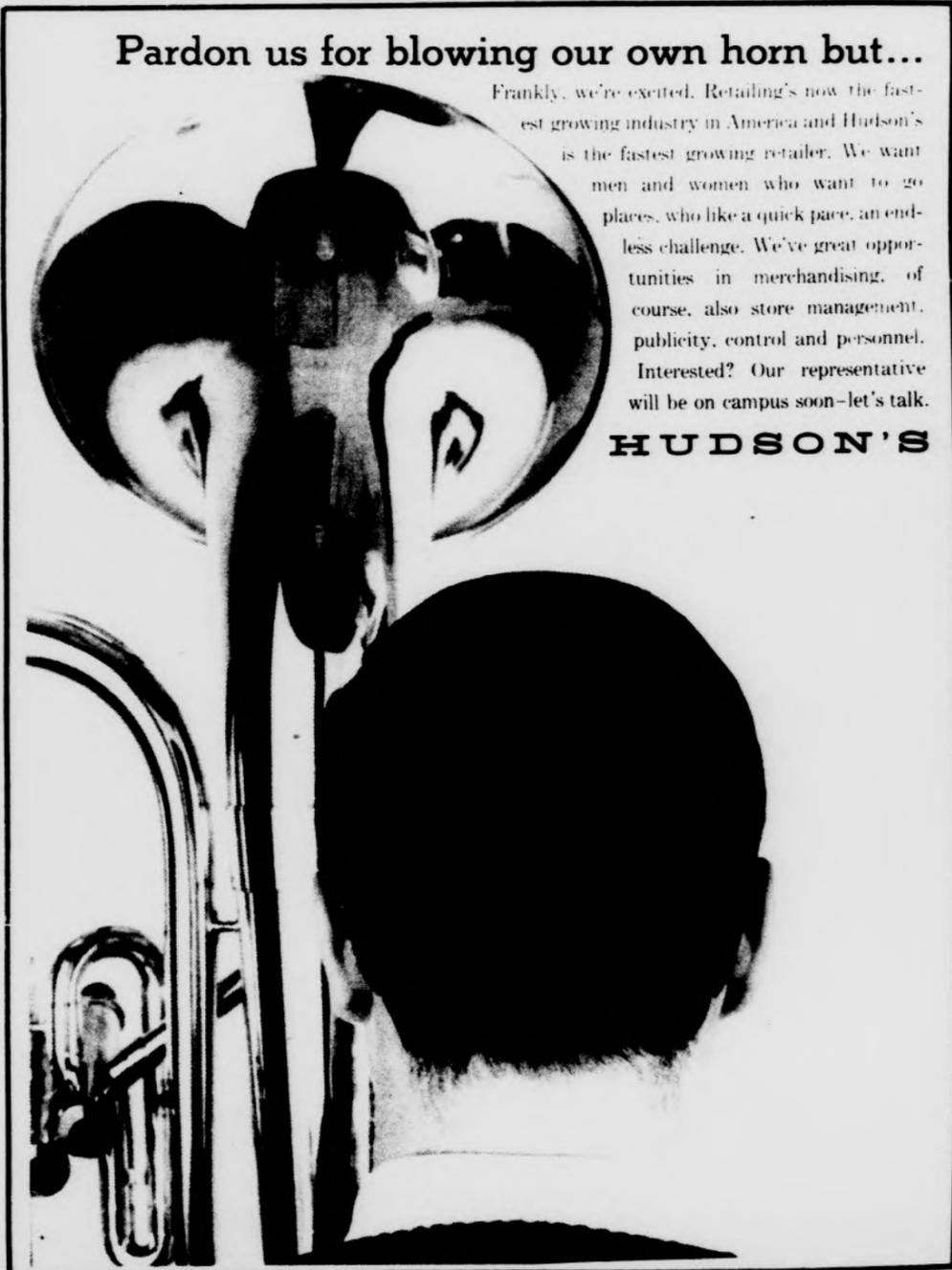
Application and further information forwarded on request.

WRITE: College Relations (ACPCR)  
Hq Aeronautical Chart & Information Center,  
8900 S. Broadway, St. Louis, Missouri 63125  
An equal opportunity employer

### Pardon us for blowing our own horn but...

Frankly, we're excited. Retailing's now the fastest growing industry in America and Hudson's is the fastest growing retailer. We want men and women who want to go places, who like a quick pace, an endless challenge. We've great opportunities in merchandising, of course, also store management, publicity, control and personnel. Interested? Our representative will be on campus soon—let's talk.

**HUDSON'S**



Should a girl  
from Michigan State  
become a  
Stewardess

**UNITED AIR LINES**

thinks so

If you have an "Extra Care" attitude for people, enjoy traveling to new and different places, and have ever wanted to be an Airline Stewardess, now is the time to consider and learn more about this challenging and rewarding position.

Visit our MSU Campus Representative, Miss Nancy Young, at the "Career '66" Program on campus, October 10-11.

**UNITED AIR LINES**

An Equal Opportunity Employer

# 'Careers' moves into space

A space ship kitchen complete with food and equipment, a futuristic car body and an electronic computer will be among the 83 displays at Careers '66 tonight and Tuesday in the Union.

Many displays at this year's show, "Which Niche?" are quite elaborate, said Edwin Fitzpatrick, Careers '66 adviser and assistant director of the Placement Bureau.

"It is unfair for students to judge a company by its displays," says Fitzpatrick, "since several companies purposely use simple displays to get visitors to leave after asking their questions."

Each company is allowed 105 square feet in which to set up its display. Large corporations such as International Business Machines, Whirlpool and the Bell System often import standard

and custom-made equipment for their displays, he said.

Several companies use wooden paneling backdrops complemented by draperies, furniture and carpet. Smaller organizations generally use large commercial signs as the central point of their displays.

"More important than a company's displays," commented Fitzpatrick, "are the representatives the company sends."

This year over 250 experienced representatives from 83 business, industries and government agencies will be on hand to advise students on academic requirements, military inquiries, long range potentials and present job situations.

Six participating companies are new to the annual career show. They are Corning Glass Works, Corning, N. Y.; Mobil Oil Co., New York City, N.Y.;

Clark Equipment Co., Buchanan, Mich.; North American Aviation Co., El Segundo, Calif.; the U. S. Dept. of State and the Federal Bureau of Investigation, Washington, D.C.

Recognized as "one of the best professional shows in the nation" by participants, MSU's career show has been scouted by interested persons from several colleges and universities.

Heading this year's student committee which is responsible for planning and organization of Careers '66 is Martin Rosenfeld, general chairman.

Other student chairmen include Paul Bishop, publicity; Roger Manlin, staging; Betty Ann Harvey, banquet; William Lukens, theme; Diane Swartz and Tom Price, art; and Barbara Dix, executive secretary.

## CREATIVE PEOPLE AT IBM



An MSU student discusses a career in computer programming with a representative from IBM. Some 83 companies will be represented in this year's Careers '66.

...To push back the boundaries of the possible,  
to take one more forward step  
is Chrysler's way of doing things.  
Tomorrow will be a greater challenge  
than today or yesterday,  
and we face that eagerly.  
We also look for people who think this way...

L. A. TOWNSEND



"RECRUITING ON CAMPUS OCTOBER 17 & 19, 1966"

## Prospective Graduates . . . Michigan Department Of Civil Service

**INVITES YOU  
TO VISIT ITS BOOTH  
AT THE  
CAREERS '66  
EXHIBIT**

**October 10 and 11**

**To Discuss Interesting And  
Well-Paying Career Positions**

*An Equal Opportunity Employer*

## Employers do hire draftable graduates

Employers want to hire male college graduates regardless of the draft.

Employers have found they must accept draftable males if they are to meet their manpower shortage.

"Of course smaller businesses are limited in this area since they cannot afford to hire an employe for a short period of time," Jack Shingleton, director of the Placement Bureau said.

"But larger companies that can absorb the turnover can bring in a draftable employe and fit him into a job based on the amount of time the employe has available before going into the service," he said.

A company may keep in touch with an employe in the military service and take him back after he completes his stint, Shingleton said. About 90 per cent

return to their original job after returning from duty, he continued.

Shingleton urged all graduating students, including those who plan to go into the service immediately after graduation to interview with employers at the Placement Bureau this year.

"That way you'll get into company files and have some reference if you go back for a job later," Shingleton said.

For those interested in a critical industries job, Shingleton said, check with local draft boards--they determine it. Most deferable jobs are in the highly technical, educational and agricultural fields.

"A graduating student should look for the best job, the one best suited to his needs and wants, for he is in a position to select what he wants," Shingleton said.

**CAREERS '66**  
(Formerly Career Carnival)  
**"WHICH NICHE"**  
**It's Up To You!**  
**Monday, October 10**  
6:30 P.M. to 10:00 P.M.  
**Tuesday, October 11**  
10 A.M. to 11:30 A.M.  
1:15 P.M. to 4:30 P.M.  
7:30 P.M. to 10 P.M.  
AT THE UNION BUILDING

**CAN'T ACCOMMODATE ALL****Interest mounts for 'Careers'**

This year 83 companies will participate in Careers '66. This is over three times as large as the original Carnival 18 years ago.

"Each year more companies

become interested in our program," said Edwin Fitzpatrick, head of Careers '66.

About 50 more companies than can be accommodated inquire about participating in the annual

event.

"This year we had between 25 and 30 companies ask to be added to our waiting list for space," Fitzpatrick said.

Part of the difficulty for new companies to obtain space stems from the high return rate of old participants.

"We invite all companies which participated the previous year," Fitzpatrick said.

This year 89 companies received invitations and 84 accepted.

"Others cannot accept either because displays or company representatives have previous commitments in other parts of the country," he said.

A few companies who participated in the original Career Carnival still return each year.

"The companies are not charged rent for the space they occupy within the Union," Fitzpatrick said.

Each company is allotted a space 15 feet in length and seven feet deep. Some companies, such as General Motors, bring their displays in sections and thus each division of the company will be located in a different spot.

For some companies there is a tremendous shipping and personnel cost. For other companies this cost is minimal.

"About 99 per cent of the

companies do regular interviewing during the year at the Placement Bureau," Fitzpatrick said.

"This system, however, lets students meet with representatives in a more informal setting and does not commit him to any one company," he said.

Included among the companies represented this year are the Boy Scouts of America.

While there is no count on how many students become interested in a certain company and then go to work for them through Career Carnival, students have been known to change their majors because of contact with different companies at this time.



This member of Students For a Democratic Society was among those protesting the war in Viet Nam at last year's careers program. He was removed from the Union by University police.

**MICHIGAN****DEPARTMENT OF MENTAL HEALTH**

Accountants  
Child Care Workers  
Clinical Psychologists  
Dentists  
Dietitians  
Domestic Service Managers  
Food Service Managers  
General Practitioners  
Hospital Administrators  
Medical Laboratory Technologists  
Nurses

Occupational Therapists  
Pediatricians  
Personnel Officers  
Physical Therapists  
Physiological Psychologists  
Psychiatrists  
Recreation Directors  
Research Psychologists  
Special Education Teachers  
Speech Therapists and Audiologists  
Training Officers

These are only a few of the types of people we employ. If you are interested in the field of mental health, drop by our "Careers '66" exhibit and visit with our representatives to learn more about how you might fit in.

**AN EQUAL OPPORTUNITY EMPLOYER**

**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 '66  
AND HEAR  
ABOUT THE 27 DISTINCT  
CAREER AREAS OPEN TO  
MICHIGAN STATE GRADS**

**Aetna**  
LIFE & CASUALTY



**Many of our top executives  
never spent a day in a teller's cage.**

They're personnel and administrative men, investment analysts, marketing experts, finance men, real estate specialists and salesmen. But they're all bankers.

That's because today's banking is a vital, creative, exciting endeavor. And we're one of the reasons why modern banking has a new look. We're the fastest-growing major bank in the nation.\* Which means there's room

\*American Banker, August 1, 1966

to grow here, room at the top. This means rewards come fast and are based on ability, rather than years of service. If you're getting your Bachelor's or Master's Degree soon, talk with the man from Bank of the Commonwealth. **Register now for an interview. He'll be on campus Monday, Oct. 24, Placement Bureau, Student Services Building.**



**BANK OF THE COMMONWEALTH**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

**JOB INTERVIEW**

# Honesty counts



**Travel - Adventures**

If this had been you at last year's Career Carnival, you might now be on your way to travel and adventure. Investigate international opportunities at Careers '66. State News photo

Be natural, be honest and be prepared during a job interview, Jack Shingleton, director of the Placement Bureau, advises graduating seniors seeking employment.

"Interviewers are looking for people with good qualifications," according to Shingleton, "canned phrases and stock replies are of no benefit."

Motivation ranks high on the list of good qualifications sought by interviewers. Employers want to know why a student is interested in a particular job, what he has to offer and his personal standards, according to the Placement Bureau official.

"Since motivation can't be measured," Shingleton said, "employers place a great deal

of importance on a student's grade point."

"However, while the grade point is a good indication of both intelligence and motivation," he continued, "it is not always an accurate predictor of success."

Today, a student's grade point is but one of several factors considered by interviewers. "References and faculty recommendations are also a vital part of a student's credentials."

Also employers are giving more attention to subject matter studied Shingleton added, "since many fields have become so specific."

December and March graduates should begin interviewing in the fall according to Shingle-

ton. June graduates in technical fields should also start in the fall, while non-technical fields are not scheduled for interviewing until after Jan. 1.

Students seeking job interviews should follow three steps according to Shingleton.

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

Next, make interview appointments well in advance and in person at the Placement Bureau in the Student Services Building.

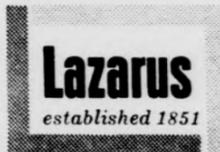
Finally, pick up any available literature describing the employing organizations when appointments are made.

We Cordially Invite You To Visit Our

"CAREER '66" Display, Monday

And Tuesday, October 10 - 11

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



Ohio's Largest  
Department Store  
Columbus, Ohio

(A Division of Federated Department Stores, Inc.)

**discover  
America as an  
American Airlines  
stewardess**

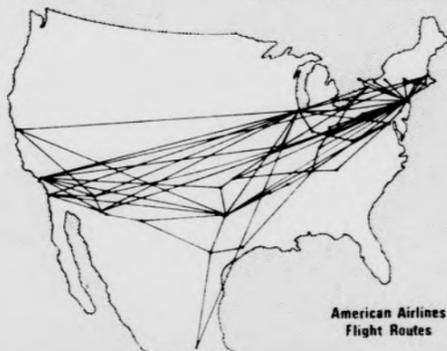
Visit exciting places, meet interesting people as you travel coast to coast, to Canada and Mexico. Go surfing in the Pacific, skiing in New England, sunning in Acapulco, sightseeing in Toronto. A wonderful world of discovery is in store for you when you begin a stewardess career with America's Leading Airline. If you qualify, arrange now for a private interview in your area.

**Qualifications:**

- Single  Age over 20
- High School Graduate
- Normal vision without glasses—contact lenses considered
- 5'2" to 5'9"  Weight 105-140

**INTERVIEWS**

Fri., Oct. 14 - 5 p.m. - 9 p.m.  
Sat., Oct. 15 - 10 a.m. - 3 p.m.  
Jack Tar Hotel  
American Airlines Suite  
**NO APPOINTMENT NEEDED**  
No Phone Calls, Please



American Airlines  
Flight Routes

**AMERICAN AIRLINES**  
AMERICA'S LEADING AIRLINE

An Equal Opportunity Employer

*"What's past is prologue"\**

- Last year's  
**KVP SUTHERLAND PAPER COMPANY**  
has become this year's  
**BROWN COMPANY**
- We are looking forward  
to seeing YOU at the  
**BROWN COMPANY DISPLAY**  
at Careers '66



**BROWN COMPANY**

\*Shakespeare said it.

# Variety in 'Careers'

Look for some odd happenings at Career's '66 when it begins this Monday. It sure has a reputation for the unexpected by now.

A few years ago one company was ready to set up its display in the Union. But somehow the display had been shipped to another city by mistake. The company set to work and came up with a substitute display.

The following year the same thing happened to the same company and everyone laughed through the mishap.

The company returned for the third year and -- you guessed

it -- their display was again lost. That was five years ago. But they have returned every year since and remain a worthwhile addition to Careers '66.

Four years ago one corporation set up, as part of its display, a large dial that looked like a phone dial. Students were encouraged to go to the dial turning it according to their majors and in the center job openings within the company for a person with that major would light up.

The only trouble was that every time someone dialed his major,

a fuse blew and all the lights in the Union would go off.

This happened four times before the trouble was spotted. The company -- an electrical company, by the way -- was informed of the problem and they agreed to turn off the dial.

By tradition the staging chairman always wears something easily spotable in the Union on the day booths are set up.

One year the chairman chewed a foot-long cigar. He never smoked a puff -- only stood around for two days chewing it.

The next year he wore bermudas throughout the function. Other students and businessmen wore suits and professional attire.

This year's staging chairman, Roger Manlin, wore a black sweatshirt with the word, "Miz-zou" printed in gold letters on the front. He wore bermudas and a white ten-gallon hat to complete his attire.

The annual banquet for company representatives is one of the happiest times of the two day period. And the banquet always seems to run unusually well.

The lights went off at the banquet three years ago however. When they were turned on again a large birthday cake had been set in front of President Hannah.

This year's banquet chairman, Betty Ann Harvey, was not as lucky choosing a dessert. It took her committee 10 ballots to decide on brandied ice-cream and peaches.



**Which Niche?**

Doctor, lawyer, Indian chief. If you want to find out which jobs you're qualified for, Careers '66 is the place to find out. Being held in the Union, Monday and Tuesday, representatives from 83 firms will be on hand to talk to interested students.

State News photo

## CAREERS' '66

IF YOU ARE...  
**PUZZLED**  
 ABOUT A CAREER  
 AFTER GRADUATION  
 THEN.....  
 PLAN TO BE AT THE  
 UNION BUILDING  
**MONDAY, OCT. 10**  
 OR  
**TUESDAY, OCT. 11**  
 ...AND GET  
 "UN-PUZZLED"  
**FAST!**



## Engineering Career?

You can climb faster  
 at ACCO  
 ...where the ACTION is

Exciting opportunities are open now at American Chain & Cable... a leading manufacturer of diversified products that are serving many of today's growth industries.

Recent engineering graduates are working at ACCO now in such varied specialties as solid-state electronics... aerospace component design... metallurgy... oceanography... inertial guidance... instrumentation for utilities and process industries... data processing... sophisticated material handling systems...

Upper-rung positions can open up for you sooner... because of ACCO's unusual organization into "groups." Over-all, ACCO is big. Financially, in geographic spread, in markets served, and in scientific contributions. Yet all operating units in every ACCO group are small enough to let you establish identity fast.

Class of '67: Visit your placement office now and arrange for an interview with the ACCO recruiter. He will be on campus...

**Monday, Oct. 17**

Classes of '68 to '70: We would also like to talk with you about interesting summer jobs at ACCO.

**American Chain & Cable**  
 An Equal Opportunity Employer



## Just 'hang on, sloopy.' Your niche is here too

The '66 Career Carnival, we are told, will have "something for everyone." Representatives of 83 firms will supply information on hundreds of jobs to freshmen and doctoral candidates alike.

One booth will not be found in the official line-up of "Which Niche" however. This booth, representing the pseudo-students, the College Bums, the hangers-on, will be found either in the Union Grill or in the Gables, depending on your timing.

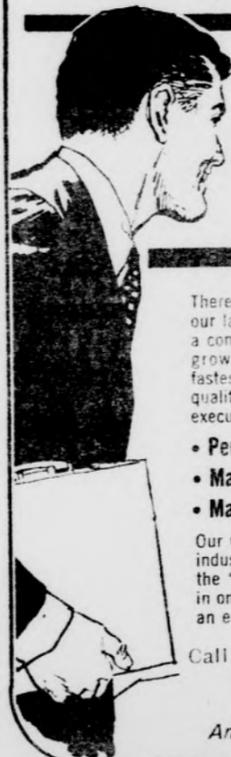
No one knows just how many students choose hanging around East Lansing as an occupation after leaving school. Doubtless, the ranks of the College Bums have been thinned this year by

the specter of a beckoning Uncle Sam. But they are with us -- whether out of laziness, anxiety at the thought of leaving the academic community, or paralyzing cynicism -- looking for all the world like real-live students, perhaps even carrying a few texts.

Some are "bums with credentials" (sheepskins), some are drop-outs. The University provides them with an intellectual atmosphere, thousands of impressionable young girls and enough controversy to keep the old critical skills sharp.

So if Careers '66 doesn't have it for you, try the Bums. If you can find them, your welcome will be a warm one.

## Going Places?



Grow with

**UNITED**

There's plenty of room for you at the top of our ladder! Put your career on the line with a company that can assure you of unlimited growth! Because United is the world's fastest growing airline, we need plenty of qualified graduates to train for positions of executive responsibility in the areas of:

- Personnel
- Finance / Accounting
- Management
- Aviation Technology
- Marketing
- Engineering

Our working conditions and benefits are the industry's best. United men are hand-picked, the "cream of the crop"! If your degree is in one of these fields, and you'd like to build an exciting, dynamic career contact:

Call "CAREERS '66" Representatives  
 MICHIGAN STATE UNION  
 October 10-11, 1966

An Equal Opportunity Employer

# Recruiters loyal, patient



An MSU student studies the intricacies of an automobile engine.

## Oddballs abound in companies

For those striving for an executive position or those seeking employment, consider now the kind of difficulties an employer may encounter.

An employer's major problem will come under the heading of "employees".

If you are seeking employment, it would be best to understand an employer's difficulties and to avoid falling into the category of an undesirable "employee type".

For example, an employer may be confronted with the inevitable "Yes Man" who agrees with him in an effort to get ahead. According to this type, the key to success is embodied in two words: "yes sir".

In direct conflict with the "Yes Man" is the "No Man." This type won't be so brazen as to actually disagree with his boss, but instead will fall all over himself to express his opinion and offer a better idea as to how something should be done. He is usually in an executive training program, and has forgotten that he is, in fact, training.

Next on the list is "Peter Patriot," or the "Rah Rah Man." He lives only to instill spirit in the organization and admires any new idea, whether it be good or bad; as long as everyone participates, he feels everything is copasetic.

A special treat for a business office is the display of the Ivy Leaguer. This dude is the epitome of style and has a difficult time avoiding pipes, fancy duds, and an East Coast "voynacular." A typical trait of this type is that he knows everything except how to think.

Of course, where would an office be if it found itself minus an office clown. He takes delight in watching someone choke on a tiny polywog which he surreptitiously slipped into the water cooler.

Career '66 participants are diligent, loyal, patient, and brave. Many of the 83 organizations sending exhibits and personnel to campus have been annual participants; others have been on a waiting list for years.

Edwin B. Fitzpatrick, adviser of the career activity and assistant and director of the sponsoring Placement Bureau, said that the number of organizations participating has increased annually by eight. But he added this year there are still 25 to 30 on the waiting list.

"Space makes it difficult to accommodate all the interested groups in business, industry, education, and government," said Fitzpatrick. "We set up the exhibits in the Union Ballroom and its adjacent areas so that a student has a good cross section of industries and professions to select from," he said. "We stay away from an all business, or all industry section," he added.

"Careers '66 is valuable to the students and it is good contact

for the organizations also," said Fitzpatrick. "Some of the groups spend large amounts of money on exhibits every year," he said.

"The most elaborate exhibit will probably be the Whirlpool Model 'Astronauts Kitchen'" said the project adviser. The

largest will be from Bell Telephone System.

Fitzpatrick said that many of the exhibits began arriving the last week of September. They are stored by the grounds crew, and will be set up by students.

"One of our participants has

had his exhibit lost in transit three times, nevertheless he is back this year," Fitzpatrick said.

Fitzpatrick said that the representatives from the various firms are very receptive to the students and try to complement the annual theme with their exhibit.

## Placement Bureau

Students must register in person at the Placement Bureau at least two days prior to date of interview.

Monday - Friday, Oct. 17-21:

General Motors Corp.: mechanical and engineering (B,M); electrical engineering (B,M); metallurgy, mechanics and material science (B,M); chemical engineering (B,M); mathematics (B,M); civil engineering (B); accounting (B,M); management (B,M), December and March graduates only; all majors, all col-

leges (B,M), December and March graduates only.

Monday, Oct. 17:

American Oil Co., Manufacturing Dept.: mechanical and civil engineering (B,M); and chemical engineering (B,M,D).

Applied Physics Laboratory, The Johns Hopkins University: electrical engineering (B,M,D); mechanical engineering (B,M,D); and mathematics, electrical and mechanical engineering and physics (B,M).

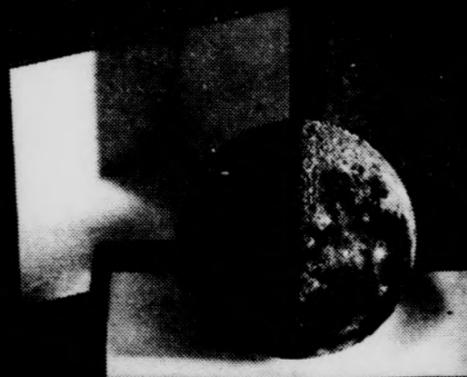
Cooper Tire and Rubber Co:

marketing and management (B,M), December and March graduates only; mechanical engineering (B); accounting (B); mathematics (B); and chemistry (B).

Chrysler Corp.: management, marketing, transportation, and economics (B,M,D), December and March graduates only; accounting and finance, chemical, electrical and mechanical engineering, metallurgy, mechanics and materials chemistry,

(continued on page 12)

**We promise  
you the moon.  
at AC Electronics...  
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of the story.**



Want to help land men on the moon? Fine. We're building the guidance/navigation system for the Apollo and LEM spacecraft that will put them there. But that's only a sample of the challenging and rewarding career opportunities waiting for you at AC Electronics... specialists in research, development and production of guidance, navigation and control systems for military, space and commercial applications.

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Your opportunities for growth and advancement in a career at AC are limited only by your own ability and initiative. Our Career Acceleration Program covering both technical and management preparation helps

pave your way. Our Tuition Plan pays your tuition costs when you complete college-level courses. In addition, you enjoy full General Motors benefits.

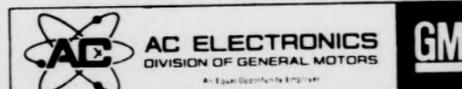
If you are completing your B.S. or M.S. degree in EE, ME, Math or Physics, we invite you to inquire about opportunities at any of our three locations: AC in MILWAUKEE — our Main Research, Development and Manufacturing Facility; AC in BOSTON—our Research and Development Laboratory specializing in Advanced Inertial Components and Avionics Navigation/Guidance Systems; AC in LOS ANGELES — our Research and Development Laboratory specializing in Advanced Airborne Computers and Ballistic Missile and Space Booster Guidance/Navigation Systems.

PhDs, please note: Positions are available in all three AC locations for PhDs, depending upon concentration of study and area of interest.

For further information, see your college placement office about a General Motors/AC on-campus interview, or write directly to Mr. R. C. Schroeder, Director of Scientific & Professional Employment, Dept. 5753, General Motors Corporation, Milwaukee, Wis. 53201.

CAMPUS INTERVIEWS

Thursday, October 20, 1966



**NOT ENOUGH LAST YEAR**

# Work outlook for college grads offers more jobs at higher pay

Employers couldn't find enough college graduates last year to fill the job bill and it looks like jobs may be even more abundant and high-paying this year.

Many employers who came to campus to interview students for employment last year left without filling their quotas. Some came back to conduct more job interviews during the summer.

"The booming economy and the increasing number of young people going into military service can help make the coming year an exceedingly good one for get-

ting a job," Jack Shingleton, director of the Placement Bureau, said.

Even the smaller employers are now recruiting at colleges, Shingleton said. Employers no longer wait for people to walk into their offices asking for a job.

Among bigger companies especially the trend is to recruit prospective employes, and then train and develop them within the company.

"This plays right into the hands of the graduating seniors because

they can have more selectivity in choosing jobs," Shingleton said.

Although the technical fields offer the highest salaries, companies are demanding more and more liberal arts majors as well.

"Liberal arts majors are in demand in the computer industry. There are receptive to training, curious, questioning, and good at logical thinking, all necessary for working with computer programming and systems," Ed Fitzpatrick, assistant direc-

tor of the Placement Bureau said.

The demand was highest this last year for graduates in technical areas like engineering, mathematics, physics and chemistry.

The demand was also heavy in business-related fields like accounting, economics, marketing, food distribution, industrial management and personnel management.

Packaging technology, a relatively new field, is also listed high.

Electrical engineers topped the salary scale at an average offer of \$685 a month for a graduate with a bachelor's degree and no experience.

In almost all fields graduates with master's degrees usually earn about \$150 a month more than someone with a bachelor's degree in the same curriculum.

The next highest offers went to mechanical and chemical engineers. Recruiters lured them with salaries of \$678 and \$674 a month, respectively. Physics majors pulled offers of \$674 as well.

Majors in packaging followed with offers of \$656 a month. Mathematics majors drew \$638 and chemistry majors \$636.

The food distribution jobs offered a starting salary of \$599 a month on the average for a graduate with a bachelor's degree and no experience.

Industrial administration came next with an average offer of \$592. Economics, accounting and marketing jobs offered \$590, \$582 and \$577 a month respectively.

Liberal arts majors showed the largest percentage growth in hiring this year. Their earnings generally fall in the \$560 to \$590 a month range.

Graduates starting a career in education will make between \$5,400 and \$5,500 in a 10-month school year.

## Question: which is your niche?

Theme of Careers '66 asks Michigan State students "Which Niche" they will occupy in the vocational world, according to Edwin Fitzpatrick, program adviser and assistant director of the placement bureau.

"Members of the Careers '66 executive committee selected 'Which Niche?' from a field of more than 50 possible theme ideas on the basis of relevance to the event and artistic representation," said Bill Lukens, Chicago junior and Careers '66 theme chairman.

A sketch of three "niches," two occupied with the busts of presumably famous men, and the third left vacant for "the man of the future," carry out this year's theme.

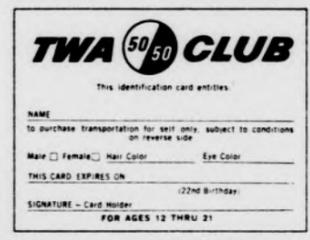
This general design appears on all career publicity materials including A - billboards, posters, programs, book marks, letterheads, menus and name tags.

Other complimentary publicity for this year's show is being provided by various radio and television stations according to Lukens.

With over 300 representatives from 83 businesses, industries and government agencies, this year's Careers '66 offers an opportunity for students, men and women, and freshmen through doctoral candidates to discuss their future with experts in the field said Fitzpatrick.



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the bookworm turns...  
into an adventurer.



Join TWA's  
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We're your kind of airline.



\*Except: Nov. 23 and 27, Dec. 15 thru 24, Jan. 2, 3, 4.

**83 THIS YEAR****Many companies participate**

The following companies, institutions and governmental departments will participate in this year's Careers '66.

Aetna Life Insurance Company, American Assn. of Advertising Agencies, Associates Corporation Services Co., Inc., Bell Telephone System--A. T. & T. Long Lines, Bell Laboratories, Michigan Bell Telephone, Western

Electric--Boeing Company, Boy Scouts of America, The Brown Company, Burroughs Corporation, Chrysler Corporation, Clark Equipment Company, Collins Radio Company, Consumers Power Company, Corning Glass Works, Detroit Edison Company, Dow Chemical Company, Dow Corning Corporation, Dun & Bradstreet, Inc., Eli Lilly & Company, Ford Motor Company, General Foods Corporation, Gen-

eral Motors Corporation--Central Office, Central Foundry, Detroit Diesel, Oldsmobile -- General Telephone Company, Great West Life Assurance Co., Hotel Corporation of America, Household Finance Corporation, J.L. Hudson Company, International Business Machines, Inc., The Kroger Company, F & R Lazarus Company, Marriott-Hot Shoppes, Inc., Marshall Field & Company, Michigan Association of Broadcasters, Michigan Association of C.P.A.'s, Michigan Association of Chiefs of Police, Michigan Education Association, Michigan National Bank, Michigan Optometric Association, Michigan Press Association,

Michigan State Bar, Michigan State Chiropractic Society, Inc., Michigan State Civil Service Commission, Michigan State Dental Society, Michigan State Department of Mental Health, Michigan State Police, Mobile Oil Corporation, National Association of Social Workers, National Bank of Detroit, New York Central Railroad System, North American Aviation, Inc., Northwestern Mutual Life Insurance Co., Pan American World Airways, Prentice-Hall, Inc., Religions Advisers Association of MSU, Reynolds Metals Company, Standard Oil Div. American Oil Co., Stouffer Foods Corporation, Timken Roller Bearing Company,

United Airlines, Inc., U.S. Government -- Civil Service Commission, Department of Agriculture - Soil Conservation Service, Department of Agriculture - Research Branch, Department of State, Federal Bureau of Investigation, General Accounting Office, National Security Agency, Public Health Service, Social Security Administration, Treasury Department - Internal Revenue Service, Treasury Department - Law Enforcement--U.S. Air Force, U.S. Army, U.S. Army Medical Service, U.S. Army Nurse Corp, U.S. Army (WACS), U.S. Coast Guard, U.S. Marine Corps, U.S. Navy, Whirlpool Company.

**Placement Bureau**

continued from page 9

physics and mathematics (B,M, D).

Flint Community Schools: early and later elementary education (B); industrial arts, mathematics and vocal music (B); and special education - mentally retarded and remedial reading (B), December and March graduates only.

The Goss Co., Division of Miehle - Goss - Dexter, Inc.: electrical and mechanical engineering (B).

IBM Corp.: electrical and mechanical engineering (D); physics (D); mathematics (D); and chemistry, metallurgy and optics (D).

Lear Siegler, Inc., Instrument Division: electrical engineering (B,M); mathematics (B,M); physics and electrical engineering (B,M); mechanical engineering (B,M); and packaging technology (B).

Maihofer, Moore and Delong, CPA'S: accounting (B,M).

Mechanical Handling Systems, Inc.: mechanical, civil and electrical engineering (B,M).

Pacific Mutual Life Insurance Co.: all majors of the colleges of Arts and Letters, Business, Communication Arts and Social Science (B), December and March graduates only and mathematics (B).

Parke, Davis and Co.: all majors of the College of Business (B,M), December and March graduates only; chemical and mechanical engineering and biology (B,M); mathematics (M); and chemistry (B,M,D).

The Procter and Gamble Co.: chemical, mechanical, electrical and civil engineering and MBA'S (B,M).

Union Electric Co. accounting, electrical, mechanical and civil engineering (B,M).

U.S. Social Security Administration: all majors, all colleges (B), December and March graduates only.

Van Laan, Weinlander, Fitzhugh and Co., CPA'S: accounting (B,M).

Monday and Tuesday, Oct. 17-18

Arthur Anderson and Co.: accounting (B,M); mathematics and all majors of the College of Engineering (B,M,D).

The Procter and Gamble Co.: chemical engineering (B,M,D); chemical engineering or chemistry and MBA'S with undergraduate degrees in chemical engineering or chemistry (B,M); packaging technology and all majors of the College of Engineering (B,M); and mechanical, electrical and chemical engineering (B,M).

The Procter and Gamble Co.:

all majors of all colleges (B,M), December and March graduates only.

**Want to change the world?****Join the Peace Corps... or join General Electric**

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tion. These qualities can get you a job with General Electric - or with the Peace Corps.

If you choose the Peace Corps, we'll understand. But when the day comes that you leave the Corps, remember us. You'll still be young, and at General Electric, the young men are important men.

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# Career program model for others

As the oldest and largest event of its type, Michigan State's Careers '66 is the model for similar programs at a number of other schools.

Edwin Fitzpatrick, adviser to the Careers '66 executive committee, said that schools such as the University of Illinois and Notre Dame have "scouted" the MSU Career Carnivals of the past.

Fitzpatrick said he frequently received letters from student or placement officials who ask for information about the MSU set-up in order to apply it at their schools.

"Scouts" from other schools also comment and ask questions at the carnival itself, he said.

University officials usually want more specific information about organization and technical aspects of the show than do student groups.

Advice and information of various kinds is given out on the assumption that the school plans a long-range program of career shows, rather than a "one-shot deal."

Questions have come from student organizations, student governments, university administration and placement officers.

MSU's own career show began in 1949 with 25 employers par-

ticipating. The number has grown gradually to 83 in the course of the last 17 shows.

Originally, company representatives gave speeches outlining their interest in college students as future employes. Then they talked informally with students. The event was held in the spring. Later it was switched to fall term, with booth-type displays and purely informal recruiter-student contacts.

Virtually all of the participating companies recruit at the placement bureau during the school year.

The entire show is organized and controlled by a student executive committee, headed this year by Terry Rosenfield, Flint senior, general chairman. He is assisted by theme, staging, publicity, banquet and art chairmen and a secretary. All these chairmen write reports on their work, to be used by those who take the posts the next year.

"The students feel it's a significant activity," said Fitzpatrick. "It isn't something you go to one night and forget about the next day."

He added that company representatives have told him the Career Carnival is the "best professional show they attend."

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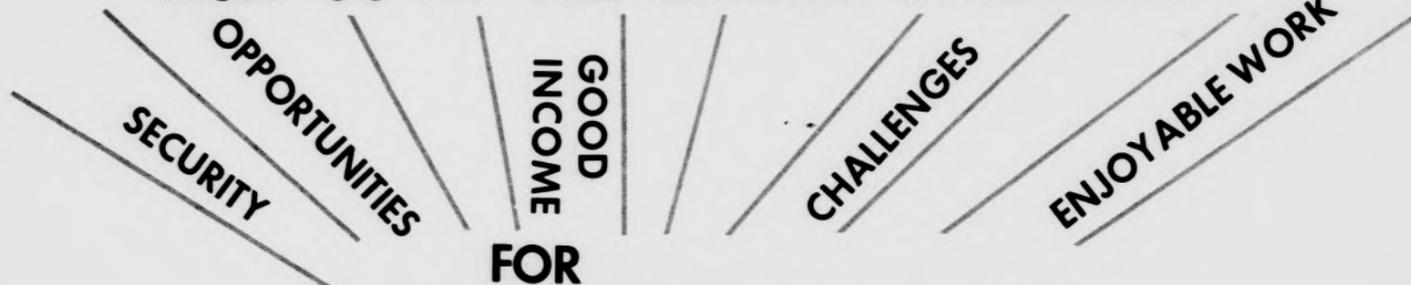
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