



CAREERS

1968.



No need to worry

By PHYLLIS ZIMBLER
Feature Editor

This is an MSU student. He's a little worried about his future.

Although the Biafrans are starving in Africa, the war in Vietnam continues and Czechoslovakian liberalization is being systematically crushed, the average student's biggest worry is how to earn a living in the United States' capitalist society.

After all, a major in English or psychology is great in college, but what can be done with these majors after college? The answer does not appear as simple to these majors as it does to, say, an engineering student. But there are answers to the English or psychology major's questions.

Or maybe a confused student would rather start by taking a major he knows will qualify him for the job he would like after college. But, first, what are the job possibilities? Second, what are good majors for specific jobs? Again, there is a place to go for the answers to these questions and it's never too early in one's college career to search for the answers.

Student searchers need not resort to thumbnail biting and riddle saying (see cover) to find the answers to their questions. The readily-at-hand solution is Careers '68, a two-day exhibition sponsored by the Placement Bureau.

Individual companies will exhibit their business concerns and job opportunities today and

Tuesday to acquaint students with a variety of after-college jobs. Exhibitors are very willing to discuss any problems or questions students have about possible positions with companies.

Mike Trame, publicity chairman of Careers '68, said that frequently this initial contact leads to later contacts which result in a summer job with the company.

It's never too young to start to save one's nails. Graduation may seem a long way off to first term freshmen, but come senior year when he discovers he has all the wrong courses to change to a major with a profitable job opportunity and still graduate in time, the previously un-

CAREERS '68 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.

concerned student will chomp his nails to bits and his wails will be heard all over campus.

Say your Aunt Lizzy wants you to be a farmer, but you want to be an engineer. There just might be a job with a company where engineering is used to improve farm output. What a compromise! Careers '68 is the place

to go to find out about such a possibility.

Besides, who studies at the beginning of the term? Careers '68 is as good a place as any to hang out one night, and you never know who'll you'll meet. It's even better than a mixer as no one at Careers can be sure you came for the exhibits or for the members of the opposite sex (unless you make your ogling very obvious).

So don't be the last in your residence hall-sorority-fraternity-co-op-apartment building-house to change from the firemen - policemen-nurse-teacher occupation dream to a specific after-college job aim. Join the In crowd at Career Compass, Careers '68, in the Auditorium today and Tuesday.



Compass plans materialize

By ROSANNE BAIME
State News Staff Writer

The Placement Bureau -- usually the meeting place of seniors and their prospective employers -- annually assumes its role as middleman for the Careers program.

As sponsor of the yearly event, the bureau provides the reigning student committee with a mail and publicity budget along with advice and liaison services

between participating companies and student directors.

"The bureau comes in close contact with the different companies during the year," Tom Early, asst. director of the Placement Bureau, said.

"We know the companies and can guarantee their participation," he said.

The purpose of the Careers program, according to Early, is to "put a wide variety of companies in close contact with the

students. Visiting representatives of different industries give the student a better idea of what opportunities are available in his particular field.

"When we invite companies to participate in Careers, we specify that they do not come with the intention of recruiting employees," Early said.

"They are here for the specific purpose of answering questions the students might have about their respective industries."

Companies are invited to participate in Careers on a representative basis by industry.

"We like to keep the exhibits as diversified as possible," Early said.

All companies with exhibits in the previous year's show are automatically reinvited. Often as many as 20 companies are replaced from the waiting list of exhibitors.

The exhibits themselves range anywhere from a card table with a white cloth over it to Whirlpool's 30 x 20 foot Kitchen of the Future, appearing for the first time this year. Many exhibits are the same as those that appear in various national shows throughout the year.

Manning the companies' exhibits are members of the personnel department or a special college relations team of the respective company. Some specialists are sent to answer technical questions, but most of the workers are employees who know the entire company's operation.

Recruiting for this year's student committee began in February when Early and last year's general chairman interviewed petitioners. When Jim Hulme, Grosse Pointe senior, general chairman, was picked, he and Early interviewed students for jobs as committee chairmen.

This year's student committee chairmen are: Mike Trame, Dearborn junior, publicity chairman; Bob May, Sioux Falls, S. D. junior, theme chairman; Rosalind Puhek, Livonia senior, banquet chairman; Gary Cook, Saginaw junior, and Tricia Areen, Birmingham senior, art chairman; Doug Cook, Spring Lake junior, staging chairman; and Lynda O'Donnell, Grand Rapids senior, secretary.

Beneath each of the committee chairmen are the committee

members who do the work involved in Careers.

Both the art and theme committees are involved in choosing each year's theme. The theme chairman submits all suggestions to the art chairmen. They in turn work on sketches showing how each possible theme could be carried out through artwork.

The theme is chosen at the end of a long elimination process during which the art and theme chairmen meet with Early and discuss each theme. This year's theme is Career Compass.

Members of the secretarial committee man the Placement Bureau's information booth and work as hostesses during the event. The staging committee sets up the display area and serves as maintenance crew for the duration of the program.

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 '68, to answer questions from job-hunting students.

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.

A number of MSU graduates are on their present staff, some in executive positions.

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 Bloomingdale's in the New York metropolitan area are all members of the chain.



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A young man's future is greatly influenced by the good company he keeps. The Kresge Company is no ordinary Company... it just happens to be the fastest growing mass merchandising company in the world. For this reason, we can contribute measurably to the success of your future. It will pay you handsomely to consider us before you make a career decision.

Successful store management opens the door to higher executive positions... at higher salaries. Our success accelerates your success. The Kresge Company sales will soon exceed two billion dollars a year! There are over 950 K mart, Kresge, and Jupiter stores in the United States, Canada and Puerto Rico PLUS foreign ventures including K marts in Australia.

Realize security with our liberal life and health insurance programs, pension and stock purchase plan, bonus incentives and vacation policies.

Want to become part of this exciting enterprise? We invite you to visit our booth at the Careers '68 Exhibit on October 7th and 8th, or write to:

H.C. House, Personnel Manager
S. S. Kresge Company
Central Regional Office
21720 Grand River Avenue
Detroit, Michigan 48219

UNIQUE IN BIG TEN

**MSU presents
'Careers' event**

By SUE REBECK

MSU is the only one of the Big Ten universities to have a successful "Careers" activity for its students.

Two of the other schools have tried in the past to have "Career Carnivals" but their efforts failed due to lack of student response.

The University of Illinois had what they called a "Career Conference" where representatives from different business firms were invited to the campus to talk to the students.

This activity was discontinued after 1961 at the request of the president of the university. The lack of student participation at the University of Illinois can hardly compare with the 12,000 to 15,000 students who have attended MSU's "Careers" in 1966 to 1967.

Purdue University also offered a "Career Carnival" to its students in 1960, but after seven years it was found that such an event did not provide the necessary information for the students and the university reverted to its former system of individual interviews by companies with specific jobs and specific students in mind.

The University of Minnesota has never tried such an activity, and officials there feel that such an adventure would be an impossibility in a school of its size.

The University of Wisconsin occasionally has a Peace Corps Day at which time representatives come to introduce Peace Corps opportunities to interested students.

Although there is no annual event and no plans for one this year, various student groups at Northwestern University have arranged career interviews in addition to the interviews arranged by the Placement Office. The student-planned interviews are not as formal as those planned by the Placement Office and the initial request comes from a student rather than from a business firm.

A University of Iowa official, who was familiar with MSU's "Careers," stated that Iowa had nothing that could be compared to it. At Indiana State University as well as at the Universities of Iowa and Michigan, students are informed of job opportunities through formal interviews upon request to the Placement Offices from the businesses or industries.

Perhaps the closest thing to the MSU "Careers" is the "Careers Day Conference" held during the Christmas break at Ohio State University (OSU). In conjunction with Oberlin, Otterbin and Capital Universities, and the support of the Chamber of Commerce of the city of Columbus, the Student Council of OSU held their first conference last year. The hosts invited two representatives from

each business area, such as accounting and management, to give formal talks to the combined student body. Interested students could engage in informal discussion with the business representatives after the talks. It will be the decision of the OSU's student council as to whether the event will be held each year.

Michigan State with its annual "Careers" event seems to offer more to its students by way of introduction to career opportunities than any of the other Big Ten Universities. But even more important is that MSU students seem to be more interested in participating in such events



Careers '67

Students at Tomorrow Today, Careers '67, wander among the exhibits at the Union. The large number of participating companies necessitated a move to the Auditorium this year. State News Photo by Mike Schonhofen

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But for just about any graduate with a genuine interest in people and an alert, inquisitive mind, a career at Aetna can stretch your capabilities.

Helping people is our kind of thing. After all, that's what insurance is all about. If it's also yours, we have opportunities in three basic areas—administrative, analytical or sales management. And we need engineering and business graduates along with liberal arts people.

At Aetna you can *make* good and *do* good, too. Stop in at our booth at Careers '68 and ask for a copy of "Your Own Thing".



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Placement Bureau tips for successful interviews

Although his knees may be shaking and his hands numb, a job applicant is usually more successful at an interview if he is serious and has previously prepared for the interview.

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 his 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.

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 immediately available at the Placement Bureau should a student sign for an interview.

Free to all members 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.



Job hunting

A student studies the Placement Bureau catalogues for educational position vacancies. Later, he talks over job possibilities with Edwin Fitzgerald, asst. director of Placement Bureau.

State News photos by Jim Mead

Hallmark finds Careers '68 helpful to promote interest

Cards, candles and careers will all be a part of the Hallmark Cards' display at Careers '68.

The world leading manufacturer of greeting cards and communication items will display their products in an attempt to inform students about jobs available with their company and the product quality of Hallmark Cards.

This is the first year that Hallmark will participate in the Careers display. Jack Winne, manager of Hallmark's college relations, expects his company to benefit from its exhibit in Careers '68.

According to Winne, "Careers '68 offers a good opportunity for the Hallmark Corporation to interest students in joining the 10,000 member staff or at least to motivate them to look into job possibilities with Hallmark. This year we will try to develop strong relations with MSU and its students."

Winne stated that job opportunities were particularly available in these fields: market and product management, field marketing, financial control, data processing, manufacturing and engineering, advanced technological research, operation research, personnel, purchasing and operations, packaging, creative design and editorial.

Hallmark Cards ranks among the top 500 corporations in the nation. Their volume has tripled in the past decade and is expected to double again within the next five years.

Martin Marietta Careers

Engineers:

- Aeronautical
- Electrical
- Electronic
- Mechanical
- Civil

Interviews at campus placement office on OCT. 15

Martin Marietta Corporation is interviewing for career positions in major, long-term Research, Development and Production Programs.

Opportunities exist in the technologies associated with Space Exploration, Advanced Electronics and Communications Systems, Missile Systems, and High Strength Materials.

Martin Marietta has major facilities in: Baltimore, Maryland; Denver, Colorado; Orlando, Florida; Wheeling, Illinois.

If you are unable to schedule an interview, please send your resume to:

DIRECTOR COLLEGE RELATIONS
AEROSPACE GROUP DEPT. 101
MARTIN MARIETTA CORPORATION
FRIENDSHIP INTERNATIONAL AIRPORT
MARYLAND 21240

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Allen Park, Mich. 48101

SEE the Emery representative for information on new career opportunities in air marketing ... on campus at Career Carnival, October 7th and 8th.



Marketing at IBM

“You help company presidents solve their information handling problems.”

“It’s a lot of responsibility. And if you need help, you always get it,” says Earl Andrews. “Because your success is the company’s success.”

Earl earned his B.A. in Political Science in 1967. Today, he’s a Marketing Representative with IBM, involved in the planning, selling and installation of data processing systems.

Earl joined IBM because he felt the career paths were very clearly marked. “You don’t have to be a technical genius to fit the job. You get the training, then on-the-job experience. Before you know it, you’re out on your own.”

Works with top management

Earl works mainly with small companies—distribution houses, manufacturers, printers, warehouse, electrical supply houses and similar organizations. “I deal with top management,” he says. “It gives me a lot of satisfaction to realize that I’m trained to know what this president or that vice-president is trying to learn. I help him solve his information handling problems.”

Earl’s experience isn’t unusual at IBM. There are many marketing and sales representatives who could tell you similar experiences. And they have many kinds of academic backgrounds: business, engineering, liberal arts, science.

They not only market data processing equipment as Earl does, but also IBM office products and information records systems. Many of the more technically inclined are data processing Systems Engineers.

Visit your placement office

Sign up at your placement office for an interview with IBM. Or send a letter or resume to Irv Pfeiffer, IBM, Dept. C, 100 South Wacker Drive, Chicago, Illinois 60606.

**ON
CAMPUS
OCT.
9, 10**

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CAREERS '68

Film highlights Careers banquet

By SHARON TEMPLETON
State News Staff Writer

A film showing how a student gets a job through the MSU Placement Bureau will premier at the Careers '68 banquet to be held Tuesday at Kellogg Center.

All deans of colleges, members of the MSU Board of Trustees and department chairmen and their wives are invited to the banquet. Also attending will be over 300 company representatives which hire students through the Placement Bureau.

The film, made by Cinema Associate Productions, Inc., portrays an MSU student getting a job through the MSU Placement Bureau, following through the job campaign from his first interview until he is hired.

The film is designed to show the services available through the Placement Bureau, said Thomas W. Early, asst. director of student employment at the MSU Placement Bureau.

The 28-minute film, which took two months to shoot, is presented in documentary style, narrated by Duffy Daugherty, Michigan State's head football coach.

An original music score was written for the film by an MSU graduate student.

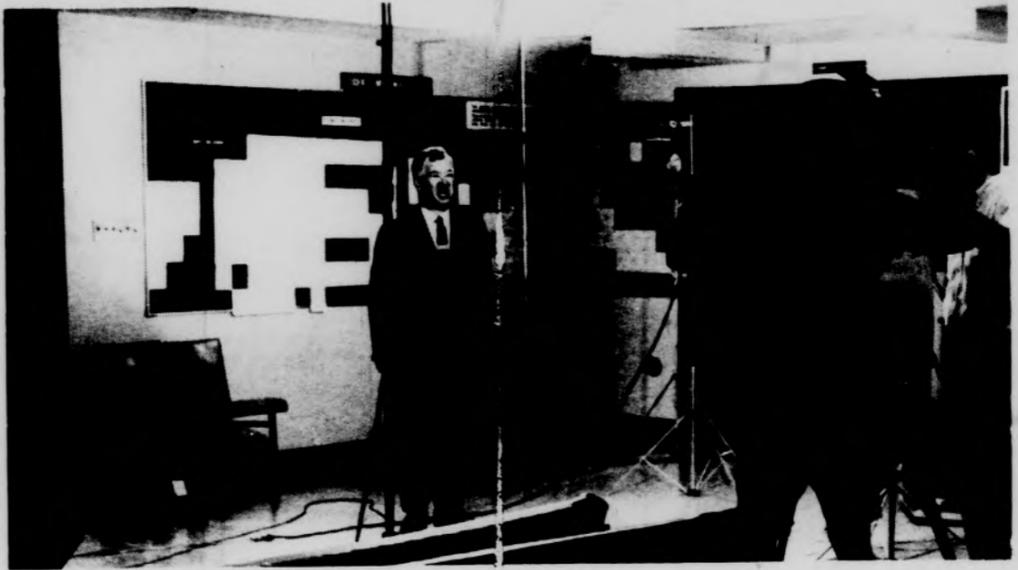
The film was made on location at the MSU Placement Bureau, at the Lansing City Airport and in downtown Lansing.

An interesting feature of the film is the "in-plant visit," during which the student is flown to the company of his prospective employer and spends the entire day getting to know the procedure of his job.

The film was written by Gene W. Rietfors, ass. news editor of the MSU News Bureau, and directed, produced and edited by Norman J. Virag, cinematographer at Information Services.

Costs of the film were furnished by 10 companies who conduct interviews at the MSU Placement Bureau.

The film will be shown at the Careers '68 banquet and later the same day at the Auditorium. Students are invited to view the film at the Auditorium presentation.



Smile, Duffy

Duffy Daugherty, MSU's head football coach, is filmed narrating "The Half Million Dollar Decision," a film sponsored by the Placement Bureau.

Employers offer future for draft bound seniors

By NORMA GREEN
State News Staff Writer

Senior men are still being considered for good business positions despite their draft eligibility, John D. Shingleton, director of the Placement Bureau said.

Employers are much more

understanding of individuals with potential capabilities who possess temporary draft limitations.

"All men should register with the Placement Bureau as seniors, whatever their draft status, as it is good insurance for future positions," Shingleton said.

"Ninety-five per cent of the draft eligible men who work for a limited time after graduation return to the same company after completion of their military duties," Shingleton said.

Occupational deferrals occur most frequently in the fields of technical, scientific, financial and personnel, where a matter of necessity is present.

Despite reports to the contrary, corporations hold no power over local draft boards. However, employers may seek "honored request" for the retention of a valuable employe, who might otherwise be drafted. In such cases, the

autonomy of the local draft board wields the power of granting special dispensations.

If an MSU graduate is drafted, he may utilize the Alumni Placement Bureau, set up specifically to aid returning veterans in their search for work.

"All potential employers are under one roof, so to speak, at various times throughout the year and this makes it less expensive and time-consuming for the job hunter," Shingleton emphasized.

Procedure for registering for the Alumni Bureau involves the alumnus mailing in an updated list of his credentials six months prior to discharge. By the time he arrives home several job interviews will have been lined up for him.

The MSU Alumni Placement Bureau, which is free of charge to all graduates, should be utilized by all career-conscious returning veterans.

The rapid growth of Michigan's World Famous Department Store, will create management opportunities for graduates with bachelor or masters degree in business, marketing, management, economics, or related fields. If you want to go places . . . like a quick pace . . . and an endless challenge, see your Placement Office for information about our Management Training Program and the date our representatives will be on campus.

Stop by to discuss naval aviation with an experienced naval pilot during the Career Carnival. Now is the time to earn while you learn. Be a naval officer yourself and win your wings of gold. Aviation programs are available for both grads and undergrads.



ON THE JOB

First day do's and don'ts

By CHRIS MEAD
State News Staff Writer

First day on your first job. It's a big day and a big deal all around. The main thing on your mind now is that whatever you do you DON'T want to blow it. With this in mind, a few do's and don'ts are in order for you men.

- Do wear pleated pants and a short narrow-lapeled jacket.
- DO look eager, enthusiastic and thoroughly grateful.
- DO wear socks.
- DO take an Excedrin before the day begins.
- DO wholeheartedly endorse

the capitalistic, free enterprise way of life in all you do and say.

The do's are pretty easy aeh! It's the don'ts that are gonna present problems -- particularly if your "that kind."

DON'T wear a "Che lives" button.

DON'T wear your hair in any style but a crewcut or a princeton.

DON'T pinch the secretaries. DON'T bitch about the working surroundings.

DON'T mention the time you were arrested for possession of marijuana.

DON'T make lewd remarks about the boss's wife.

DON'T make lewd remarks. DON'T be antisocial. Nobody loves a wallflower.

DON'T act like you own the place.

DON'T spit in the potted palms.

DON'T write anything on the bathroom wall that could be traced back to you.

DON'T worry. Work diligently and you'll get just exactly what's coming to you!

It's really very simple. You'll have a *Dunn and Bradstreet* rating before you even know it.

Has anybody seen my *Wall Street Journal*?



The first Careers

MSU students view exhibits and talk to company representatives at the first Careers program at MSU held in 1950.

Careers '68 now points the way

No, that freshman with the baffled look is not using a compass to find his way around.

He's simply a recipient of one of the one thousand toy compasses being given away last Friday, today and Tuesday to remind people to come to Careers '68 today and Tuesday.

If you want a compass too, try sauntering by Bessey or on Grand River Avenue.

And if you want to explore your opportunities, saunter into "Career Compass" at the auditorium.

**CIVIL ENGINEERING SENIORS!
YOUR FUTURE CAN BE
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Challenging opportunities available in our expanding transportation engineering program which includes an annual \$2 billion dollar highway construction program. No Exam--generous fringe benefits including tuition refunds for graduate study.

Our recruiter will be here on Wednesday, Oct. 23, 1968. Visit your Placement Office NOW for brochures and SIGN UP to hear the full story.

Or write to:

**NEW YORK STATE
DEPARTMENT OF TRANSPORTATION**

Director of Manpower
Staff Development and Training Bureau
State Campus Building 5, Albany, New York 12226
Tel.: 518/457-4404

**Job listing
available
at bureau**

Need a job? The Placement Bureau probably has one just right for you.

Insurance investigator, broker cook, bartender, radio announcer, pizza maker, dough roller and horse farm assistants are among the many current off-campus, part-time jobs available to students through the placement bureau.

Acting as a clearing house between employer and student, the bureau, located in the Student Services Bldg, maintains a student employment board which lists for each job a description, duration of the job, hours, date needed and the person to contact.

After an employer calls the bureau, a job requisition card is filled out and placed on the board. The student obtains the information from the card and contacts the employer. Usually the employer interviews several students for the job, choosing the one with the best qualifications.

After the employer reaches his decision, he contacts the bureau and the card is removed from the board.

Although it is not likely that a student will get rich from a part-time job, it is an easy way to make a little spending money.

The minimum rate for campus employment is \$1.40 an hour. Many students earn considerably more than this. es-

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**feel like
sticking your neck out?**



If you've ever argued with a professor or questioned a text, then you're probably someone who's not afraid to dissect a problem, put it back together the right way and take it straight to the top. Sometimes you can shave yourself pretty close this way but it's a good, clean feeling. Even if you're proved wrong. Because you'll probably be right the next time. And you know the route upstairs. Playing it close to the vest is the safe way, but we at Wards like to lay our cards on the table. Red tape is for cutting, and you've got the scissors. It's a tremendous challenge, eliciting new ideas in an old business. That's why we thrive on a regular infusion of fresh talent. If you like the idea of being new blood, meet Montgomery Ward representative when he visits campus. Our placement office knows the particulars of his visit.

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- PUBLIC RELATIONS • DISTRIBUTION**



MONTGOMERY WARD



Careers' benefits reach many areas

By NANCY KLESS
State News Staff Writer

Benefits of the Careers '68 program reach students at every level of academic activity and extend into the programs of the schools and departments under which they study.

Representatives of the various exhibiting industries not only give juniors and seniors current information about jobs they are seeking but also help to point many undecided freshmen and sopho-

mores in the direction of the best major for their interests and abilities.

Careers '68 helps upper-classmen in areas such as psychology or sociology to find specific jobs where they can best use what they have learned. Tom Early, asst. director of the Placement Bureau, said.

For the freshman or sophomore concerned about declaring a major, the program gives him exposure to a number of areas and broadens his choice.

For the student who has declared his major, it helps him decide whether it is really the right one for him. Early said.

While the event is not designed for recruitment purposes, Early said that all Career representatives return at some point later in the year and, undoubtedly, remember students they spoke to in fall.

Careers '68 can be beneficial to students of all majors, he said.

Early also said that the program may effect changes in the University departments as representatives and faculty members exchange views and information.

The School of Packaging is just one of the areas affected by the Placement Bureau's annual fall program. Packaging, begun in 1952 as a curriculum, became a school in 1958 as a result of interest generated by the Placement Bureau.

"We have had placements which we can trace directly to Careers," James W. Goff, director of the School of Packaging, said.

We consider the Placement Bureau "our salesman," he added.

Goff said the school gets student transfers from no preference status and other departments who prefer the specific programs of the school and the jobs they find offered to packaging graduates

by various companies represented at Careers.

He also said that contacts made between students and industrial representatives reinforce the summer job programs open to undergraduates in packaging.

The outlook of the packaging student may be somewhat different from that of other students, Goff said. Aside from speaking to representatives from packaging organizations, they are interested in the presentation of the "something" each company produces.

"Both ways, it's an educational venture," he said.

Early said that Careers '68 and other programs of the Placement Bureau act as central agencies to pass information from industry to students and the University schools and departments, and pass feedback to the company representatives.

"They help each other," he added.

All representatives find themselves equally busy talking to students, he said, adding that no one representative dominates the event.

I'll have. . . .'

Whirlpool's version of a kitchen of the future includes a computerized unit that lets the diner choose his favorite dish and then the kitchen cooks it for him.

We Cordially Invite You To Visit Our

"CAREER '68" Display, Monday

And Tuesday, October 7th - 8th

Our Representatives will be on hand to answer your inquiries



Ohio's Largest
Department Store
Columbus, Ohio

(A Division of Federated Department Stores, Inc.)

Enter '2001;' model diner

The Kitchen of the Future -- Whirlpool's version of it, at least -- will be in competition with itself when it appears in Careers '68 today.

Adopted by Stanley Kubrick and adapted to an interplanetary spaceship, Whirlpool's kitchen made its Hollywood debut in "2001: A Space Odyssey," now appearing at the Campus Theater.

The model being displayed on campus is a mock-up of the movie's kitchen con-

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PROSPECTIVE GRADUATES

MICHIGAN DEPARTMENT OF CIVIL SERVICE

INVITES YOU

TO VISIT ITS BOOTH

AT THE

CAREERS '68

CAREER COMPASS EXHIBIT

OCTOBER 7 AND 8

TO DISCUSS INTERESTING AND WELL-PAYING CAREER POSITIONS

AN EQUAL OPPORTUNITY EMPLOYER

STOP IN AND VISIT . . .



College grads earn more

By WES THORP
State News Staff Writer

What benefits can a MSU graduate hope to gain from his four years as a student:

A wife, a husband, a lot of

fond memories, a good job with a good income!

He may gain all of these.

According to the U.S. Department of Labor he can expect to gain \$40,000 a year in total

lifetime income for each year spent as a student.

A college graduate can expect to earn an average of \$435,000 during his lifetime.

This is approximately

\$177,000 more in lifetime income than a average high school graduate is expected to earn.

An investment in education pays, on the average, a better return than most other investments according to the U.S. Department of Labor.

Not all college graduates are making more money than people with only a high school diploma.

In 1961 about 2.6 million men, 46 per cent of all college trained males had annual incomes under \$7,000.

Whereas 3.5 million men with only high school diplomas, 23 per cent of the male high school graduates, earned more than that amount.

This difference can be accounted for in one difference in occupations, in social position, in the quality of education and in the abilities and efforts of individuals.

According to the U.S. Cen-

us an engineer, with four years of college can expect to earn \$79,000 more in his lifetime than an engineer with only a high school education.

The U.S. Department of Labor says that one financial opportunity and job opportunities are much greater for one person with higher education.

Whirlpool

(continued from page 8)

constructed by Whirlpool, a division of RCA.

One of the main features of the kitchen is a computerized unit that lets the diner choose his favorite dish and then cooks it for him.

Some of the food the diner-of-the-future will be eating will come pre-packaged in toothpaste tubes for greater efficiency. Anything else served in Whirlpool's kitchen will come in handy, bite-size pieces.

500 MSU students in overseas program

Over 10,000 students throughout the United States are involved yearly in 300 different overseas study programs.

MSU's Overseas Study Office has each program on file, as well as much related data about visiting or living in other countries. This office will join with the Peace Corp in sponsoring a booth at Careers '68 today and Tuesday.

Norris C. Bryson, coordinator of the Overseas Information Office, said that their task is to perform "multi-advisement functions for undergraduates interested in international programs."

Not only will information be available on overseas study programs within and without MSU, but facts on professionally developing programs, home stay experiences and international social service experiences will be available.

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

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

Although these academic programs are geared primarily to the undergraduate, it is to the advantage of seniors to participate in these programs, since employers are often impressed by this overseas experience according to Sheldon Cherney, director of the Office of International Extension.

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

Bryson said two representatives from the Peace Corp will be at Careers '68. The representatives are professional recruiters and past Peace Corp volunteer workers.

Of about three non-academic programs sponsored by MSU 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 preparations for post-graduate Peace Corps service may apply for the Advanced Training Program through the Office of International Extension.

Other non-academic programs sponsored by MSU include Crossroads Africa and Experiment in International Living.

The Crossroads Africa 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.

Engineers, Mathematicians: At NSA, our successes depend on yours.

Because of the nature and scope of the National Security Agency's mission, our successes are in direct relation to your achievements.

At NSA, we are responsible for designing and developing secure/invulnerable communications and EDP systems to transmit, receive and analyze much of our nation's most vital information. The advancing technologies applied in this work are such that they will frequently take you beyond the known and accepted boundaries of knowledge. Consequently, your imagination and resourcefulness are essential qualifications for success.

The Career Scene at NSA

ENGINEERS will find work which is performed nowhere else... devices and systems are constantly being developed which are in advance of any outside the Agency. As an Agency engineer, you will carry out research, design, development, testing and evaluation of sophisticated, large-scale cryptocommunications and EDP

systems. You may also participate in related studies of electromagnetic propagation, upper atmosphere phenomena, and solid state devices using the latest equipment for advanced research within NSA's fully instrumented laboratories.

MATHEMATICIANS define, formulate and solve complex communications-related problems. Statistical mathematics, matrix algebra, and combinatorial analysis are but a few of the tools applied by Agency mathematicians. Opportunities for contributions in computer sciences and theoretical research are also offered.

Career Benefits

NSA's liberal graduate study program permits you to pursue two semesters of full-time graduate study at full salary. Nearly all academic costs are borne by NSA, whose proximity to seven universities is an additional asset.

Starting salaries, depending on education and experience, range from \$8845.00 to \$15,000.00, and increases

will follow systematically as you assume additional responsibility. Further, you will enjoy the varied career benefits and other advantages of Federal employment without the necessity of Civil Service certification.

Check with your Placement Office for further information about NSA, or write to: Chief, College Relations Branch, National Security Agency, Ft. George G. Meade, Md. 20755, Att. 1321. An equal opportunity employer, M&F.

Campus Interview Dates:
See us at Careers '68



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... where imagination is the essential qualification



The early birds

The eight members of the executive board of Careers '68 have been working since last February on the program. Seated from left to right in the first row: Linda O'Donnel, executive secretary; Bob May, theme chairman; Rosalind Puhek, banquet chairman. In the second row: Mike Trame, publicity chairman; Trisha Areen, art co-chairman; Jim Hulme, general chairman; and Doug Cook, staging chairman. Gary Cook, art co-chairman, is missing from the picture.

State News photo by Bob Ivins

86 companies to visit campus

This year, 86 companies will make the trek to MSU from their scattered bases to participate in "Career Compass," the 1968 version of an MSU tradition that began in 1949.

The Careers program began when the president of the senior class, Ed Pino, suggested that the Placement Bureau invite some business concerns to speak to graduating seniors. The first Careers was held in 1950.

The first time it was held, 23 companies participated. Since then, the program has grown to such proportions that it was necessary to move the program from the Union to the Auditorium.

Of the 81 companies that participated last year, eight dropped out this year, including Dow Chemical Co., Xerox

Corp. and Pan American World Airways.

This year there will be 15 new companies including General Electric, Allstate Insurance, Proctor and Gamble and Hallmark Cards.

BSA—that's Boy Scouts of America—will participate in "Career Compass" this year. So will Purdue University.

The Boeing Corp., which lost its Career display, somewhere on the way to East Lansing from Seattle, Wash., three times will persevere.

Far removed from that first informal gathering of students and companies interested in students, the "Career Compass" will feature company displays in the Auditorium, companies—the entire 86—just as interested in talking to students as showing off their displays, and a banquet at which an MSU-produced film will make its debut.

Besides bringing qualified people and recruiters, in the past companies have brought interesting displays such as a "breathalyzer" or a space exhibit which gave out astronaut's food.

This year the Whirlpool exhibit will attract many girls with a model kitchen of the future.

With Career Compass as its theme, the program is aiming to bring representatives from as many diversified fields as possible. The types of business most represented are insurance companies, governmental agencies, automobile manufacturers, accounting companies and retailers.

The government will be represented in displays by the FBI, Civil Service Dept. of Agriculture, as well as the Army, Navy Air Force and other branches of the service.

Professional societies such as law, dentistry, medicine and the press will be represented. Social workers and religious workers will also be present.

Tom Early, "Careers Compass" advisor, said that MSU's careers program was one of the first—if not the first—such program in the country and that it is certainly the largest.

He said that other regional schools are now beginning to take notice; an Ohio State University representative is coming to "Careers Compass" to get information on how to start such a program at Ohio.

Northern Michigan University, which has sent an observer in the past, will initiate its careers program this year based on that of MSU.

MEA confronts future teachers

Representatives of the Michigan Education Assn. will be at booths to discuss career possibilities in elementary education at the MEA's exhibit during Careers '68.

Three field representatives, Joseph Hayden, Wendall Colver and Mrs. Maurine Wyatt, will join Bill Owen, student consultant, and Linwood Wiley, a teacher from Belleville, in answering questions and suggesting avenues of employment for those interested in elementary education.



I've got my interview set between computer lab and econ hurry up bus I'll be late for class wonder if Alcoa's doing anything about traffic jams

I read somewhere they're solving rapid transit problems and helping explore the seas and outer space and working with packaging and automotive applications So when I go in I'll tell it like it is—for me and they'll tell it like it is—for them

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Automation: the good life

"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, asst. 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 man-

kind 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, in-

comes 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 - \$25,000 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 assured a job.

Jobs

(continued from page 7)

pecially those with special skills such as computer programming.

Off-campus rates are set by individual employers. As in campus jobs, the rate depends to a great extent on the type of job. Custodial work, clerking, selling, housework and odd jobs provide the bulk of off-campus employment.

Helping students find part-time employment during college is only one of the many services of the Placement Bureau.

The bureau also helps students procure full-time jobs after graduation.

The bureau provides a weekly bulletin, posted in all departments and in on-and off-campus living units. The bulletin lists all the employers that will be interviewing on campus, job requirements, locations, job descriptions and offers the student a direct contact with an employer.

Condensed listings appear in the State News one week in advance of the interviewer's visit to campus.

Graduating seniors may sign up for a half hour interview with a specific employer and receive available background material about the firm.

Also by using the listings made available by the Placement Bureau, the student may contact the employers on his own whether they are interviewing on campus or not.

Last year over 1,000 employers interviewed about 22,100 students at the Placement Bureau for jobs in business, industry, education and government.

The bureau also provides information for summer jobs for students, on-and off-campus. Out of 5,000 jobs listed, 4,700 of them were filled through the bureau.

The normal recruiting year runs from mid-October to June 1. December and March graduates should check for opportunities during fall term. June graduates, especially in technical areas, should seek opportunities early.

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