**Egypt-Israel treaty text agreed upon**

WASHINGTON (UPI) — Israel and Egypt's armed forces began their first joint maneuvers on Monday in a strategic agreement reached by the two countries after months of tense negotiations. The joint maneuvers are a significant step towards normalizing relations between the two nations, which were once bitter enemies.

**Argentina-Paraguay border closure for refugees**

Both Argentina and Paraguay have closed their borders to refugees from Chile's chajnantur miners strike, citing security concerns. The closure affects thousands of miners who have been trying to enter the countries to seek work and escape the economic hardship in their home country.

**OPEC meeting in Vienna**

OPEC representatives are meeting in Vienna to assess the global oil market and determine production levels. The group is expected to discuss the impact of increased production from non-OPEC countries and the ongoing tensions between Saudi Arabia and Iran.

**Sugar prices in Barbados**

Sugar prices in Barbados have soared, with some farmers reporting a 50% increase in the past month. The rise is attributed to increased demand and supply constraints.

**Exodus**

More than 15,000 Palestinian refugees have fled their homes in the New York City area, according to reports. The exodus is due to ongoing tensions between Israel and the Palestinian Authority.

**Water-project battle awaits next Congress**

WASHINGTON (UPI) — Water-project battle awaits next Congress. The battle over federal water projects is expected to continue as Congress reconvenes after the holiday recess. The issue has been a contentious one for years, with proponents and opponents on both sides of the aisle.
**Takes**

The 'great survivor' dies

**WONKY (UPI) -** Former Soviet President AlgjnisSikis, the old-guard Bolshevik who survived Stalin's purges and eight decades of power struggles, died in Moscow early Wednesday. He was 81.

Sikis, a lifelong Communist Party member, had been under medical care at the time of his death.

Sikis was born in 1899 and joined the Bolshevik Party in 1917. He served as a Soviet military commander in World War II and later as a diplomat.

Sikis was a close associate of Stalin and became a senior member of the ruling Communist Party after Stalin's death in 1953. He was appointed to the post of First Secretary of the Central Committee of the Communist Party of Russia in 1960.

In March 1964, he resigned from his position as First Secretary of the Central Committee of the Communist Party of Russia and was replaced by Leonid Brezhnev, who went on to become the next leader of the Soviet Union.

Sikis' legacy is controversial, with some praising his role in conserving the gains of the Bolshevik revolution and others criticizing his role in the suppression of dissent and the violation of human rights.

**Nkomo levels charges as Zimbabwe battle simmers**

There are still a dozen (Soviet) helicopters here. They are doing their work. If they want them to come again they will get it, he said.

Some of the helicopters were said to have been used in a recent attack on the five-mile-long border with Rhodesia, where fighting has been raging for weeks.

The attack has been described as an attempt by the Zimbabwean army to push back the Rhodesian military forces.

**Smith's tour: 1-man pro-Rhodesia show**

For more information, mail the coupon below or phone 741-8975.

For your copy all rights reserved.

One man's show against Rhodesia, a free program to provide meals, shelter and medical care for the people of Rhodesia.

Soviet sources said had been a dozen guerrilla camps near the capital of the Zambian city of Lusaka.

The brief, two-paragraph dispatch said that it was a grave matter for the world.

A number of people are known to be injured in the attack.

The attack has been described as an attempt by the Zimbabwean army to push back the Rhodesian military forces.

The attack has been described as an attempt by the Zimbabwean army to push back the Rhodesian military forces.

Smith's tour: 1-man pro-Rhodesia show

Rhodesia seizes Zimbabwe air

Rhodesian soldiers seized control of Zambian air traffic at Lusaka control tower in the Zambian capital of Lusaka on Sunday.

The attack has been described as an attempt by the Zimbabwean army to push back the Rhodesian military forces.

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**Homecoming Kickoff for 1978 has been cancelled.**

See back page ad for full schedule of homecoming events.

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**BRACH’S Pick-A-Mix**

- Almond Joy or Mounds
- 3/$1.89

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**The Promenade (INU Riverbank)**

Sunday, October 29
10 am to 5 pm
Weather Permitting

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The responsibility factor in the Navy. An entry level job a year or two out of college may pay a division of petty man, a footsoldier (G.I.) in the department of hysteria by C. S. Lewis, and the full employment - age 24 - 1. It can also have more managerial experience than you. In addition, there are opportunities in the Navy for your service of the highest order. In the end, the Navy offers a happy, healthy, productive career for those who are ready for real work.

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**Snackers, 3 Musketeers, Milky Way by the Bag**

- 99¢

---
Joe Grant's 'crime': a better memorial than a weapon of war

These have never been very good for parachuting. In fact, no one has been killed in any of those. They are also said to be difficult to control because of their nature. In the past few months, Joe Grant has been involved in several incidents that raised question about his character and behavior.

Recently, Grant was seen at a public event where he was accused of making snide, insinuating comments about another person. It is unclear what the nature of the comments were, but it seems that they were not well-received by the audience. The incident raised questions about Grant's ability to control his thoughts and words.

Grant, who has a long history of controversial behavior, has been involved in many such incidents in the past. In fact, he was recently sentenced to a year in prison for a similar offense.

Grant has always been known for his sharp tongue and his ability to provoke controversy. It is not clear whether this latest incident is a continuation of his previous behavior or if it represents a change in his character.

The incident raises questions about the nature of Grant's behavior and the impact it has on those around him. It also highlights the need for greater scrutiny of public figures who are known for their controversial behavior.

Proposition 6 backlash founded on evasion of homosexual myths

California's homosexual teachers are being targeted by a new initiative, and that is not an accident. Earlier this year, the California state constitution called the Briggs Amendment, or Proposition 6, was put on the ballot for approval.

The amendment would require that teachers who believe in the rights of homosexuals had to have their beliefs approved by the school board. This was seen as an attempt to prevent the growth of homosexuality in the state.

The amendment was quite controversial, and it was supported by many who were uncomfortable with the idea of having to approve teachers who believed in the rights of homosexuals. However, it was also supported by some who believed that it was necessary to ensure that all teachers were committed to the values of the state.

The decision to approve the measure was seen as a victory for those who believed that there should be no discrimination in the classroom. However, it was also seen as a setback for those who believed that teachers should be free to express their beliefs without fear of retribution.

The Briggs Amendment was approved by the people of California, but it has not been without controversy. It has been challenged in court, and it is not clear whether it will be upheld.

The decision to approve the measure was seen as a victory for those who believed that there should be no discrimination in the classroom. However, it was also seen as a setback for those who believed that teachers should be free to express their beliefs without fear of retribution.
**Strawberry Hill**

For more information please call Mrs. Thomas at 555-1234.

**For the Home**

- **Broccoli**
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Lunch Special: **Salad Bar** - today's selection is **Romaine Lettuce** with **Tomato**, **Avocado**, and **Mozzarella Cheese**. Served with your choice of dressing. 

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Puerto Ricans vote for statehood

SANTO DOMINGO, July 2 (UPI) — The hands of the pro-statehood forces, which boycotted the balloting for 200 delegates to the island's Democratic convention, were reported in the day-long contest won by the forces seeking sovereignty. Among the forces which were reported to have been involved in the contest was a small group of pro-independence students who were reportedly attempting to disrupt the balloting.

The first round of voting was held in the morning, and the pro-statehood forces, which have been vocal and active in recent months, were said to have been the most active in the contest. The forces were reported to have been involved in a series of incidents, including the blocking of the polling stations and the use of暴力 tactics.

According to reports, the pro-statehood forces were reported to have been involved in incidents of violence, including the use of sticks and stones to disrupt the polling stations. The pro-independence forces were also reported to have been involved in the contest, and the results of the vote were said to have been reported to the pro-statehood forces. The results of the vote were said to have been reported to the pro-statehood forces.

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Leach, Myers clash on taxes

By Tom Olafson

CEDAR RAPIDS — Two economists for 1st District congressional candidates Jim Leach and Bill Roth had a debate Thursday on proposed budget amendments to the federal income tax bill. Leach, a Republican, and Roth, a Democrat, both represent the 1st District, which includes Johnson and Linn counties.

IOWA CITY ANDY BARS

Jim Leach, Myers stand firm on tax credits

and tuition tax credits in a televised debate Saturday.

Leach, Myers, by Leach, Myers

The debate, sponsored by the Chamber of Commerce, was held at Midamerica Television, 1303 Jefferson St.

Leach and Roth argued for the past 52 years Enzler's has been offering you the very best in handbags. Now, for one week only, all of our handbags are 10% OFF.

For the hardback of your choice.

(Up to $50 value)

No purchase necessary. Need not be present to win.

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Women's Studies: a new frontier

by ELIZABETH COBB

Women's Studies, a five-year-old program at the UI, is attempting to balance the imbalanced composition of human nature. College is a time to prepare for the real world and society, which is mostly composed of women. It is up to the men to learn how to deal with this fact of life.

The Defense Department's top lawyer, Donald Brown, said the government can be pulled into the lawsuit without reviewing any documents.

As a result, Saloschin said, "

The Postscripts

The Women's Studies program has been going through a rough time. We've had a lot of students and they come to our meetings to discuss the issues.

For the better your consciousness can be.

Some students have been good and some have been bad.

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Provide systems engineering support on Hughes aerospace systems in our home environment.

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Hughes is an acknowledged leader in the electronics industry, offering a unique opportunity to those with technical challenge and personal growth. In addition to one of the most comprehensive benefits packages available, Hughes encourages your continued professional and personal development through the Educational Reimbursement Program, the Graduate Fellowship and the Advanced Technical Education Programs.

We will be on campus Thursday, Oct. 28

See your placement center for details.

United Cerebral Palsy UI Fall Annual Fitness Run

Saturday October 28th at 9 a.m.

City Park, Shelter No. 11

Sign up today and begin collecting sponsor pledges for each kilometer you run. The more sponsors, the better your chances of winning one of the several top prizes. All proceeds from the race will benefit the United Cerebral Palsy of Iowa. For more information contact the Student Senate office at 353-4621 or Eby's Sporting Goods.
Hawks run 7th in Big Ten race

By CATHERINE StANDLEY Staff Writer

Iowa State — Iowa State and Nebraska are the only two teams in the Big Ten championships.

The Hawkeyes, the three-time national champions, struggle to re-establish a tradition in college basketball. They have lost the last four games and are currently out of the top 25 in the Associated Press poll.

Iowa State, on the other hand, is a rising team in the Big Ten conference. They have won six of their last seven games and are currently ranked 13th in the AP poll.

For the Hawkeyes, the biggest challenge is to improve their offense. They have struggled with scoring throughout the season, ranking 113th in the nation in field goal percentage.

Nebraska, on the other hand, has a solid defense and is ranked 10th in the nation in field goal percentage. They have won three of their last four games and are looking to continue their winning streak.

The game between Iowa State and Nebraska is scheduled for Saturday, January 28, at 7:00 p.m. at Hilton Coliseum in Ames.

Netters end fall season with split

Iowa women's tennis team finished its fall season with a split in its dual matches against Wisconsin with a 7-0 win on Friday and a 1-4 loss on Saturday.

Against Wisconsin, the Hawkeyes were able to claim the doubles point and win all six singles matches to claim the victory. All six singles match results were in straight sets.

On Saturday, however, the Hawkeyes were unable to match their performance in doubles, losing all six matches in straight sets. The team's performance was particularly poor in singles, with only one win.

The team will now focus on the spring season, which begins in February.

Drake tops spikers in tourney semifinals

Iowa's volleyball team continued its hot streak by advancing to the NCAA tournament semifinals with a 3-0 win over Miami (Ohio) on Friday.

The Hawkeyes have been on a roll lately, with nine straight wins since losing to Oklahoma in the Big 12 tournament. They will now face Montana State in the semifinals, with the winner advancing to the championship match.

Miami (Ohio), on the other hand, was unable to keep up with Iowa's momentum, falling by a three-set margin.

Iowa's victory was powered by a strong performance in the net, with players like Claire King and Elizabeth Smidt leading the way.

The team will be back in action on Saturday, December 11, for the semifinals.

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The team will be back in action on Saturday, December 11, for the semifinals.
Ohio State rambles past Iowa, 31-7

By JOANNE BREASLEY
Assistant, Sports Editor

COLUMBUS, Ohio -- Iowa didn't have a chance.

Jim Tressel's Buckeyes scored 24 unanswered points in the second half to turn a tight game into a rout, as the defending national champions have done to nearly everyone this season.

"I felt the score was deceiving," Iowa head coach Hayden Fry said. "There was no need to play the fourth quarter." Iowa didn't score a single point after half time.

The Buckeyes came out of the locker room and dominated the Hawkeyes in the second half. Their defense, which was perfect in the first half, was even more outstanding in the second.

Quarterback Bob Donley kicked a field goal on the Buckeyes' first possession of the half. Iowa's defense kept Ohio State from scoring on the next two possessions.

At the 2:45 mark of the third quarter, Ohio State had its first turnover of the game. The Buckeyes were forced to punt from their own 16-yard line.

Then there's the talk of the second half of the season:

"The team has really come together," head coach Jim Tressel said. "We've worked on our technique and it shows on the field."
Field hockey takes third at Big Ten Championship

An emotional goal by Iowa's field hockey team in the Big Ten Championship game showed what was at stake in a losing situation, and the Hawkeyes proved that they were the best team.

The first game was lost to the University of Maryland, but the Hawkeyes managed a 1-0 victory against the University of Illinois. The second game was lost to the University of Michigan, but the Hawkeyes managed a 1-0 victory against the University of Wisconsin.

The third game was against the University of Minnesota, and the Hawkeyes managed a 1-0 victory against the University of Wisconsin.

The Hawkeyes proved that they were the best team in the Big Ten Conference, and they managed to win the championship.
Homecoming Council Presents

The University of Iowa

Homecoming Week 78

EVERYONE INVITED TO PARTICIPATE

* Wednesday, October 25 - 8 pm
DANCE CONTEST Fieldhouse Bar

* Thursday, October 26 8:30 - 11:00 pm
ALL-UNIVERSITY DANCE Ballroom, IMU

* Friday, October 27 6:30 pm
HOMECOMING PARADE & PEP RALLY

* Saturday, October 28
United Cerebral Palsy FITNESS RUN 10 am City Park
HOMECOMING GAME Iowa vs Purdue 1:05 pm

CONTEST DEADLINES
Dance Contest: October 25
Float Registration: October 25
Banner Contest: October 27
Badge Sale Contest: October 28

For more Homecoming Information stop by the Homecoming Desk, Downstairs IMU 11 am - 5 pm or call 353-4183
Pencil Presents

coming Week 78

EVERYONE INVITED TO PARTICIPATE

* Wednesday, October 25 - 8 pm

ICE CONTEST Fieldhouse Bar

October 26 8:30 - 11:00 pm

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Insider

A CONTINUING SERIES OF COLLEGE NEWSPAPER SUPPLEMENTS

CAREER / CONSCIOUSNESS: DO-IT-NOW GUIDE FOR TODAY'S STUDENTS
THE FUTURA IS NOW.

Right now! Ford Futura gives you advanced styling with the look of tomorrow today. A sporty coupe with all the style and flair that's just right for the life you're livin'. You don't have to wait for the future to afford an expensive personal car. You're ready for Futura—now!

What Is Career Consciousness?

No college student dreams about being chairman of the board at a giant corporation. But that if you are realistic enough to admit that you are going to have to work after graduation—whether managing a corporate conglomerate or farming your own five acres.

Work is an integral part of everyday life. As a student, your career will take up a pretty hefty chunk of your time. It's how much time the average American adult spends on the job.

That's how much time the average American adult spends on the job. Optimists that we are, most students don't entertain the idea that their 10,000 working days could ever end up as 40 years of hard labor. In a survey of last year's seniors, optimism about their personal futures was super-high. Seventy percent said that they expect to achieve status and recognition in their chosen fields. Fifty percent expect to be wealthy in the future.

That's a nice, ambitious dream to have, but unless you do something about it now, you could find yourself in hot water. The job market is not exactly begging for applicants in many fields. And there isn't room at the top—or even the middle—for everybody who wants to be there. The only way to ensure that you have a chance at a fulfilling career is to start planning for it today.

That's what "career consciousness" is all about. Taking your dreams and trying to make them come true. It doesn't mean clawing your way to the top. Or becoming a white-collar robot. It means sitting down and doing some realistic planning to get your career plans in gear. Whether you're headed for a mountaintop retreat or a corporate boardroom—the more you postpone your plans, the harder your trip will be.

Ford's Insider: A Continuing Series of Newspaper Supplements is sponsored by Ford Division of Ford Motor Company and published by 13-30 Corporation (which also produces such familiar campus publications as Nutshell and The Graduate). Ford's sponsorship of this publication is an indication of their desire to provide services to college students. Please take the time to let us know how you like this supplement by returning the postage-paid card on page 16. And for more information on Ford's product line, see the card on page 8.

Good reading!

A Guide for Today's Students

STEP 1: Start Now............... 4
Planning a career is a special process that should begin while you're still in college.

STEP 2: Get Personal............... 7
If you don't know what you want out of life, how can you possibly plan for a career that will make you happy?

STEP 3: Be Class Conscious ......... 9
Make the most of your time in school... decide what's right for you...

STEP 4: Get Experience .......... 16
Jobs go to graduates who have degrees backed by solid work experience.

STEP 5: Be Professional ......... 22
The most successful job candidates are people who know that careers will not fall in their laps.
the monetary return still looks some good news and some bad news for ing. The average college graduate can about 7.7 million openings in the athment rate for college nates are going to be holding job that and 7 percent. whole, the rate is now hovering between 6 unemplo ye d than those without d eg rees. These government's labor forecasters have And despite a lot of talk about disemployment. Between 1965 and 1985, more than Ph.D.s, there is clear evidence that stampered to the bursting point by postwar and 1985, more than 10 percent of the incoming freshmen aid of incoming freshmen aid to the burst­ ing point by postwar boom — the middle 10 years before. It boils down one thing: planning. "The difference between being able to get a job and not being able to get a job after graduation, in 99 percent of the cases, boils down to one thing: planning." Shingleton notes that each year, about the government's labor forecasters have to college. The monetary return still looks some good news and some bad news for The average college graduate can The unemplo yment rate for college nates are going to be holding job that and 7 percent. whole, the rate is now hovering between 6 unemplo ye d than those without d eg rees. These government's labor forecasters have And despite a lot of talk about disemployment. Between 1965 and 1985, more than Ph.D.s, there is clear evidence that stampered to the bursting point by postwar boom — the middle 10 years before. It boils down one thing: planning. "The difference between being able to get a job and not being able to get a job after graduation, in 99 percent of the cases, boils down to one thing: planning." Shingleton notes that each year, about
Money isn't everything, but most people give it some thought. Here are the average salary offers made to those graduating with bachelor's degrees last year.

<table>
<thead>
<tr>
<th>Major</th>
<th>Monthly Salary</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>$1,081</td>
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<tr>
<td>Business</td>
<td>$980</td>
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<tr>
<td>Chemical Engineering</td>
<td>$1,303</td>
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<tr>
<td>Electrical Engineering</td>
<td>$1,253</td>
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<tr>
<td>Mechanical Engineering</td>
<td>$1,301</td>
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<tr>
<td>Petroleum Engineering</td>
<td>$1,178</td>
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<tr>
<td>Humanities</td>
<td>$810</td>
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</tbody>
</table>

Get a useful book.

You can take classes to learn how to cook, play tennis and fill out income tax forms. Many placement officials think that there should be required courses in how to choose a career and find a job. Such courses are currently offered at a handful of schools, including Michigan's Spring Arbor College. Spring Arbor student at one hour of credit for taking the "Life Planning and Placement" course, which includes personality assessments, explanation of different careers, and tests to determine types of occupations students are suited for.

Technical Careers Opening for College Women

College women are choosing majors in math, sciences and business. While the number of female education majors dropped by 30,000 in the years between 1973 to 1976, the number of women in business and computer science majors is more than doubled. Women are also gaining more places in business, law and medical schools. In 1976, just 80 liberal arts graduates from the nation's law schools. By 1976, there were more than 6,500 women graduates.

Katherine Talbot, director of Career Planning, Skidmore College: "Many students get so hyper about making an early career choice that they jump into something they think they're interested in but are really interested in something else. I say don't choose something just for practical reasons. The job market could change by the time you graduate, and then where would you be?"

Kitty Padgett, director of Career Planning and Placement, Albion College: "Career planning is not setting down one day and saying, 'Okay, now I'm going to decide what I want to be.' It's a process that goes on day by day while you're living on campus, working at a summer job and interacting with others. If you're not ready to decide now, don't feel guilty. But don't avoid thinking about it. Try new courses, have new experiences, reflect on what you like to do and might want to do."

Who's Hiring Who

Finding your best job field and grabbing a toe-tom in the competitive job market are covered in detail. The author also provides a useful 10-step "Career Analysis Guidelines" exercise which helps you outline the sub-lines of your "ideal" job. By Richard Long (Ten Speed Press, Berkeley, 1977, $5.95).

The Nonsense About Decision-Making

To put your energies behind a career goal, you have to make a firm commitment. That often means deciding between opposing and making a tough choice. Psychologists Irving L. Janis and Leon Mann, authors of Decision-Making, A Psychological Analysis of Conflict, Choice and Commitment, caution you to be wary of the following common myths when you make important decisions.

Myth 1: You must make decisions by reason alone. Despite the most rational approach, if a decision feels wrong, look up. We often have to trust our feelings about what makes us happy or comfortable.

Myth 2: Never changing your mind is a sign of strength. Situations change every day, and you must make decisions based on the most updated information available to you. Perhaps what seems like the perfect decision now will not seem so perfect in the future.

Myth 3: Most good decisions are made quickly and on your own. Not necessarily. Whatever you are handed to make a fast decision, make a list of all the positive and negative factors involved. It might smooth some possibilities or situations that you hadn't thought of.

And you can certainly use the advise of people qualified to help you. Talk it out with friends, parents, advisors and a career counselor. While the final decision must come from you, weighing the advice of those who can help makes good sense.

Good Advice From Five Placement Directors

Victor R. Lindquist, director of Placement, Northwestern University: "You need to go into the marketplace with more than a degree. Learn some solid skills—like computer programming, statistics, communications—I don't care if you're majoring in accounting or classics, these skills will be your entree into the working world."

John Shinglekot, director of Placement Services, Michigan State University: "First of all, know yourself and know what you're shooting for. Then design a plan with the equipment and abilities you have to achieve the goals you've set. If you want it badly enough, you can do it."

James L. Galloway, director of Placement, Bowling Green State University: "My advice is to get some basic job experience before making a decision. Most students don't have enough exposure to the world of work and end up making purely subjective career decisions based on hearsay or unverifiable information they've picked up somewhere."

Katherine Talbot, director of Career Planning, Skidmore College: "Many students get so hyper about making an early career choice that they jump into something they think they're interested in—often sacrificing what they are truly interested in studying. I say don't choose something just for practical reasons. The job market could change by the time you graduate, and then where would you be?"

Kitty Padgett, director of Career Planning and Placement, Albion College: "Career planning is not setting down one day and saying, 'Okay, now I'm going to decide what I want to be.' It's a process that goes on day by day while you're living on campus, working at a summer job and interacting with others. If you're not ready to decide now, don't feel guilty. But don't avoid thinking about it. Try new courses, have new experiences, reflect on what you like to do and might want to do."

There Oughta Be a Course...

You can take classes to learn how to cook, play tennis and fill out income tax forms. Many placement officials think that there should be required courses in how to choose a career and find a job. Such courses are currently offered at a handful of schools, including Michigan's Spring Arbor College. Spring Arbor student at one hour of credit for taking the "Life Planning and Placement" course, which includes personality assessments, explanation of different careers, and tests to determine types of occupations students are suited for.

Tom Johnson, director of career advisement and planning at the University of Wisconsin at Madison, is proposing a similar course for students who have not yet selected a major. "So many times students wander into a major and then turn away without much thought or planning," he says. "I'd like to see students at the freshman and sophomore levels start planning about the courses and job experiences that will lead themselves to their career objectives."

Getting to Know You

What do you do for a living should depend on who you are and who you want to become. Freedom obviously, perhaps—but considerable numbers of people miss the boat on this important side of choosing a career.

In our society, work tends to be a major part of our identity. We label each other in our jobs and ask, "What do you do?" While names of meeting someone new, what we'll probably influence your mate selection, your circle of friends and your ideas of self-worth and satisfaction with life. You can avoid joining the ranks of people who are dissatisfied with their work by making a conscious effort now to explore your own needs, talents and interests. Start by looking back on your personality and applying this checklist:

1. Review all projects, awards, hobbies and other things that appeal to your skills and abilities within the past three to five years. Which activities gave you the most satisfaction? Can you notice any patterns of areas in which you excelled?
2. Now look at your past work experiences and extracurricular or academic activities. Which of these continue to interest you? Why?
3. Next list all of these favorite activities or experiences in order of preference. What specific skills did each use (such as managing money, working with people, operating a system or taking responsibility)? Do you seem to prefer one type of environment over another?
4. Now start adding things up in terms of your past history and current feelings. Do you enjoy working with concrete, physical or abstract ideas such as numbers and patterns? Do you like to have assignments spelled out in detail or prefer to work independently? Are you an indoor or outdoor person? Do you work well under deadline pressure? Are you most comfortable spending time in a large office, with just a few people or by yourself?
5. Do you like to be in charge? If your personal reality relies on the type of work that fits you best, try making this checklist or a similar one of your wants and needs and test it to your campus career counseling office. With a rough sketch of the real you in hand, it's much easier to locate your specific options in the job market.
STAR WARS HAD SMART DROIDS LIKE R2-D2 AND C-3PO. IS THERE A FRIENDLY HELPFUL COMPUTER ON YOUR CAMPUS?

There are programs that match students with prospective employers or predict their success in a given field are increasingly in use on campuses around the country. It's programs to answer hundreds of frequently asked questions. Students enter a specific career choice or field of special talents and interests, then get back a printed readout with information about job descriptions, availability of jobs in given fields, starting salaries or people willing to talk about their own jobs.

Another such approach is the Grad II system, in use at about two dozen schools around the country. It matches students and employers by grade-point average, major, geographic and salary preferences. The newest computerized systems not only provide information but also "talk back" to students. One of the best known is SIGI (System of Interactive Guidance and Information), now used on over 30 campuses. SIGI asks each student about his or her occupational values (such as income, status, recognition and independence), then locates occupations that meet these specifications. From here it predicts the student's degree of success in preparatory programs, outlines a curriculum and ranks the career choice in terms of risks and rewards.

Be Class Conscious

Look What You Can Find at the Placement Center

The career planning or placement office in other than the best-kept secret on campus. Few students bother to drop in. But it's a prime source of material when choosing a career and learning how to get there.

While centers differ in the sophistication of their counseling techniques and technology, many of them have standard aids to get you started. Look for these following at your own center:

• Job Skills and Prospects. You will find sheets of written material on job skills required for those jobs, directed companies and company-related literature.

• Resumes. Most people agree that a strong resume is still a very important part of the job search. Centers also organize resume-writing workshops and maintain a central reservoir that keeps students' resumes and personal references on file so that employers can get in touch with them when possible.

• Interviews. Watch for notices about job interviews. Many companies to develop new programs.

Opportunity vs. Obsolescence

Way back when, a student majored in something like English or math major. Today, the look-ahead in a set curriculum to graduation. These days, college programs provide a far greater number of choices—and a far greater number of potential pitfalls or rewards. You can specialize in one small area of a field, or go for a highly specialized major which gathers in big chunks of several academic areas. Few and many students seem to be opting for specialized study, and the arguments for this specialization are powerful. Mechanical engineers with an emphasis in energy, resources will find it easier to crack the job market than physics majors whose specialty is nothing in particular. Agricultural or economic journalists may find work before a student whose major is less tightly focused.

On the other hand, student specialists risk the run of becoming obsolescent before they ever graduate. The shape of industry is changing so fast that many current students will have to retrain themselves on the job or go back to school later on. Moreover, a specialized job in your chosen field may rely heavily on general skills that aren't part of its regular curriculum. UCLA Professor Lewis Sumner recently surveyed graduates in a variety of fields to find out what college courses they most often used on the job. The top answers were, in order, general business, English, psychology and sociology. These courses, graduates said, helped them to think clearly, communicate effectively and work well with people—skills needed in almost every job area.

Charles Gay Moore, executive director of the National Institute of Career Planning, suggests that students get both general and specific training. He uses a model called "The T-Shaped Individual" to make his point. The top of the "T" represents the breadth of general knowledge and skills, while the stem represents the depth of specialized skills. Moore wants against the generalist's "T," "a mile wide and an inch deep," as well as the specialist's "T," "an inch wide and a mile deep."

The balanced "T," which Moore sees as the strongest position, represents the generalist who has picked up a few marketable skills, and the specialist who has also absorbed a broad education outside of her or his specialty.

Can You Change Your Mind at the Last Minute?

If you're not sure where you're going, you're probably end up somewhere else.

This book offers no strategic tactics or complicated bar graphs to rate your skills and abilities—just a few broad principles to guide you through your options and opportunities. The most important long-range goal, according to the author, is to make the most of what you have. Then you develop and assess your abilities, acquire the more control over your future. By David P. Campbell, Ph.D. and Alice Communicati-
How to Make Your Own Major

If you know just what you want to do, but your college doesn't offer a curriculum to fit that plan, you might consider designing your own major. Some colleges limit this option to honors students, while others leave the choice open to all.

Linda Rader, 20, will wrap up her self-designedmajorin international business management in December. She spent two months in Japan visiting factories, meeting executives and "finding out how Japanese management techniques work." She has already been accepted at two top business schools, and plans on joining the management of an international corporation by the time she's 22.

Yvonne Shabowitz, 21, worked with her professors at the University of Michigan to put together a major based on the process of aging and problems of old people. Gerontology is a fairly new field, and while undergraduate colleges should teach specialized, technical skills, while graduate schools should teach a broad overview of the knowledge and accomplishments of the world's cultures.

A recent Newsweek editorial, headlined "The Case Against Grad School," noted that an informal poll of top professional and graduate schools yielded a variety of answers. Potential med students have to start almost from Day One to get in the science and math requirements and polish up their G.P.A.s. A premed advisor is usually called for early in the game, while the MCAT should be taken during junior year.

Pre-law students should plan on scheduling a formal liberal arts background with plenty of courses in writing, math and other problem-solving disciplines. If your grades are good, you can put off the decision until early in senior year, but it's best to take the LSAT in the fall. Admissions officers in other fields almost unanimously recommend researching schools and admissions criteria well in advance, since programs vary widely. Even more important: Talk to professors and graduate students and get the straightarrow what kind of work is involved and what you can expect to get from it.

Tree Big Questions About Grad School

Competition for top graduates and professional schools puts intense pressure on students both to make a strong academic showing as undergraduates and to structure their curricula to meet grad school admission standards. The result is that many students find themselves on the cusp of an advanced degree without ever altering the alternatives. Before committing yourself to a grad school future, ask these basic questions:

1. Do you really need an advanced degree to get the job you want?
2. If not, advanced-degree holders will have the edge over B.A.s, but the gap is narrowing. Starting salaries are still considerably higher, too, especially in the technical professions. Your own department—most grad schools—may have special tracks for your discipline. Check this out, and talk to some employers in the field as well.
3. Should you go right after college or wait?

“If you're like most students, you've been in school a long, long time.

A good way would be to provide contacts for a one or two of related work experience actually get preference tuition to a grad school admissions office.

SELECTIVE ELECTIVES

Educators and employers suggest that these seven electives give students the greatest amount of versatility and flexibility in the job market:

- Statistics
- Introduction to Computer Science/Computer Programming
- Speech or Interpersonal Communication
- Basic Journalism or Writing
- Economics/Marketing
- Basic Accounting
- Photography

The Pos and Cons of Stopping Out

Today, "stopping out"—leaving school temporarily with the intention of returning—is a subject of debate on campus. Researchers Robert L. Cope found that his recent study that 95 percent of college students had considered stopping out during their undergraduate careers. Reasons for stopping out may be as concrete as a job offer or as hazy as a desire to gain maturity through varied experience. Some stopovers have found that living for a time outside the classroom environment helped them clarify their goals and prompted them to return to campus with a new direction and motivation. For others, the experience is not always rewarding. Some students find themselves simply drifting around and doing nothing for a semester. One young woman had high hopes of stopping out for an entire year to study Italian art in Venice. Unfortunately, the get filled into inertia after leaving school and never left the States. She ended up working in a pizza parlor until she could return to school.

Some undergraduate institutions, however, encourage stopping out. Bennington College requires students to leave campus each winter to work. Vanderbilt University will give time to "anyone with the desire to find oneself or a sense of direction."

Before you rush off campus to work for yourself, be sure you're doing the right thing. Sit down and talk to a counselor about your reasons for stopping out and what you plan to do with your time. And be sure to do the proper paperwork. To many schools, failure to fill out the proper forms and receive administrative and faculty approval could result in you "drop­ping" from the student roster.

Most importantly, set a date for your return to school. And stick to it. By using your "sabbatical" moment, you may discover it's hard to get back into the swing of things. Remember, the idea behind a successful "sabbatical experience" is to enhance your life, not upset it.

Should College Make You a Human Being?

Many professors and employers argue the generalist specialist issue on the basis of which type of ready-bred professionals students for the job market. Marketer Adler, chairman of the board of editors for Encyclopedia Britannica, takes a different view: "The college," he says, "should be a place where culture is transmitted." Adler holds that graduate and professional schools should teach specialized, technical skills, while undergraduate colleges should concentrate on giving the ordinary student a broad overview of the knowledge and accomplishments of the world's cultures. In a recent Newsweek editorial, headlined "The Case Against Grad School," noted that an informal poll of top professional and graduate schools yielded a variety of answers. Potential med students have to start almost from Day One to get in the science and math requirements and polish up their G.P.A.s. A premed advisor is usually called for early in the game, while the MCAT should be taken during junior year.

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One Big Question

The Career Game

Regularly to the professional world. Take Professor Rivers, for example. In addition to teaching journalism at Boston University, she is a free-lance writer for such national publications as Ms. magazine, The New York Times and Mother Jones. That makes her an academic with solid real-world contacts.

One student won an internship with People magazine after checking out a Rive­ rs lead. "I gave him the tip and he followed through on it," Rivers says. "I won't give a personal reference to a student I know unless they've performed well. My credibility with that editor is on the line." Not only can a pro provide contacts, he or she can also alert students to job openings before the fact. If you need to do research to become recognized and em­ aplyed in your field, get to know a professor whom might sponsor your project. Many professors also need student help with their own research projects, which could involve anything from typing manuscripts to joining an archaeological dig.

"If you don't establish that contact with your professors, that's a big segment of education that you're missing," says Mike Galvez, a UCLA police major who now works for a California state assemblyman. "So many of them are involved in outside activities. It's important to realize this and take advantage of it."
INTRODUCING THE NEW BREED FORD MUSTANG '79
Presenting a whole New Breed of Mustang for 1979—designed to be the best looking Mustang ever built. This Mustang achieves a new level of excitement with:

New styling. With dramatic sports car styling, Mustang has one of the most efficient aerodynamic designs of any car now made in America. Feel it slice through the wind.

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GET EXPERIENCE

Jobs go to graduates who have degrees backed by solid work experience.

Co-op Programs Give Direct Work Experience to 200,000 Students Each Year

This year, more than 1,000 colleges and universities will try to narrow the gap between classroom and workplace with "co-op" education programs. These co-ops provide students with paid work experience in jobs related to their fields of study. Business and government agencies cooperate with campuses to create on-the-job training opportunities within their organizations.

Northeastern University, The Nation's Largest Co-op Program

Most new graduates at Northeastern University in Boston don't bother to send out resumes—and they don't pound the pavement, either. Yet an estimated 90 percent go right from college to jobs in their fields. The reason? Most get hired by their last co-op employers.

Northeastern is the largest cooperative plan university in the nation; over 50 percent of its upperclassmen are employed in co-op programs involving more than 2,500 firms in the United States and overseas. In any given quarter, about half of Northeastern's 30,000-student enrollment will be on the job, while the other half will be in class. Co-op is optional for liberal arts students, mandatory for all others. These are programs in business, physical education, criminal justice, engineering, pharmacy and dozens of other career areas.

The physical education department offers co-ops in athletic training, adult fitness and coaching school athletic teams. "Co-ops provide an advantage to the employer," says physical education counselor Candace Herrera. "The students are geared up—and the quality of their work is professional and reliable."

"You get job experience and money to pay for school," says criminal justice major Bob Saran, "and the employer gets some work for a few months at a low salary."

By student standards, however, the money isn't bad. The average co-op salary at Northeastern runs about $14 a week, with engineering majors earning as much as $250. Since it usually takes five years to complete Northeastern's program, it's very possible to earn $1,000—while storing up front-line job experience.

"With co-ops, students get some insight into human behavior on the job—both good and bad—and a chance to familiarize themselves with career opportunities," stresses Stephen Kane, associate professor in the liberal arts co-op department. "The basic thing is that they aren't sheltered anymore."
A Co-op Success Story

At 21, Tim Finnegan is already taking home $17,000 a year as a sales development engineer for Hewlett-Packard in Cupertino, California. He credits his success in the job market to the co-op program at the University of California at Berkeley, which placed him in one of HP's research facilities for six months. Even as low man on the lab totem pole, he earned $750 per month while working with a high-level research group that was testing a new computer memory.

"But I didn't have enough to do," admits Tim, who was an engineering undergrad at the time. "I finished all my tasks quickly and then never planned anything extra for me. I was given total freedom during my co-op, but I needed a heck of a lot more direction to be productive. I started doing stuff on my own, like learning new computer languages, I knew there was work to do, but more praise or criticism would have really helped me."

Still, Tim wouldn't trade those months with HP-a showcase of what employers call "soft skills"-for anything. "I learned the basics of lab work and how to manage an engineering firm operation," he explains. "It was more relaxed than expected, but I didn't like the lab environment. There's not enough contact with people in dynamic situations."

So when he returned to campus, Tim put more emphasis on marketing and business classes. After graduating last spring in electrical engineering and computer science, he programmed his future for marketing. The result? "I got 15 job offers to choose from," he says simply. "I think that co-op really helped."

What's It Really Like To Work in Washington?

Each year, thousands of college students pour into the nation's capital to find that unique slice of American political life called "the Washington experience." D.C. interns are the term of the government-the cruise-niners, the envelope-stuffers, the collators and researchers. For most, the whole deal is a worthwhile blend of drudgery and glamour, a chance to move among the faces that appear on the evening news and get an inside look at how the system works.

University of Pennsylvania student Staci Bernstein worked last summer as an aide to Senator John Danforth. "I did a lot of boring office work, like addressing envelopes or packing for delegations and directors," she says. "The most interesting was sending new messages to different parts of Capitol Hill, taking constituents to see the Congressmen, finding documents at the General Printing Office."

"I might be sitting there kicking rocks and suddenly I'd see someone famous," she adds. "All in all, it was a very busy and steady atmosphere."

Karen Cote saw Washington from a different angle. She worked at NASA as a resource management assistant in the Federal Summer Intern Program, making about $970 a week. "I ended up as sort of an old-body, doing short research projects for other staffers," she explains. "A lot of it was busywork, but it was busywork that needed to be done. I learned as much about the federal bureaucracy. There are a lot of people who are trying to make things work but there's a lot of dead weight, too. It was great experience, but I found out a lot of work are really happening." Students in fields from accounting to zoology are eligible for hundreds of openings in federal agencies and departments, on Congressional staffs and in numerous lobbying and public service organizations. So if you are an intern in federal agencies can take home $110 a week and work, while some internships in the Department of Justice bring in $110. Congress take still make plenty of solid experience.

One way to find a Washington internship is through the Washington Center for Learning Alternatives. The Center offers an invaluable selection of internships (usually unpaid) and arrange housing facilities. In most cases the intern's placement office.

For more information, write The Washington Center for Learning Alternatives, 1705 Delaware St. NW, Washington, DC 20006. To investigate other available internships programs, you can also write away for the Directory of Washington Internships or A Directory of Public Service Internships; both include summer and academic-summer internships. Programs are available for $5 to $7 per week. The Internship is a non-profit organization.

The Scoop on Summer Gov't. Jobs

Want a Job Now? Hire Yourself!

One way to gain valuable work experience while still in school is to be your own employer. Starting any kind of business means plenty of upheaval, anxiety-producing risk and gallery-but the management skills you learn won't go unnoticed on your resume. Moreover, that part-time money you start in college may carry the seeds of a full-time business after you graduate.

Robin Wade, a senior at the University of Minnesota, is now working toward that end. Last spring, he turned a hobby—silkscreening T-shirts—into a blossoming business by selling the shirts in volume to help pay his college expenses. "I got into it because I needed a job and couldn't find one," says Robin, a 25-year-old marketing major. "At all the silk-screening myself. Most of my customers are other students, and I sell about 500 shirts a month."

"I've already started a mail-order business by soliciting orders from other schools," Robin says. "There's a lot of opportunity out there."

Texas A&M student Leslie Perry has started a business that complements his engineering courses. Leslie, a 23-year-old graduate student, is currently studying electrical engineering on a research grant from the Center for Energy and Mineral Resources. Last spring, he started an "energy auditing" business with two other students and a professor. The group analyses the energy efficiency of small businesses and restaurants, using a microcomputer-based system to pinpoint ways to cut down on energy waste.

Leslie doesn't expect to make the business a permanent venture. "I'd rather be an engineer than a businessman," he says. But practical experience in the field certainly gives him a head start in the job hunt.

The new crop of student entrepreneurs does everything from typing by the hour to selling homemade baked goods to. If you have a knack of ideas, a lot of drive and a business-plan-backed plan, the self-employment route might work for you.

The Uncle Sam Connection

The author is a veteran of government service. In this brief, matter-of-fact look, he unravels the mysterious red tape river for or getting a federal job from deciphering the paperwork to locating hidden opportunities. You'll also find an extensive list of information sources and a glossary of frequently used bureaucratic terms. By James E. Hawkins (Toilet Publishing Co., Chicago, 1976, $14.95).

The Scoop on Summer Gov't. Jobs

Summer always means white-hot competition for jobs, but a greater number of job programs and opportunities also may be available. For example, federal agencies open throughout the country offer summer jobs for college students that in turn single internship work is a field of much technical and subject-relevant experience. Sample of last summer's federal internships included the Federal Crop Insurance Corporation, the National Park Service and the Defense Civil Preparedness Agency. You want a clerical job, you must pass written tests measuring verbal and clerical abilities; applications for the test are taken in January at the U.S. Civil Service Commission office near you. You apply for the job you want, and the agency makes a hiring decision. You need a job and can't find one, but practical experience in the field certainly gives him a head start in the job hunt.

The new crop of student entrepreneurs does everything from typing by the hour to selling homemade baked goods to. If you have a knack of ideas, a lot of drive and a business-plan-backed plan, the self-employment route might work for you.

Working

In the career of a writer, author Studs Terkel crossed the nation, interviewing all kinds of workers about their jobs. The book is a collection of these voices, and the man behind the book is the top executive of the local com can start. It's great reading and a fascinating look at how our jobs affect the way we look about ourselves. By Studs Terkel (Harcourt, Brace & World, New York, 1975, $2.50).
Tough Free-Wheelin' Fords. America's best-selling truck line.

Get into the Free-Wheelin' spirit with both Free Wheeling Ford Trucks and Vans. Factory-customized machines direct from Ford, with special interiors, stereo, wheels, decked-out grilles, and more.

**Free Wheeling Bronco**, left side standard with styled steel wheels, RWD tires, colorful tape stripping, black bumpers, dual black bow-mount mirrors. Bronco XLT shown has optional chromatic tape stripe, 10x15 tires, swing-away spare. Privacy glass is optional.

**Free Wheeling F Series**, center, Ford's famed Shorty—packed with good looks including pinstriping, blacked-out grille, black front and rear bumpers. Shorty steel wheels, RWD tires, black bow-mount mirrors optional.

**Free Wheeling Styleside**, right shown with special interior trim.

**Free Wheeling Styleside**, front right cutout grille, black front bumper, black GT bar, styled steel wheels and rear MT tires, Chromatic tape stripe, large oak tires, black bow-mount mirrors optional.

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BE PROFESSIONAL
The most successful job candidates are people who know that careers will not fall in their laps.

Rehearsing for the Job Hunt

At a growing number of campuses, videotaped "job interviews" featuring real-press placement personnel as interviewers are preparing students for the job hunt. The service is usually offered to seniors, who put together resumes for hypothetical jobs in their fields and submit them to assigned interviewers.

Using audio-visual equipment, the career and interview tape a 15- to 20-minute interview, then immediately plays it back and review it. "Filming shows what things they are often unaware of," says Kitty Padgett, director of career planning and placement at Michigan's Albion College. Common flaws students display in their interview behavior are:

• nervous motions like twiddling cutting, biting fingers or playing with hair
• slouching
• indirect eye contact
• talking too little or too much
• irritating verbal mannerisms such as "like," "um" and "you know"
• not answering the questions directly

Many schools also offer video taping sessions to seniors who will have opening interviews when they try for admission to competitive graduate schools. For those who don't shun right away, further counseling and assertiveness training are often available.

Guerrilla Tactics in the Job Market

"You are in the middle of an Opportunity revolution, says manpower expert Tom Jackson in this information-packed guide to discovering the kind of jobs you want and how to go after it. The brief, punchy chapters tell you how to target your goals, team the hidden job market, fill in your gaps training or temporary work and launch the most direct and effective job campaign. It's worth-while reading By Tom Jackson (Bantam Books, New York, 1978, $2.95)

Some People Will Do Anything for a Job

Grifts. Sometimes that's what it takes to get the job you want. Author Henry Miller had it even before he wrote "Tropic of Cancer." As a young job seeker, he startled off an interview with a company personnel director. Upon the occasion, Miller stormed up to the executive's office to protest, "I have this truckload of Cub to do," he told the hesitant secretary, "You're already at home and the fish are aruing my bill." The secretary, not wanting the responsibility for a load of spoiled fish, insisted. An armed personnel director in high, young and very pleasant fashion as a management trainee. Along the track of massing your resume at bulk rates, take a tip from two New Yorkers. One invested the postage money in a sandwich board, pasted "For Hire" on it, along with his qualifications, then passed out resumes as he literally pounded the pavement. An advertising agency personnel manager spotted him on the evening news and the resourceful young man traded his board for a job. Meanwhile, a tax driver, excite­ly located in Manhattan, taped a resume to the cab window in full view of his passengers.

The point: Be sure to inject a healthy amount of zest and imagination into the job-hunting process. It's a good way to keep yourself psyched—and it may bring some new opportunities rolling your way.

Do Some Detective Work

It's never too much information that specific company, or would like to find other companies that might be interested in you, the place to go is your career counseling, or the public library, with corporate directories such as Moody's, Standard and Poor's, Moody's manuals and Corporate Clearing House. Make comparisons by taking note of the pay history of each business, its financial balance sheet, number of hold­ers-totop-jobs, future growth patterns, profits, sales records and the locations of branches and subsidiaries.

More good sources include the annual reports issued by the companies to their stockholders, trade magazines such as Forbes, Barron's and Business Week, and business periodical indexes.

Researching a company can help you write more effective letters of inquiry, find out which executive should get your resume and sound a lot more knowledgeable at the interview.

The Recruiters Are Coming!

At the average large state university, about 500 companies, from small businesses to corporate giants, conduct on-campus recruiting throughout the year. While companies may be looking for engineering or business graduates, liberal arts majors can also find management-training positions through this process.

Interviews fill up rapidly. Although some schools are trying to come up with a better system, most rely on the standard five-minute, first-arrival approach. Interview schedules are usually posted in the placement office or advertised in the school paper well in advance. You be on the lookout. In order to interview with some companies, students must meet the firm's specific requirements (in terms of gradu­ation date, location, etc.). Be sure to get all the details from your career counseling center.

The Most Important Piece of Paper Is Your Resume

"Your resume probably has about 10 seconds to make an impression on an employer." says manpower expert Tom Jac­kson, author of The Hidden Job Market and Guerrilla Tactics in the Job Market. Most students, he feels, are "documents of mediocrity" that don't communi­cate positive skills and results. Jackson offers the following tips to keep your resume from landing in corporate wastebaskets.

1. Take stock. Don't start writing until you have compiled a list of your skills, accomplishments and experiences. This inventory will help you pick and choose the most relevant aspects of your background to use for a particular job target.

2. Present your accomplishments. Let the employer know about things you've done which could relate to his or her needs—not just the job titles you had or the duties you were supposed to perform.

3. Eliminate unnecessary information. Leave out personal data like height and weight, race, religious or sexual desires.

4. Limit your resume to one page. This is the formal route employers say they prefer. There are few young people whose job qualifications can't be summed up in one page.

5. Use action verbs. Get sentences and paragraphs off to a brisk start with verbs like "created," "organ­ized," "managed," "took responsibility for" and "built." Don't bury your abilities and achievements behind long, stuffy windups. Don't use an overly cute or fancy style unless you are applying for a job in a field (like advertising) where it could be appropriate.

6. Make it look beautiful. Your resume should exude profession­alism and competence. If possible, have it printed (not Xeroxed) on good-quality white or cream-colored bond paper. If you are not a good typist, have a friend or profession­al do it on an electric typewriter.

7. Don't expect a resume to land you the job. A resume is merely a direct-mail technique to help you get your foot in the door. It's no substitute for face-to-face contact with the employer. After you send out resumes, don't sit around wait­ing for employers to call. Get back in touch with your job-hunting campaign.
Three as on the high-speed autobahn.

Excellent Performance.

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WUNDERCAR!

FIESTA. WUNDERCAR!

Imported From Germany. Ford Fiesta is Europe’s most suc-
cessful new car in history. Based on over 30,000 reservations in the
first 16 months. It’s an import buyer’s dream. A car that’s at home
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bias to help take you up hills, through mud and over ice and snow.

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Bank and position steering for
precise handling. And acceleration
that will absolutely move you. In
Ford tests, 1978 Fiesta accelera-
ted from 0 to 50 MPH in an aver-
age of about 9 seconds. And their
front disc brakes brought them from
0 to 60 MPH in an average of
3.3 seconds.

High EPA Gas Mileage Ratings. Fiesta not only gives you great
performance, but also high fuel economy ratings. 1978 EPA gas
mileage estimates were unprece-
ted at the time this ad was pub-
lished. See your Ford dealer for
actual 1978 EPA ratings.

At Over 5,000 Ford Dealers.

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