

Suddenly geologists are in the spotlight

Not so long ago, except for geologists who planned on entering the fields of education or government, there were very limited employment opportunities. Some geology majors may even remember being called "rock hounds" and many may have felt like one famous contemporary comedian in that they got "no respect" for their smarts in studying geology.

Well, geologists, times have changed. Geologists are not only getting "respect" but they may, ac-

ording to *Careerism Newsletter*, be the cream of the crop in the decade of the '80s. The forecasters say that because of concerns about the nation's energy and potential water problems in the future, geologists are attracting enormous attention. Prognosticators also see increased employment opportunities for hydrogeologists and geophysicists.

Specialists and functions: On top of the pile are petroleum geologists. These technicians determine, through studies of terrain, where be-

low the surface oil deposits might be. Other types of geology experts in demand are Structural and Stratigraphic Geologists. In the first case, structural geologists look for "breaks and bends" in rock strata which have oil deposits, while stratigraphic geologists study the "ups and downs" of the earth's terrain that may provide clues to oil deposits.

Hydrogeologists/Hydrologists: Predictions of water shortages in the near future (particularly in the west-

ern states) are creating better employment prospects for these specialists who study both underground and surface waters. Hydrogeologists will also attract much attention because of the potential development and production of shale oil, and the need for significant amounts of water in that production process. Also, the possible development of massive slurry-pipelines to transport coal to eastern cities from the west will increase demands for these specialists.

Mining/Uraniun and Environ-

mental Geologists: These specialists who look for gold, silver and other precious metals should find excellent employment opportunities. Although the demand has declined in recent years there is still a need for uranium geologists. Many should find jobs in the international and national marketplaces. Environmental geology, a relatively new field, offers great promise, concerns about disposal of dangerous waste should create additional interest in environmental geology experts.

Where are the jobs? Organizations involved in energy, water resources, environmental planning and mining hold the best prospects. The demand for petroleum geologists "has skyrocketed along with their salaries," *Careerism Newsletter* shouts. Geologists are being courted by the big oil companies as well as small and medium sized "wildcatters" who drill the shorelines and wilderness of the earth for oil.

Career advances in insurance

To many people, a career in insurance means a career in selling. In reality, says The Information Institute, nothing could be further from the truth.

About 30 per cent of the people employed in the insurance industry today are directly involved in selling, while the other 70 per cent are engaged in a variety of tasks that range from judging the insurability of a risk to preparing a complex legal brief. More than 1.5 million people are employed in the insurance industry—people with a variety of administrative, professional and technical skills.

The insurance industry expects to have an increase of between 5 per cent and 17 per cent in job openings through 1985. By careful planning you can obtain one of these jobs. The first thing you should do is to decide which field of insurance that you would like to enter. The industry is generally divided into three broad categories: 1. Life; 2. Accident and health; and 3. Property and liability. Accident and health insurance pays medical expenses and other benefits for injuries and illness of policy holders, medical expenses and other benefits for injuries and illness of policy holders.

Besides providing financial protection for a family in case of death, life insurance can be used for such diverse purposes as providing income at retirement age or in case of disability, or helping pay the costs of a business in case of the death of the owner. Next you should try to determine which jobs in the insurance industry appeal to you the most and which jobs you feel are best suited to your talents. Then it's simply a matter of planning an educational route to the career you want.

Some positions in the insurance industry such as lawyer, loss prevention specialist (Safety engineer) and Systems Analyst are highly technical and require special training and education. You would prepare for one of these positions the same as if you were going into another business.

The entrance requirements for other insurance industry positions, however, such as underwriter, field representative and adjuster, are not nearly so restrictive. Although the candidate who has had some training in these areas obviously has an advantage over those who have not. People from a wide variety of backgrounds have found employment in the industry. Some of these backgrounds include accounting, advertising art, banking and finance, business administration and business law, chemistry, commerce, economics, education, engineering, English, geology, history, humanities, hygiene, industrial management, industrial relations, journalism, law, library science, liberal arts, management, marketing, math, medicine, nursing, personnel, political science, psychology, sociology and statistics.

If you're not sure which position you would like to shoot for in the insurance industry, the best way to prepare is to give yourself as broad-based an education as possible. The well-rounded applicant, besides studying insurance topics, would have taken course in English, history and the humanities, as well as marketing, management and economics.

For more information about careers in property and liability insurance, write to: Insurance Information Institute, 110 William St., New York, N.W. 10028; and/or: American Council of Life Insurance, 1950 K St. N.W., Washington, D.C. 20006, for information on life and health insurance.

PEOPLE WHO DON'T LEARN OUR NEW ZONES MAY STAND IN THE WAY OF AMERICA'S FASTEST BUSES

Come September 5, a lot of America will have an eye on Portland.

We're leading the way again, this time with the nation's very first self-service fare transit system. Electronic fare equipment, handier tickets, improved routes and zones.

The purpose: to provide better, faster service, more efficiently. To keep future fares as low as possible.

Only one catch. A lot is riding on you.

MORE ZONES MAKE OUR FARES MORE FAIR.

For years, some passengers have had to pay the same fare as passengers traveling much farther. While it's impossible to achieve total equity, our new five zone system will help make things a lot more fair.

Now riders will pay for the distance they travel. Which makes sense.

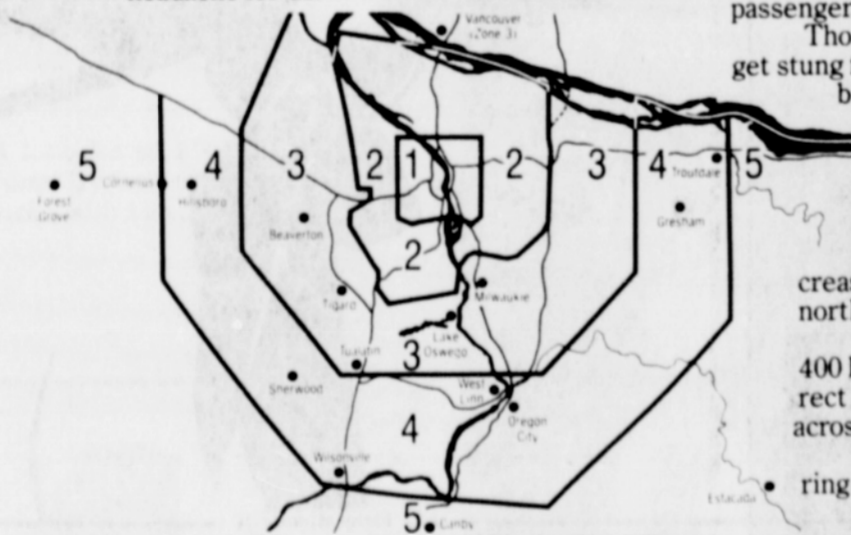
New self-service tickets and passes are keyed to the zone changes shown below.

To determine how many zones your trip will include, just count the number of zones you'll go into or through. For example, a trip that goes from zone 3 to zone 2 is a 2-zone trip. A trip from zone 3, through zone 2 and into zone 1 is a 3-zoner, requiring a 3-zone ticket or pass.

(If this map isn't detailed enough for you, buy our new Transportation Guide and Map, available August 20 at Tri-Met's Customer Assistance Office, 522 S.W. Yamhill, or at participating Far West Federal Savings offices.)

KNOW THY ZONES.

We know, we know: having to learn new zones is a hassle. It's also a great headache for us.



	CASH	10-RIDE TICKET	VALID AS TRANSFER	MONTHLY PASS
Adult All-Zones	\$1.25	\$11.50	2 1/2 hours	\$40.00
Adult 3-Zone	1.00	9.00	2 hours	32.00
Adult 2-Zone (1 or 2 zones)	.75	6.50	1 1/2 hours	23.00
Short Hopper				
1-Zone	None	5.00	1 hour	None
24-Hour All-Zones (unlimited rides)	None	2.50	24 hours	None
Youth All-Zones	.50	4.50	2 1/2 hours	15.00
Retarded Citizen (all hours, all zones)	.25	None	2 1/2 hours	6.00
Honored Citizen (same as Adult fare weekdays 7-9 am, 4-6 pm)	.25	None	2 1/2 hours	6.00
Honored Citizen (all other hours, all zones)	.25	None	2 1/2 hours	6.00

This handy table is full of information. Like the costs and time limits for each type of ticket. And the savings of passes over tickets.

But as the fundamental ingredient in our new self-service fare system, it is vital that you board the bus knowing what zone you're in and what zone(s) you're heading for or through. That's one reason we've put zone numbers on every single bus stop sign. So you can double check.

THE LONG ARM OF THE FARE INSPECTOR.

The other secret to making self-service work is letting the driver concentrate on driving and the passengers handle their own ticketing.

The automatic ticket validating and dispensing equipment will do most of the work. And passholders or transferring riders will now be able to board front or rear doors, without showing the driver anything.

Also, just to help keep everyone honest, there will be frequent visits from Fare Inspectors. Much like conductors on a train, these folks will come by and ask to see proof of payment (a valid ticket or pass) from every passenger.

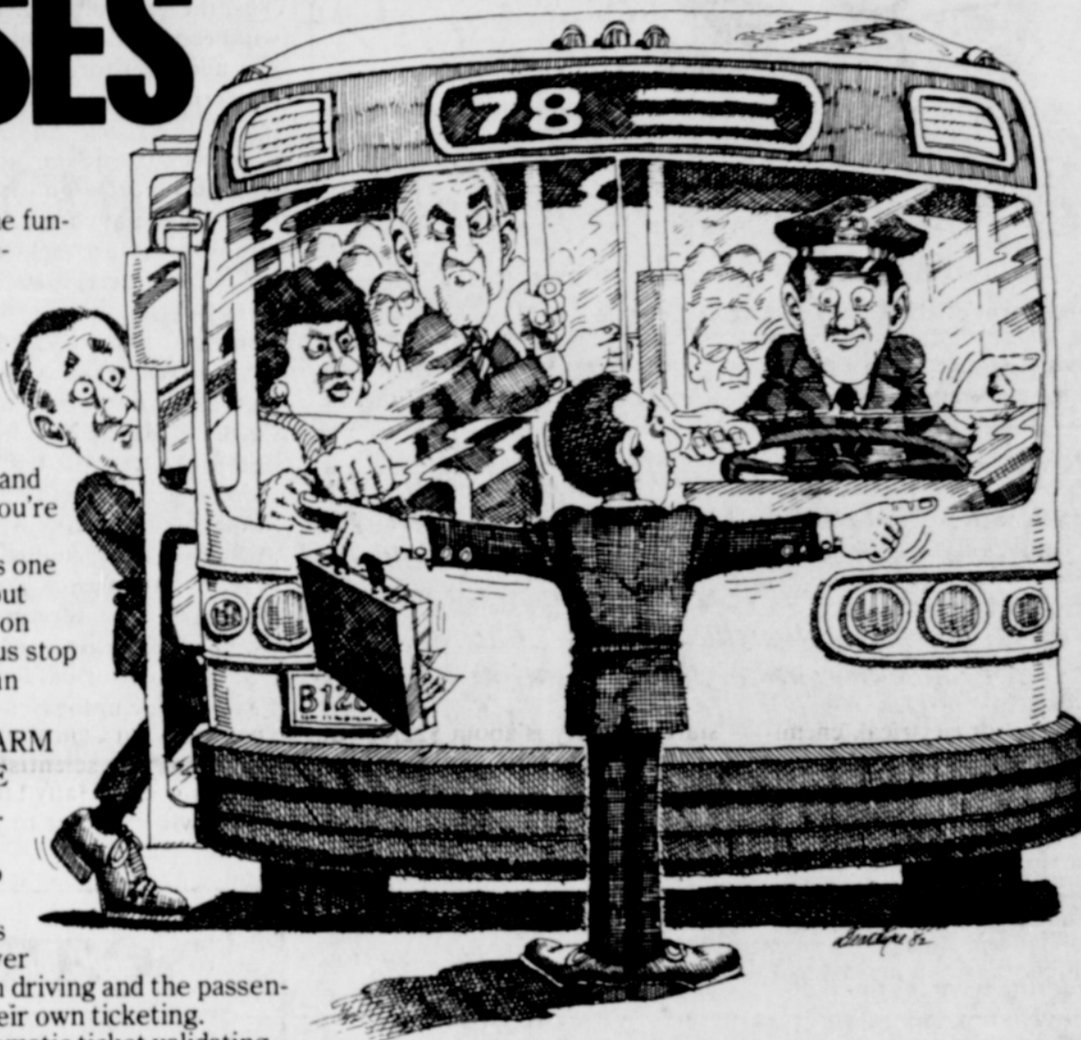
Those who try to sneak a free ride will get stung for a \$20 surcharge fare. Which can be somewhat embarrassing, too.

FASTER DIRECT ROUTES LET YOU SKIP TOWN.

Besides better zones and boarding for all, we've also done some major re-routing and increased service on the east side and in north and northwest Portland.

In all, we've added more than 400 hours of bus service a day. And direct routes, allowing riders to go across town and skip going downtown.

So waits will be shorter, transferring easier and trips faster.



GET UP TO SPEED NOW.

To help make it as easy as possible for you to learn all the finer points of the new system, we've been holding Bus School in big yellow demonstration buses. If you haven't taken the ten-minute walk-through course yet, call 233-3511 and we'll tell you where there's a Bus School close to you.

An even better way to get the nitty gritty facts is to clip out the form below and mail it in. Fast.

We'll send you a free Speed Riding Manual that has nearly everything you need to know for September 5.

Because we'd sure hate to see someone as nice as you standing in the way of America's fastest buses.

TRI-MET SPEED RIDING MANUAL

THE TRICK WHEN ANYWHERE OF BEING AMERICAN AND FASTEST BUSES.

- Rapid Self-Service Fare Equipment
- Handy New Tickets and Passes
- Streamlined/Longer Bus Boarding and Transferring
- Quick and Convenient Fare Inspectors
- More Expandable 3-Zone System
- And lots, but hardly any, Fares More Than \$20.00 that Skip Passengers.

Dear Tri-Met: I want to learn more about how to ride America's Fastest Buses. Please send me a copy of your Speed Riding Manual which explains in detail the new equipment, zones, and routes.

Name _____

Street _____

City _____ State _____ Zip _____

Destination and Address _____

P.S. I'd also like some help figuring out my specific trip. According to the info below, please tell me how many zones my ride will be, what it'll cost and where I should catch the bus.

Desired arrival time at destination _____

Desired departure time from destination _____

What day(s) of week _____

Home or Starting Address/City/Zip _____

Check one: I am a(n): Adult (19 or over) Youth (under 19) Honored Citizen (65 or older)

Mail to: Tri-Met, c/o 925 N.E. Everett, Portland, Oregon 97232

(Please mail prior to August 19th)

AMERICA'S FASTEST BUSES ARE COMING TO PORTLAND SEPT. 5