

Summer Job (Continued)

will be sought by more people than at any time since 1940. What chance will you have in this tight labor market?

You need a sound plan if you are to avoid ineffective wandering from one employment office to another. If you don't have a plan, it may mean good-bye to those pay checks you've been counting on to cover your books, clothes, and tuition.

What do you need to know about getting a job? Here are a few of the fundamentals I've picked up after many years of interviewing young applicants. Most of these ideas apply to any type of job hunting, and the youngster who learns them early will have a big advantage for years to come.

1. Look for your Summer job now. In years past, many teens have taken a week or two of "vacation" before looking for a job. This year the time for a vacation is at the end of Summer, when you have your "nest egg" put away.

2. Decide what type of job you want. All states have limitations on the kind of work a teen-ager is allowed to perform. Your high school can tell you what work you can accept. Then select the type that best fits your interests and objectives, whether it be outdoor, office, or factory work. Later on, when you leave school permanently, you can tackle those jobs open only to people with experience, based on the work you did during Summer vacations.

Once you know, generally, the work you want to do, learn what organizations in your area have such positions. See if any of them are listed with your school's placement bureau or State Employment Service as needing Summer help. If not, plan to contact them directly on your own.

3. Prepare a "sales story" on yourself. Study it carefully before you arrange an interview. List those qualifications which fit you for the position you want. The fact that you have done well in related school subjects, or have a good attendance record, or plan to go on to college and will be available for future Summer work, are assets worth remembering. Look for things that set you apart from the run-of-the-mill applicant merely "looking for a job."

A famous World War II admiral gave this advice to young officers interested in advancement in the Navy: "Right now you're just another IBM card down at the Bureau. There are thousands like you with the same qualifications. Your problem is to stand out, in the right way. Do something different. Learn Sanskrit or become an expert on the Eskimo. Try to get a punch in your card no one else has."

The problem is much the same for the young job hunter. The trick is to find out what your special talents are, and to sell them.

4. Plan your appearance to fit the job you want. Although many make the

mistake of being sloppy and ill-kempt, often the conscientious boy or girl errs in the other direction and shows up dressed appropriately for a date but not for a job interview.

Girls should avoid party dresses, too much jewelry, and excessive make-up. Boys who want work in a factory or with a construction crew will find that clean khaki pants and shirt make a

good impression. For a boy after a store or office position, a clean white shirt and a conservative tie are the best bet. Good grooming, a fresh haircut, and a shoe shine are musts for any job.

Remember, you want to make it easy for the employer to picture you working in his organization.

5. Make an appointment for an interview. This is done simply by telephon-

ing and asking for the person who does the hiring. Usually school lets out in time for a late afternoon interview, and this is the best time for most busy employers anyway.

By all means, go alone to see about a job. Although it may help your morale to have a friend along, it only confuses the employer. The idea is to make him concentrate on you.

6. Be ready to fill out a neat and complete application. Since the information asked is essentially the same on all applications, it helps to have a list of all pertinent names, dates, and addresses written down for use before-hand. Remember, after you've left your application represents you. Take time to make it neat and accurate.

Be sure to bring a pen with you for this purpose. Some personnel departments have the poorest writing equipment this side of the post office.

7. Be sincere. Sell yourself. The personal interview is the deciding factor in whether or not you get the job. The interviewer will want you to tell him about yourself, and this is where you fall back on the "sales story" you planned. Tell your story simply, but with conviction. Remember, you are selling the most important product in the world—yourself.

Sincerity is important here. Don't be ashamed to admit you want the job badly. Employers are like anyone else—they like to be wanted.

8. Follow up the interview. If you don't get a definite "yes" or "no" at the time, find out what more you can do and when to call back for an answer. If you are told you will be contacted, and a week or more goes by without word, make a phone call politely inquiring about your prospects. Show that you are still interested, but keep looking elsewhere.

I recommended this program to a young man in high school several years ago. He was hired for the Summer by a growing manufacturing company. He worked hard to live up to his "sales story" and the next Summer he was given a more responsible job. After graduation, he was placed in a company-sponsored training program and sent to college. Not long ago, I heard from this man again. He had just been made vice-president of the company—and offered me a job.

That is what prompted the advice given in this article. It can mean a lot to you this Summer—and for the rest of your life, as well.

HE SAID "NO" 3824 TIMES LAST YEAR!

"THE HARDEST-TO-PLEASE MEN IN THE WORLD" MAKE UP THE UNIQUE GROUP OF ATLAS AUTOMOTIVE SPECIALISTS THAT DECIDES WHETHER A PRODUCT IS GOOD ENOUGH FOR YOUR CAR

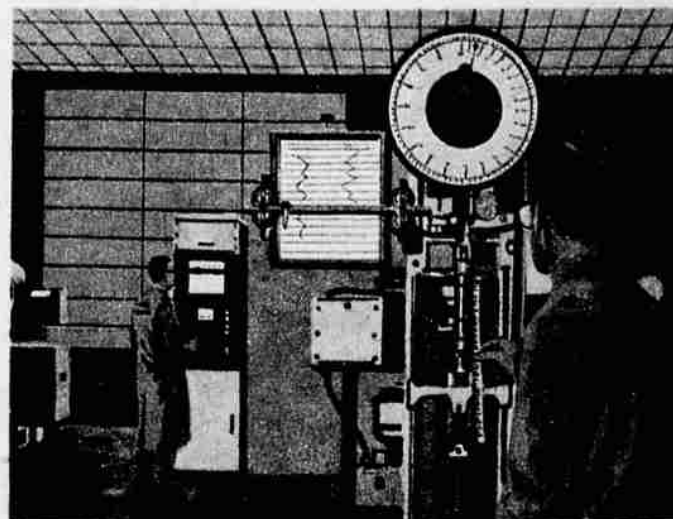
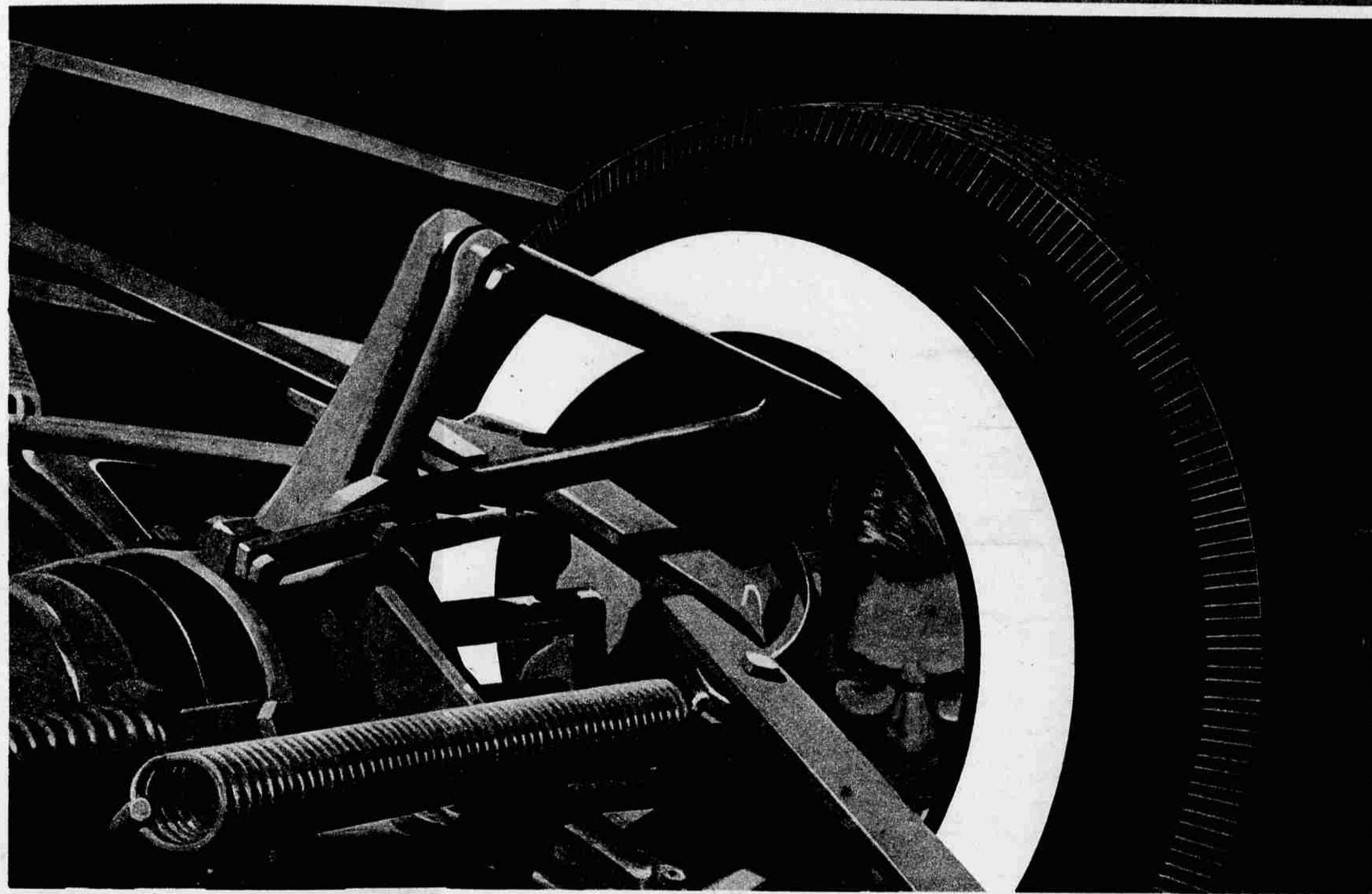
But when the Atlas Automotive Specialists finally do say "yes," you can rest assured they've developed the tire, battery or accessory that offers the very best in performance and value.

You won't find a more demanding group anywhere. Before these experts pass any Atlas product, they put it through the stiffest testing, analyses and comparisons. For example, they actually set performance standards for Atlas tires higher than for the tires that came on your new car! The price? No more than ordinary tires.



PROVED ON THE ROAD...

In constant tests under all driving extremes of temperature and climate, the performance superiority of Atlas products is proved time and time again. In fact, in rigorous field tests, Atlas tires consistently average better mileage than the tires that come on brand new cars.



THROUGH THESE ATLAS LABORATORIES...

Every year literally thousands of automotive products from the four corners of the world are given a thorough going-over to make sure that none exceeds Atlas quality. Thus, Atlas engineers keep well abreast of any new developments that might make Atlas products even better.



HUNDREDS OF TIRES DESIGNED, TESTED

Atlas tire men devote their efforts to developing treads that give the greatest possible mileage, traction and skid-resistance. This is typical of the research, testing and improving that go into all Atlas products.



SERVICE STATIONS COAST TO COAST

Ask your Atlas service station dealer to show you the written guarantee on Atlas tires and batteries. It's honored on the spot at more than 38,000 service stations in 48 states, Alaska, Canada.

ATLAS
TIRES · BATTERIES
ACCESSORIES

YOUR GUARANTEE OF PROVED TOP VALUE

Reg. U. S. Pat. Off. © 1958 Atlas Supply Co., Newark 1, N. J.



"Due to inclement weather, the rain dance has been postponed."