First Job for New Grads Is Tremendous Hurdle --- These Hints by Experts Will Help Them Take It

By DOYLE SMEE

"Everybody tells me it's tough to get a job these days," says the worried graduate of 1950. "But the fact is, I have to get a job. So what do I do now?"

Even equipped with the most valuable information, the young job-seeker often finds getting his first job a tremendous hurdle. Mildred M. Hickman, placement director, spends a lot of her time giving beginners a vitally-needed lift.

"What the beginner must do in his first job," she says, is to establish a good reputation, a good reference for future use. The best way is by taking part-time jobs while he's still going to school. He learns the basic things—to get to work on time, to face people, to follow orders."

More and more employers are demanding experience as a qualification, and part-time work during school years is about the only way a young graduate can get it.

Employment officials declare that most who fail to find jobs simply aren't persistent enough. One official of a state employment service cited this tppical case:

"A graduate chemist came in looking for a job—manual labor, anything. In interviewing him I learned he had applied at nine companies, without success.

"I named a dozen places that hire chemists, and he hadn't heard of them. I gave him the classified telephone book and told him to make a list of 200 places that might hire chemists, and then try them all.

"Not long afterward, he got a job as a chemist."

Many official employment service offices offer job-seekers many worth-while services. All young graduates are urged to register with them.

One prime service is the aptitude test, which also can be taken in many college placement bureaus and in some business establishments. A test of this sort helps the prospective job applicant decide what he is best fitted for—if he hasn't already made up his mind.

But most graduates have a pretty fair notion of what they're best equipped to do.

It's not easy to get just what you're looking for, but here are some hints that may help:

1. Be methodical. Make a list of all employers in your field, and go down the list, applying at each one.

2. Be persistent. Don't give up after a few interviews. Keep on if it takes 100 calls. Your job is finding a job. It's hard work.

3. Sell yourself. It's common sense to be neat and clean at all interviews. But that's not enough. You must have a sales talk ready, answering the interviewer's unasked question, "Why should I hire this person?" He won't ask, but you must tell him anyway.

4. Be modest. Although you have to sell yourself, don't oversell. The employer wants someone who'll fit in with the other workers. If he thinks you're too cocky, he won't want you.

5. Set your sights low. You must be ready to swallow your pride and start at the bottom these days. Don't expect too much, or ask too much. Once you get the job, you can demonstrate your worth and advance accordingly.

6. Know your prospective employer. It's smart to learn all you can about every place you apply. You'll attract the attention of the man who interviews hundreds of applicants if you know what the company makes, some facts about how it's done—enough to demonstrate that you're awake.

7. Prepare a resume. Have a neat (typed, if possible) resume of your background. Make enough copies so you can leave one at each call. Include all pertinent data, but don't write a book. One page should be enough.

8. When you're answering a newspaper ad, it's a good idea to include a copy of the resume and a picture of yourself. Naturally, they'll want to known what you look like.

The Interview—The man behind the desk is a corporation personnel manager waiting for a job applicant to "sell" himself. The scene will be repeated a million times for this year's new grads, who'll find getting a job can be hard work.

Flower Garden Tips

Crowded iris clumps should be divided and replanted as soon as they have finished blooming. Remove spent flower heads of peonies and iris as soon as they appear. By doing this all season, your flowers will produce more bloom.

Lift spring-flowering bulbs such as tulips after bloom and store in a cool, dry place until fall planting time. Allow the foliage to start dying before digging. Then plant these vacant borders with glads, cannas, bedding plants, or even hardy mums.

Thrips cause much damage to gladiolus. For control, apply a 5-per cent DDT dust at 7-day intervals. Start these control measures as soon as the third leaf appears. If you wait until the thrips have worked their way into the husks, the battle is lost—an ounce of prevention is worth a pound of cure. During rainy weather more applications will be needed, and when weather is hot and dry, apply less often.

Keep leaf spot and mildew on roses under control by weekly doses of dusting sulphur. If you notice some very small worms skeletonizing the rose leaves, mix 1 part of lead arsenate with 9 parts of the dusting sulphur.

What to Do?

Johnny had been commissioned to mind his baby brother. Presently, loud cries from the garden reached his mother's ears.

"What in the world is the matter?" she called from the kitchen window. "Can't you keep your little brother entertained for a few minutes?"

"I'm trying to figure out what to do," replied Johnny. "He's dug a hole in the ground, and now he wants to bring it into the house with him."

Dinosaurs Came In All Sizes, Some Small As Collie Dogs

What were the Dinosaurs that occupied the ancient world really like? Dr. W. E. Swinton of the British Museum of Natural History recently went to Canada and the United States to study their collection of Dinosaurs and compare them with European ones. In a radio talk he told listeners something about these pre-historic creatures which were the dominant land animals for nearly a hundred million years.

The first misconception he corrected was that all Dinosaurs were huge. Some were enormous but others were as small as a collie dog. They were all reptiles, distant relatives of snakes and lizards and rather closer relatives of crocodiles. They were cold blooded, often scaly in appearance and the females laid eggs. They are known from their fossilized remains, the only contact between them and modern man, for the last Dinosaur had been dead at least sixty million years before the first man appeared.

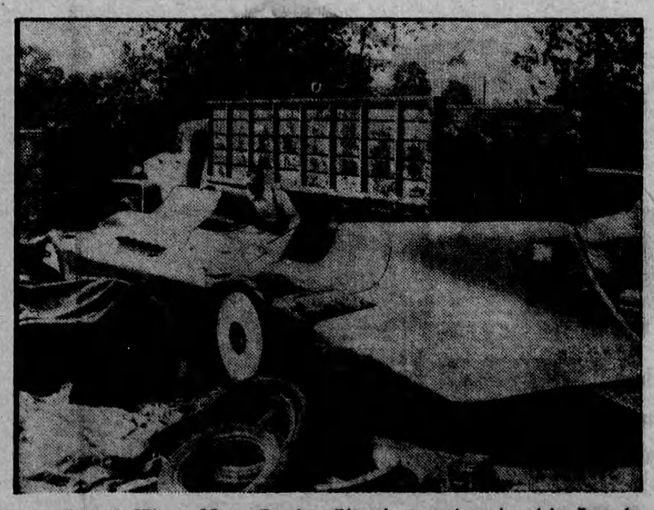
Nearly a hundred different kinds of Dinosaurs, who adapted themselves to various ways of life, have been found. Dr. Swinton distinguished them in the easiest way, by their habits. There were flesh eaters with two short fore limbs and two strong hind ones on which they walked. Their toes and fingers were clawed and they had one row of sharp, knife-like teeth. Some were small, some more than ten feet high, the climax of their development being reached in Tyrannosaurus, nearly fifty feet long from his snout to the tip of his tail. These flesh-eaters were closely related to an even larger vegetarian group, with very long necks and tails and elephantine bodies.

These animals still had long hind legs but walked on all fours. Some were only thirteen feet long, the famous Brontosaurus was between forty and sixty feet, whilst the biggest of all, Dplodocus, measured nearly ninety feet and probably weighted twenty-five tons. They spent much time in lakes and rivers where they used their strong teeth on the softest vegetation and their claws to grasp a foothold. A third group of Dinosaurs walked erect and had beaked mouths and teeth suited for feeding on the evergreen palm like vegetation of the time. Some of the smaller kinds may have climbed trees.

The fourth group, four-legged cousins of the beaked animals and up to twenty feet long, were called armoured Dinosaurs because of the bony plates and spikes they bore. Some were entirely covered with such things; others had a double row of plates along the centre of the back, others had spikes on the face and brow and a great frill of bone over the neck.

Complete skeletons of some Dinosaurs are in existence, others are just isolated bones. Impressions of skin are found on the rocks in association with the bones, and there are remains of eggs, with very occasional portions of embryos. From fossilised teeth information about their food is deduced and the type of rocks in which the fossils are preserved tell of the geography and climate. There is a good collection of Dinosaurs in London and others in Europse but by far the finest collections are in Canada and the United States for the types of geological beds which preserve the bones are more amply represented there.

Dinosaurs lived for a hundred millions years and then vanished dying without descendants. Towards the end of their era there were wide changes in topography, climate and the nature of plants, all of which made demands on a stock aeons old in habits. They had their shortages of food, shelter and, most potent of all, shortage of brain. Dr. Swinton concluded by describing his visit to the world's largest telescope on Mount Palomar in California. With it man can see systems incredibly remote, whose light takes one hundred and forty million years to reach the earth. "Light that left the outer nebulae when the Dinosaurs were alive and were masters of the world now gleams upon their honoured bones," he said.



Once Speed King, Now Junk—Slowly rusting in this London car dealers' junk yard is the late Sir Malcolm Campbell's famed "Bluebird," formerly the world's fastest racing car. The once-sleek racer was the first land vehicle to travel at 300 miles per hour, and broke the world's land speed record for Great Britain no less than five times Its glory is now fading with its paint.

Lord Webb-Johnson, ex-President of the Royal College of Surgeons, tells of a doctor's tombstone he found in a Dublin cemetery. The inscription was: "If you want to see my memorial—look around you."

THE FARM FRONT

by John Russell

"Fear no more the heat of the sun" may be all right as the start of a funeral dirge—and what a lovely one it was—but folks whose daily tasks must be done out in the open air, would do well to treat the source of our light, heat and energy with due respect.

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Every summer countless thousands of Canadians suffer, to some extent, from the heat. The consequences can range from mere discomfort to death. These consequences are better known as heat exhaustion, heatstroke, and sunstroke. Each of these conditions has different symptoms and signs, and each varies in the treatment required.

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Take heat exhaustion first. This is due mainly to perspiring in such great amounts that the body is drained of most of its water and salt. It is not necessarily related to physical exertion. It usually comes suddenly with marked weaknesses, dizziness, nausea, or vomiting. If the person is standing, he may reel. His skin will be pale and moist, his pulse weak, breathing rapid, perspiration profuse.

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For heat exhaustion, do this: Have the person lie down, if possible, in a cool place where the air is circulating freely. Loosen his clothing. If the patient is chilly, no matter how hot the day, keep him warm with a hot water bottle or blanket. If he is conscious, give him sips of salt water (1 teaspoon of salt to 1 pint of water) and a stimulant (tea, coffee or aromatic spirits of ammonia in this proportion: ½ teaspoon in ½ glass of water). If the patient does not improve quickly, call a doctor.

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Sunstroke and **heatstroke** have the same symptoms and effects but sunstroke comes from **exposure to the sun** and heatstroke comes from **exposure to extreme indoor heat.** Both are far more serious than heat exhaustion and require prompt action to save the person's life. Since cause and treatment of sunstroke and heatstroke are the same, we shall refer henceforth only to sunstroke. It may occur with surprising suddenness; it may be preceded by acute headache, dizziness, and nausea, rapidly followed by unconsciousness. The skin of sunstroke patients is dry and hot, the face flushed, the pulse rapid, and the temperature high.

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For sunstroke, do this: Call a physician at once. While waiting for him to arrive, take the patient to a cool place where he can lie down with his head slightly raised. Remove as much of his clothing as possible. Put an ice bag or very cold cloths on his head. Then try to reduce his temperature by sponging his body with cool (not iced) water or by wrapping him in a sheet and spraying, or gently pouring, cool water over him every few minutes. Do not give stimulants. After the patient becomes conscious, give him cool water to drink.

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Heat cramps usually develop in those who work indoors in high temperature and who perspire profusely. The resulting loss of salt from the body causes cramps. The onset is sudden with painful cramps of the abdomen or limbs. This condition may last for about 24 hours, but rarely more than that.

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For heat cramps, do this: Have patient rest in a cool place. Apply warm cloths or a hot water bottle to the abdomen. Relief should come quickly; if it does not, give the same care as for heat exhaustion.

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Sunburn is another consequence of too much exposure to the sun. However, one may be sunburned on a cloudy day. Sunburn is a real burn, and in its effects it is just like any other burn. Mild sunburn can be painfully uncomfortable, and severe sunburn which covers a large portion of the body is dangerous. It may cause stomach and intestinal disorders and sunstroke.

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Serious sunburn usually is avoidable if exposure to the sun's rays is brief until tanning has begun. If a person must be out in the sun for any length of time before he has acquired a coat of tan, clothing should be worn. The oils and lotions on the market for the prevention of sunburn also are helpful.

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For sunburn, do this: Apply baking soda and water, a burn ointment, tannic-acid jelly, or calamine lotion. When you purchase the calamine lotion, have druggist add enough carbolic acid to make a 2-per cent solution. If the burn is severe and extensive, or if there is a fever, call a physician.

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It is wise to keep in mind that severest effects from the heat and sun are suffered by old people and infants in their first year of life. Also, those who are very much overweight or in poor health are most likely to suffer from the effects of heat, especially in lon-continued hot spells.

Hot Weather Do's And Don'ts

Do as much of your work as possible in the coolest hours of the day. The sun's rays are most intense in May, June, July, and August between 10 a.m. and 4 p.m.

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Don't stay in the sunlight too long at a time Take time off now and then to rest in the shade.

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Do keep your head covered when working in the sun. The sun's rays are most harmful when falling directly on the head.

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Do wear light, loose clothing.

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Don't overeat. Choose easily digested foods. Leave out fats and cut down on meats, eggs, and other proteins which serve to "steam up" the body. Fruit juices are helpful. Go light on tea, coffee, tobacco, and alcoholic drinks.

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Do try to create a breeze by open windows or fans when working in intense indoor heat.

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Do drink plenty of cold (not iced) water. From 8 to 12 or 15 glasses a day may be needed to replace the fluid lost through prespiration.

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Do use plenty of salt with your food and add it to your drinking water, unless your physician advises otherwise. Or, if you prefer, use salt tablets. Extra salt is needed to replace what is lost in perspiration.

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Don't overdo in any way. Keep in good condition with healthful living habits. Get plenty of rest and sleep, avoid too much physical activity and fatigue.

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Don't worry. Relax frequently and completely.

The Professor Again

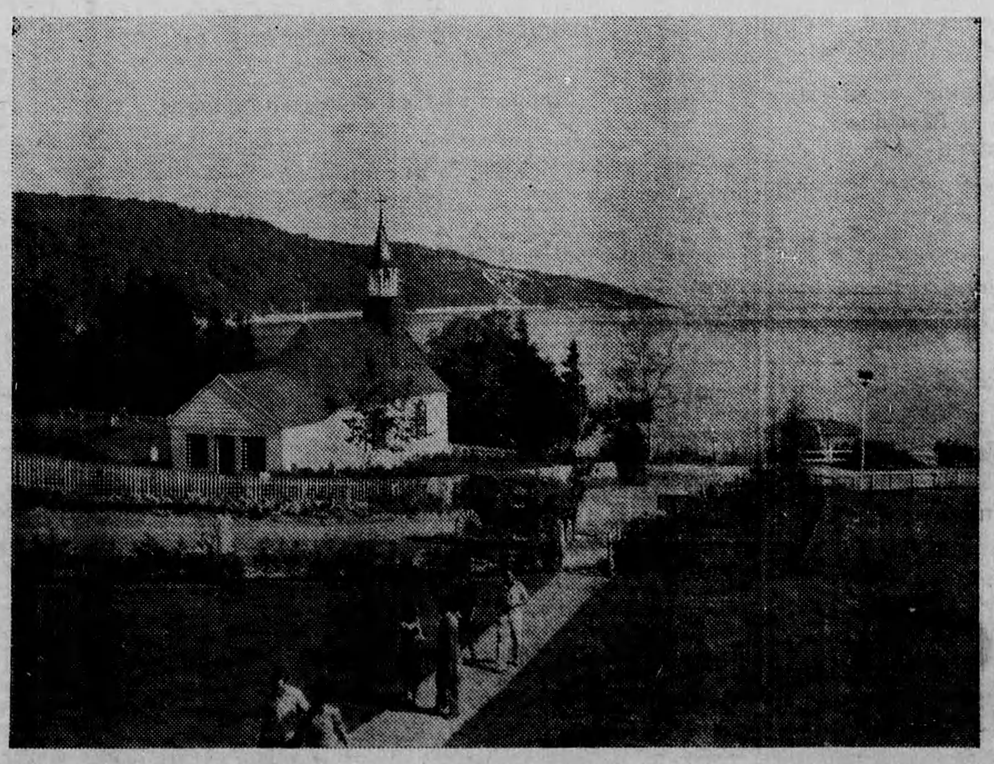
"Hello," said the absent-minded professor. "How's your wife?"

"Oh," replied the man, "I'm not married yet, you know."

"To be sure," nodded the professor. "Then your wife is still single, too."

Propaganda Battle in Berlin—Latest weapons of the cold war in Germany's capital include match boxes and balloons, used in propaganda offensives and counter-barrages. The match cover, left, is one of many which were smuggled into Berlin's West Sector by Communists. On it are inscribed the words: "All Strength for the FDJ (Communist youth organization). . . . Willing to Work and Defend Peace." The balloon at right is one of hundreds released by anti-Communist Berliners, bearing the letter "F," for "Freedom," and the words: "FDJ for whom are you marching?" Anti-Red leaflets are attached.

Historic Canadian Beauty Spot



Here, on the Saguenay River, is the site of the earliest Christian Mission in Canada. The first chapel of boughs and bark went up in 1600; and this little white building erected in 1747 on the same land, still stands.