

For people who have to stand up all day



Now there's an incredibly comfortable answer to your aches and pains. Birkenstock® footwear clings to every contour of

your feet, providing cradle-support that works to improve posture and circulation. Test-walk a pair now. 22 styles in a variety of colors.



The famous funny looking sandals from Germany

Footloose & Fancy

1219 "P" Street 476-6119
2 blocks from UNL campus
Nebraska's largest full service Birkenstock store

© 1985 Birkenstock Footprint Sandals, Inc.



MOTOROLA INC.

MOTOROLA INC.
SEMICONDUCTOR PRODUCTS SECTOR/
AUSTIN, TEXAS
JOB DESCRIPTIONS
M.S.O.E.
1 SCHEDULE—MOS SPS/AUSTIN

THE SEMICONDUCTOR PRODUCTS SECTOR OF AUSTIN OFFERS DIVERSE OPPORTUNITIES IN THE STATE-OF-THE-ART SEMICONDUCTOR TECHNOLOGY. POSITIONS ARE AVAILABLE IN OUR MEMORIES, MICROPROCESSOR, MICROSYSTEMS, CUSTOM, SPECIAL, TELECOM GROUPS, AS WELL AS IN OUR WAFER PROCESSING (HMOS, CMOS, NMOS), QUALITY ASSURANCE AND ASSEMBLY OPERATIONS.

OPPORTUNITIES INCLUDE PROCESS, DESIGN, PRODUCT, TEST, MARKETING, QUALITY ASSURANCE AND DEVICE ENGINEERING. POSITIONS ARE ALSO AVAILABLE ON OUR ENGINEERING ROTATIONAL PROGRAM AND IN OUR WAFER PROCESSING RESEARCH FACILITY.

DEGREE REQUIRED: ELECTRICAL ENGINEERING
DEGREE LEVEL: BACHELORS, MASTERS, AND PH.D.
CITIZENSHIP: U.S. CITIZEN OR PERMANENT RESIDENT VISA
LOCATION: AUSTIN, TEXAS
INTERVIEWING: 30 MINUTES

CONTACT DAVE WILLIS
512-462-0555
or
800-531-5183

Liberal arts in businessland

Romantic visions of attic living shift to executive success

Whenever I tell people that I'm an English and philosophy major, their response is, invariably, a look of stunned surprise, as though I'd just told them I was a gravedigger, a harp seal clubber, or some other such exotic and unpleasant occupation. After The Look always comes The Question "Oh, really? What are you going to do with that?"

Chris McCubbin



Now some of us will answer, "I'm pre-professional." And others will answer, "I want to teach." But for the vast majority of us the correct answer to the question is "Nothin."

The solemn truth of the matter is (just between you and me) most of us in the liberal arts see our majors solely as an excuse to avoid honest work for the rest of our lives. Not that we want to attend school for the rest of our lives, (though that's a viable option that many do choose) rather, we see our academic backgrounds in the arts as intensive and essential training for a life of indigence.

In short, we want to be bums. But not ordinary bums. Not that we come right out and say we want to be bums. Heaven forbid. If an admission like that ever got back to our parents we would never see another birthday check as long as we lived. So the stock answer to the question is, "I'm an (artist, writer, musician)." Pick one.

We don't mean it. An artist must buy or find materials, and then assemble them in a creative manner. All that takes time. A musician is required to practice, even (shudder) to perform. Writing requires hours — hours that could be profitably spent in stealing your acquaintances canned food and records — be spent in that most filthy and tedious of menial labors — writing.



John Bruce/Daily Nebraskan

Such inglorious pursuits are not for us. We prefer the glorious, romantic freedom of the open road. There is a sublime and sinful pleasure to be had from telling the protestant work ethic to go sit on a tack as you settle back, mouth agape like a baby robin, waiting for society to drop a fat, juicy worm.

Of course, few among us actually have the intestinal fortitude necessary for such a life. Most

common and tragic is the unfortunate one who, a year or two after graduation somehow forgets just how romantic starving in a garret really is. Within a couple of weeks this poor figure is being addressed as "dog-breath" by an old, ugly, loud and ignorant gentleman in a silly-looking but immaculate uniform. Or, even worse, doing telephone solicitations.

See LIBERAL ARTS on 8

Lack of confidence, sloppy resumes among employer's rejection reasons

The University of Nebraska Lincoln Career Planning and Placement Center's Placement Manual lists the following as the most common reasons for rejection when seeking employment.

- Sloppy application blank/resume.
- Poor personal appearance.

- Inability to communicate clearly.
- Lack of confidence and poise, nervousness, ill-at-ease, weak handshake.
- Lack of eye contact.
- Late without a good reason.
- Lack of interest and enthusiasm/passive and indifferent.

- Indefinite response to questions.
- Poor scholastic record.
- Failure to participate in activities.
- Make excuses — evasiveness.
- Lack of maturity and tact.
- Overbearing — overaggressive.
- Cynical.
- Merely shopping around.
- Little sense of humor.
- Lack of knowledge in field of specialization.
- Emphasis on whom he/she knows.
- Unwillingness to relocate.
- Condemnation of past employers.
- Marked dislike for school work.
- Intolerant — strong prejudices and opinions.
- Narrow interests.
- Failure to express appreciation for interviewer's time.
- Asks no questions about the job.
- Overemphasis on money — interest only in best dollar offer.

YOU'RE ABOUT TO MAKE HISTORY.

◆ Actuarial Opportunities

We're talking about your career history and the importance of this first step. Your careful concern now should include the high potential for bigger steps to follow. Make these steps with a goal oriented company with a solid history of success: IDS.

IDS, a progressive part of the renowned American Express organization, is an established leader in the dynamic financial services field. We're a company whose continuing industry strength means exciting long-term potential for our Actuarial experts. We've made the Actuarial Student Program the finest of its kind — because we want the industry's finest Actuarial professionals.

IDS is seeking college graduates who have an excellent academic record, proven leadership skills and solid communication and interpersonal abilities. These positions are located at our home office in downtown Minneapolis, an exciting and vibrant business center. Talk to us when we're on campus. Or send your resume to:



An American Express company



College Relations
IDS Financial Services Inc.
700 IDS Tower
Minneapolis, MN 55474

Equal Opportunity Employer

Have a change of heart



Reduce if overweight.

WERE FIGHTING FOR YOUR LIFE

American Heart Association