

DO YOU KNOW

Careers



THE
NEXT
STEP...

A UNION NEWS SUPPLEMENT

DO YOU KNOW WHY UNILEVER RESEARCH IS A FIRST - CLASS CAREER CHOICE ?

The main function of Unilever Research Division is to help Unilever keep its position in the commercial and industrial world — by intensive research into the fundamental scientific aspects of products it sells or wishes to sell; and by the development of new or improved processes or products.

In other words, the scientist in Research Division is essential to the future prosperity of Unilever. And that is why you are given all the opportunities, facilities and rewards you need to make a first-class career.

If you are interested in investigating basic research problems you'll find the scope is wide, and you will be encouraged to publish your results. If you are concerned with applied research projects you will not only find the work interesting but have the satisfaction of seeing it recognised in patents and in products on the market. If at first you are uncertain which way your inclination lies, you will have plenty of opportunity to find out when you join a Laboratory.

How do you keep in touch ?

As a scientist in Unilever, you have the entire resources of Research Division at your disposal. The facilities available include a wide range of specialised techniques, X-ray diffraction, I.R., U.V., N.M.R., E.S.R., Raman spectroscopy, mass spectrometry, electron microscopes and electronic computers. You learn what is going on in the other Laboratories, both in the U.K. and abroad, by the circulation of reports, by conferences and by personal contact. Close contact is also kept with the Universities through University Staff who act as consultants, and by Unilever scientists who work in Universities. You are encouraged to maintain your own academic contacts and to make new ones, as well as taking part in the affairs of learned societies.

What goes on where ?

Unilever Research Division has eleven laboratories throughout the world, four of them being in the United Kingdom and the rest on the Continent, in the U.S.A., and in India.

All research activity in the U.K. began at Port Sunlight, Cheshire, and as the result of expansion here independent laboratories were set up in other parts of the country.

Port Sunlight's responsibilities are for detergents, soaps, adhesives, industrial chemicals and for research in connection with the Company's West African timber interests. Its activities involve physical chemistry—in particular surface chemistry, physics, mathematics, mechanical and chemical engineering, information science, as well as product formulation and process development.

Colworth House, Bedfordshire, is concerned with human foods—other than fat-based foods—and animal feeding stuffs. It is also responsible for the biological testing of Unilever products to ensure their safety in use. Activities concern the study of the raw materials of food production, of plant and animal tissue, and involve biochemistry, physical, organic and

analytical chemistry, microbiology, histology, pharmacology, animal pathology, chemical and mechanical engineering, information science, mathematics, product and process development, and plant breeding. Fieldwork is carried out on experimental farms on the estate.

An out-station at Aberdeen in Scotland is concerned with the bio-chemistry of fish and the farming of shell and white fish.

Isleworth, Middlesex, is responsible for Unilever's toilet preparations interests, which include toothpastes, shampoos and cosmetics. Activities are related to the health and treatment of hair, skin and teeth. This involves bio-chemistry, organic and physical chemistry, microbiology, physics, information science, and product formulation and process development.

The Frythe, Welwyn, Hertfordshire, deals with the edible fats side of the business: margarines, ice cream and fats for food manufacture. Activities concern the physical and chemical characteristics of glycerides, phospholipids and lipoproteins, and the biological function of lipids. This involves organic and physical chemistry, biochemistry, microbiology, physics, biophysics, information science, mechanical and chemical engineering, as well as product and process development.

What will you earn ?

Salaries will reflect your ability, but you can use this general framework as a guide:

Scientists—the usual starting salary for a newly qualified Ph.D. is £1,250, rising to £1,450 after about one year's service. The new primary graduate, recruited into the Scientist Grade, receives £950 and is awarded scale increases for two years so that his salary reaches £1,250 on establishment. These rates are increased by up to £100 for every year of research experience relative to Unilever's interests. In addition, an extra 5 per cent. of salary, with a maximum of £150, is paid to scientists in the Isleworth and Welwyn Laboratories, which are located in the London Area.

Research Assistants at first earn between £730-£850 according to their academic qualifications. Relevant experience is recognised in starting salaries and the 5 per cent. London allowance for the Welwyn and Isleworth Laboratories is also paid.

Four weeks' annual holiday leave is given to established Scientists, with three weeks to Scientists before establishment and to Research Assistants.

All graduate research staff become members of the Unilever Superannuation Scheme.

Can you get ahead fast ?

You will find plenty of opportunities; it depends solely on your ability. Unilever Research is quick to recognise merit, and there's no question of "standing in line" for promotion, which can be on scientific ability alone.

Is there further training ?

Yes. All scientists attend a week's residential course on business principles within about two years of joining the Company. Other training, including management training, is later given as circumstances and prospects demand.

Scientists with three or more years' service are eligible to compete for Unilever Internal Research Fellowships, which enable you to return to University for one or two years to undertake research of your own choosing. You may also be sent on temporary secondments to other Unilever Divisions or to Universities, both in the U.K. and Overseas.

You may, if you wish, spend 10 per cent. of your time on a research topic entirely of your own choosing, providing it can be undertaken within the existing resources of the Laboratory.

What vacancies are there ?

Unilever Research always needs: Chemists—physical, organic and some inorganic; bio-chemists; analytical chemists; physicists; microbiologists; chemical engineers; mechanical engineers; biochemical engineers; and information scientists.

There is also a smaller periodic requirement for graduates trained in veterinary medicine, including animal pathology and physiology; mathematics, especially statistics; radio-chemists; and for biologists with specialised post-graduate training in subjects such as pharmacology and histology.

For entry to the Scientist Grade we want people with a Ph.D., or good primary degree, or equivalent. They must be scientifically creative and should have initiative, technical skill, and the capacity to relate their science to our industrial situation.

The Research Assistant Grade is for qualified people who want to make a career in the more experimental aspects of the work, and here there is a greater emphasis on technical skill.

Do you want to know more ?

We shall be glad to advise you at any stage of your scientific career, and especially to discuss the possibility of future employment with those graduates who are going abroad for post-doctorate fellowships. An appointment with a representative of Research Division can be made through the University Appointments Board, or you can write direct to the Staff Officer at the address below.

A booklet giving more detailed information on Research in Unilever is obtainable from the University Appointments Board or from the Staff Officer, Research Division, Unilever House, Blackfriars, London, E.C.4.



Unilever Research

ALL THE WORLD'S A STAGE



"DON'T put your daughter on the stage, Mrs. Worthington." Even today the theatre is not the safest of professions to enter. But for those with a burning desire to work on stage, and who like to live dangerously, the theatre can be spiritually (if such considerations still enter into the choice of a career) if not always financially rewarding.

Nonetheless, in the past two years several Leeds graduates have carved themselves niches somewhere in this relatively small world, including the present producer of *Coronation Street*.

Many students also go to post-grad courses in drama both in this country and abroad.

The universities of Bristol and Manchester both have Departments of Drama which officially provide "vocational training." But in actual fact qualifications of this sort are little regarded in the circles of professional theatre.

Weathered troupers who learned their trade before these centres were open, tend to look down on upstarts who come into the theatre full of bright, impractical theories.

But perhaps the only reason is that these academic courses are in their infancy and still have to prove their worth.

Artistic

Of more importance at present are the Drama Schools such as RADA, the Guildhall School of Speech and Drama, and The London Academy of Music and Dramatic Art, which provide a specifically professional training both artistic and technical and which are highly regarded in theatrical circles.

Most of the young actors in the West End, in films, television, radio, and in local rep., including well-known figures such as Albert Finney, Tom Courtenay, and

Vanessa Redgrave, passed through these schools.

The most common way to enter the professional theatre is to join a provincial repertory company, usually after attending a drama school. From then on it's a rat-race to the top.

And the unfortunate thing is that so many competent actors are just non-starters. Surely nothing could be more soul-destroying than to spend one's life playing "bit" parts at a local rep.

But for the more fortunate who rise to the London theatre world (or higher) either from rep. or straight from drama school, life is still very dicey.

Fame

Few stay at the top for long.

Perhaps for the reasonably talented actor who is not in the game merely for profit or fame, work with a good repertory company is most rewarding—and there are signs of a provincial revival.

New theatres are springing up in the provinces—at Nottingham, Coventry, Scunthorpe and Rotherham—and the older-established companies, such as Birmingham and Bristol, where Peter O'Toole trained, are also involved in what is fast becoming a movement to break down the exclusive centralisation of theatre on London.

For the past four years Lincoln has been taking productions on tour to local towns which have no permanent theatres of their own.

Among other exciting ventures are the Birmingham Cannon Hill Project and the Victoria Theatre, Stoke-on-Trent, which is the only theatre in this country to use theatre in the round.

Actors in rep. are usually paid a basic minimum wage which is supplemented according to the parts they are taking in the various productions.

Today the system of advancement in the theatre (as in so many other professions) is delicately graded on the basis of "knowing people" and making contacts.

The theatre is definitely not the profession for the faint- or the half-hearted.

But for the full-blooded enthusiast—very rewarding.

PAUL ADRIAN

So you want to write

by

T. M. LOUGHREY

SO you want to write? Not journalism, of course. Nothing so crude as publicity blurbs. You want to really write, don't you? To express your personality. To depict the world as you see it.

To those who desire it is to make this noble vocation their career, my personal advice is, in the words of Punch: Don't.

If you must devote your life to enriching our culture, you must do one of four things: (1) win the pools, (2) cultivate a passion for living in garrets, (3) marry a publisher, (4) take a job and type away into the small hours every night.

The first two are out. You will probably find yourself in No. (4) category. There is an alarming scarcity of eligible publishers.

It helps here if you are a woman. Virginia Woolfe, for example, did just this.

At this point I should ask why you are reading this article. Why, that is, are you a University student? If you intend to write specialist literature within the compass of your course, read on.

If you are hoping to earn your money by lecturing and to write in all the spare time you will then have, like Muriel Spark, read on.

Lecturing

If you have come here to integrate your personality, to nurture your creative spirit, get out. You can do that just as well outside.

What happens, then, when you have eventually established some source of income? Now decide what you want to write, and write it.

Whatever it is, write something every day. So many words. If you don't like them you can always tear them up.

Robert Graves said that his last friend was the waste-paper basket. But it is important to get into the habit of a daily output. Don't just sit around invoking your muse.

Another "Don't": having written your material, don't send it to every publisher you can think of, unless you really want to become a nervous wreck.

Try to persuade a literary agent that your work has prospects. He will then market it for you, taking his cut of course. Still if your book is a success it will be worth it.

Trying

This is how most of the people who have made it, did in fact make it. One thinks of John Braine as a case in point.

If you don't make it, keep trying. If you do, you will then have a decision to make. If you are really big-time you could sell the film right and retire. Normally, though, you may be offered a commission for n more books, or you may not.

Either way you will have to choose: whether to carry on writing, with financial security, in your spare time, or whether to make a complete career of it.

The latter decision is risky. Faced with the expediency of selling words, your work may, like Braine's, lose its urgency and freshness.

The best immediate advice for those who intend to make a career of writing is—make a career of something else first.

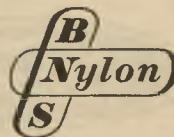
WHICH job will you choose?

The answer to this important question will only be arrived at after considering a number of facts. These will relate as much to the employer as to the job.

Graduates should look for interesting work—a job which will take advantage of their knowledge and allow them to develop their individual ideas. Work with stimulating colleagues, who will contribute to their development, while they are working in an organisation which can offer promotion—within an industry showing healthy growth-rate. An organisation which treats people as individuals and provides good social amenities.

If you accept these as the attributes to look for in an employer, try applying them to us. We need Physicists, Mathematicians, Chemists and Arts Graduates. In this highly competitive World, this Company is dependent on really good staff and we are looking for Graduates to join our ranks, working in one of the Country's most pleasant counties, Monmouthshire.

Your Appointments Officer can give you more information, or write to The Personnel Manager,



British Nylon Spinners Limited
Pontypool Monmouthshire

Not for the faint-hearted

by FAITH ROBERTSON



FORD MAKE FAST MOVING CAREERS

'We are' said Henry Ford at the International Ford Conference in Paris, 'in the people business'. At Ford we know that quality in cars depends on the calibre of men. The pace of your career with us depends on that calibre as surely as the speed of your car depends on the power built into it.

Ford build more and more cars, trucks and tractors, need more and more men. The headquarters of this expanding company is in Brentwood, Essex, but Ford is going ahead in London, Dagenham and Liverpool.

We need ALL kinds of graduates — mechanical engineers, for design and development; arts men, scientists and economists. The technological revolution came long ago at Ford.

And training for a progressive career takes prime place at Ford.

Engineers follow a two-year graduate apprenticeship designed to meet I. Mech. E. requirements; there are courses for finance trainees and graduate trainees — those interested in sales, purchase, industrial relations and marketing.

Graduates will find Ford rewarding! Salaries begin at an £876 minimum. Most arts and economics graduates will be earning £1,128 in less than a year — engineers get an increase of £96 at the end of the first year's apprenticeship and at least another £96 at the end of their second.

From then on acceleration depends on you.

Promotion at Ford is traditionally from within and graduates have accelerated quickly here. Management Development operates to make sure they can.

There's much to interest the graduate at Ford.

See your Appointments Board or write for details to Graduate Recruitment Officer, Ford Motor Company, Eagle Way, Warley, Brentwood, Essex.

Move now...



IAN COULTER, Industrial Correspondent of the Sunday Times, once —over gin and a bitter lemon in a Fleet Street pub—described journalists to me as second-raters writing for third-rate people. I scarcely think any journalist — unless he is self-deluded—would dissent from this. So if you are not a second-rater, and if you have no intention of prostituting words of wisdom for mass consumption by a mindless public, don't go into journalism.

If you are a female of the species, and if the mere prospect of churning out drivel about cosmetics and fashion shows bores you, journalism is not for you, either. Fleet Street is still a man's world and women are not really considered capable of writing sense.

Thick skin

Journalism, being a rat race, is not a career for the thin-skinned. It takes a thick skin to keep on applying for jobs after being turned down dozens of times—and every would-be journalist is. It takes a thick skin not to wilt when your precious "story" is thrown out to make room for an advertisement, hacked to pieces by a clueless sub., or has the editor's views superimposed on it. It takes a thick skin too to badger pompous Tory councillors into spilling the beans. It takes an even thicker skin to face said pompous Tory councillor after you have slated him, after he has spilt the beans and paid for your dinner.

But for the benefit of the blase, the second-rate and the prostitutes of talent, here are a few tips for beating the other rats to the top. Firstly, take a course in journalism—both the Roy Thomson empire and the National Union of Journalists run courses for training journalists. Start at the bottom on a local weekly rag. As soon as you have got a reasonable book of

cuttings, bombard the larger provincial papers with applications. Become an expert in one particular sphere—industry, politics, education, crime, science, agriculture. In this way, you may eventually climb out of the deadly rut of general reporting into feature writing, book reviewing, and leader writing.

Dreary

With the aid of a degree, you may just be able to jump the first rung on the ladder and start on a medium-sized serious provincial paper—a degree gets you nowhere on the popular papers. Knowing someone in the right place is a great help. The old boys' network operates in every sphere of life—not only in the Establishment—not because people are corrupt but simply because doing a good turn for a friend is a natural human instinct and because in being known to someone you are an individual human being, not a faceless applicant.

Once in, what is it really like? On the lower rungs of the ladder it's dreary. There won't be fabulous expense account trips; there won't be any opportunities for airing pet views on the state of the world or for penning witticisms, metaphors and flights of fancy. But it's safe and secure on those lower rungs.

Whereas on certain national papers, journalists are sacked at the scratch of a pen. On one Sunday paper on which I worked — as a secretary — sackings and rumours of sackings were weekly affairs. The tension was ulcer-making. On one occasion the editor himself was sacked—or rather got the golden handshake. But on a national paper there is the fun of meeting and mixing with the famous—who, you will quickly discover, are second-raters like yourself; there are expense account trips; your name may become known to millions. You may even get a chance for airing your pet theories about the state of the world—if you still have any.

Photo journalism

RAVISHINGLY beautiful birds, a revolution in Latin America, war in Vietnam and a Silverstone pile-up have little in common, unless you happen to be a photojournalist.

These are his happy hunting grounds. It's "shoot now, ask questions later," when the action is fast and furious, or the expression fleeting and shy; when a second either way is too early, or too late.

If a trigger-happy life appeals, and you see little prospect of a degree in the future, then this could be the job for you. But before you jump in tripod first, be warned, this is not by any means the easiest profession to get into.

Change

You should, first of all, decide what sort of pictures you intend to take. At one time there was only one type of press photographer, and he took the usual sort of news pictures to be printed in the usual sort of newspaper.

Things have changed.

How then, do you enter the profession?

You could try the back door, send up an illustrated article, and who knows, it could be accepted for publication, and a commissioned assignment may follow. The more secure, but by no means any easier, way of starting out, would be to join the staff of a suitable publication. For this a qualification in photography, or a definite flair, is almost certainly essential.

Not a very encouraging prospect, is it?

But remember, no budding Cartier Bresson would ever need to ask how he might get in. He would know. By this very token he would make a good Photojournalist.

IN IT FOR THE MONEY

ARE you interested in what makes people tick? If you have a flair for psychology, plus a lively, ingenious mind, an analytic brain and creative talent in the field of art, writing or dramatic representation—then advertising is the job for you.

Sounds horrifying? Maybe, but top advertisers are like top people everywhere—they're in it for the money. And there's plenty of it in this profession if you have the ability and drive and fight to get to the top. What other career gives you big expense accounts, long lunches, cocktail parties and scope to exercise talents?

And there is scope for every kind of talent in the advertising business. The common conception of advertising is that it is limited to copywriters and artists, but this is not so. There is a wide business and economic field, and TV and films give plenty of opportunities to those with creative abilities.

For those interested in the business side, Accountant Management offers wide opportunities. An account executive provides working contact between the client selling the goods and the various depart-

ments of the advertising agency. He must have management ability and leadership qualities, for it is his job to co-ordinate the agency's team in the preparation of an advertising and marketing campaign.

Another possibility in advertising is work with the Research and Marketing Board of an agency. Research deals in facts about the products, its uses and advantages, about the competition and about potential customers. Marketing forecasts and recommendations are based on these facts. If you have an interest in selling, an aptitude for maths and economics and an understanding of sociology and psychology—you could go far in this section of the business.

Behaviour

A similar interest in people and their behaviour patterns is necessary to a copywriter. Above all, he must have imagination and ingenuity to invent punchy sales lines; whoever dare use "bridge the gap" as a serious metaphor now. He must know the qualities which will sell his product, and the weaknesses of his public—and to have no scruples in playing on these weaknesses.

Art school training is essential for work designing advertisement layouts—but the artist must also appreciate how good design, typography and printing can be used to sell.

Films and TV have opened up new fields in advertising, and now there are

opportunities for scriptwriting and production of film sequences. Scriptwriters must have the ability to create and develop their ideas in terms of sound and pictures.

The job calls for a creative and visual imagination plus the ability to acquire a high degree of dramatic, technical and executive skill.

Variety

Public Relations is now an essential feature of most advertising man, or woman must be familiar not only with every aspect of the client's business, but with many methods of communication.

Only a few of the jobs available in advertising have been outlined above, but it is obvious from even this brief sketch that there is wide scope for a variety of talents in this field.

The common denominator of all these jobs is an interest in people and their behaviour.

On the debit side of the advertising profession, it must be admitted that competition is brisk and examinations a necessary part of training. It seems that exams. are an inevitable part of most careers, however, and advertising promises greater lucrative rewards for the effort than most.

*Careers
in
Advertising
by
Christine
Lowe*



Worth having
a go

by
M. R. WEBBER

PUBLISHERS are out to make money. Strangely enough, far too many people do not seem to be aware of this. It must, from the start, be realised that publishing is a branch of commerce and as such exists to make profits.

Publishing houses are not there primarily to raise the standards of popular taste, nor to provide idealistic, long-haired graduates of the School of English with the opportunity to write their masterpiece.

Tedious

The best that an entering graduate can hope for is a job editing material that has been submitted for publication. This does not necessarily mean taking sherry with established authors nor "discovering" new ones. It would mean a great deal of hard and often tedious work examining the last details of style, punctuation and spelling.

It is often best not to go straight into publishing from university, but to gain some wider practical experience in "the world." A year or two spent in such things as retailing or binding.

Many publishing firms are small businesses which require new staff only very occasionally and who, traditionally, do not look for these to the Universities. However, if you have initiative and persistence, it's worth having a go.

A romantic
appeal

by
A. J. BRIGHTON

ONE up on Theatre Group? It's possible if you take up a career in the big, bad world of the professional theatre.

Probably few careers have more romantic appeal than those in the world of theatre. Glossy photographs, svelt women, first nights and champagne parties are all a part of the life, but a very small part.

Life in the professional theatre is not all that it seems to be when viewed from the outside. The fame and glory are no doubt there, for a few, and even then it often comes too late or too slowly.

Firstly it must be realised that this is not necessarily a world of graduates. A degree from R.A.D.A. let alone L.U. is not the first requirement. What you must have, and there is no substitute, is a highly trained practical talent, and of course, an ambition firm enough to stand many setbacks and disappointments. Enthusiasm is not enough.

For all this, there are openings for graduates in the field of entertainment. The B.B.C. offers annually training for graduates, mainly in Programme Operations, which can in some ways be likened to the work of a stage manager in the theatre. Commercial television companies offer similar facilities, but only at irregular intervals, and competition is always very severe.

If you are thinking of going into the theatre, look very, very closely before you leap, and make sure you know plenty of people who can catch you when you fall.

**YOU
HAVE AN
ARTS
DEGREE
SO WHERE
DO YOU
GO FROM
HERE?**

Have you considered **BANKING** as a career? The business of **LLOYDS BANK** is expanding rapidly; this means new branches and better-than-ever opportunities for promotion in the service. One in every two of the young men who join the Bank today will be required to hold managerial or other positions of responsibility. In addition many of them will reach these posts early, at the age of 30-35. Able and ambitious men can reach senior posts carrying £5,000 a year and beyond. Life in Lloyds Bank is a full life: happy, useful and secure. For further details please write personally to The Staff Manager.

LLOYDS BANK
LIMITED
POST OFFICE COURT
10 LOMBARD ST - LONDON EC3

Profession on the upgrade

by
CLIVE VINALL



Will it all seem worthwhile 5 years from now?

At Turner & Newall a man's degree — *whether in science, engineering or the arts* — counts for far more than a passport to a round of interviews. Our Training Scheme is planned to employ *all* his university attainments to the full, and to be adaptable to his individual needs.

Just who are T & N? Turner & Newall is one of the strongest, most important groups in British industry. With a large and growing stake in asbestos-cement, in insulation, in brake linings and in plastics T & N is closely linked to all four major areas of economic growth. To the building industry; the motor industry; the newer plastics; and to activity in the developing territories of the Commonwealth . . . all adding up to a strongly expanding £100,000,000 business with 36,500 employees. Overseas, with 17 companies in 10 countries, T & N has doubled its interests in ten years.

Earlier Responsibility T & N thus offers outstanding graduates a career of great scope, keyed from the first to areas in which expansion is at its fastest . . . opportunity at its best. Moreover, under our broad and flexible training scheme, the graduate assumes managerial responsibility more confidently — *and certainly earlier* — than is often the case in industry today.

Note to Research Men T & N also recruits scientists and engineers direct into its research and development branches, whose projects are particularly closely linked to the needs of the expanding industries. Opportunities for supervising work with a practical application, as well as for fundamental study, are thus outstandingly good.

Ask your Appointments Board for further details, or write direct to: Management Appointments Adviser, Turner & Newall Ltd., 15 Curzon Street, London, W.1. (Tel. GROsvenor 8163)

WHERE have they all gone? The number of opportunities for electrical engineering graduates now exceeds the supply so much that last year, every graduate was fixed up almost as soon as he graduated.

There are several ways which an electrical engineer can go after graduation, depending on his degree and interests. For those who are academically minded, and have good degrees, there is the possibility of staying on at University to work for a higher degree or to go to a research establishment such as the National Physical Laboratory, which is concerned with scientific research over a wide field, or to other establishments like the United Kingdom Atomic Energy Authority (UKAEA), also concerned with pure research.

Sponsored

The major part of research in electrical engineering is, however, sponsored by industry, and so is directed towards specific products. Here we can make the distinction between the light current and heavy current sides

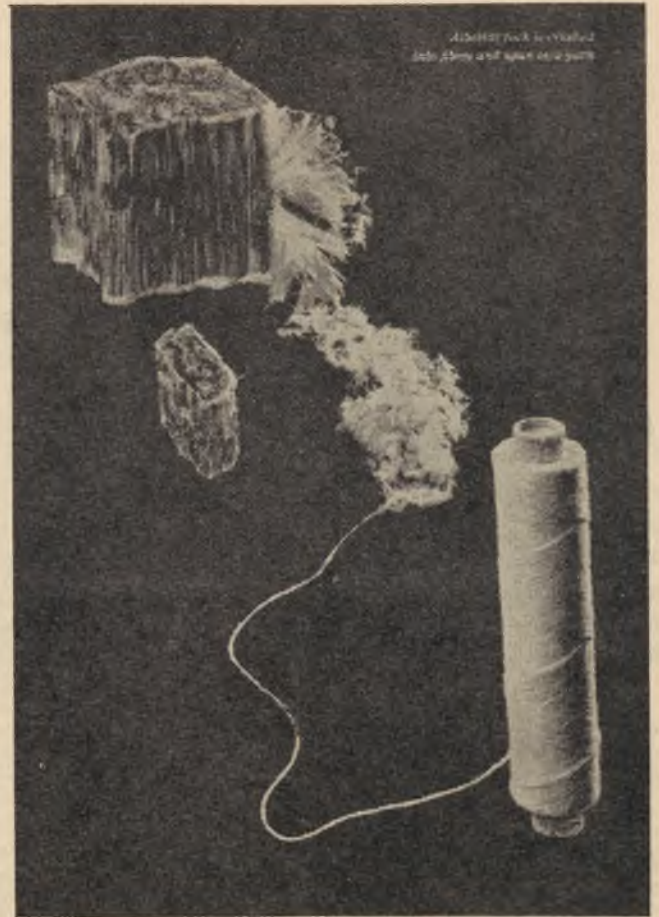
of electrical engineering.

The light current men, now becoming called electronics engineers, find themselves with ever-increasing openings into the fields of computer design, instrumentation, semi-conductor devices and telecommunications.

In the past few years, many new and novel techniques have been evolved, including the laser—a device which

produces a beam of light which can carry many tens of thousands of telephone circuits or up to a dozen or so television signals.

A large proportion of engineering graduates who go into industry will find that as they climb up the promotion ladder, they are becoming more and more engaged in directing others than in undertaking research or design themselves.



- Chemical Engineers
- Mechanical Engineers
- Fuel Technologists
- Civil Engineers
- Technologists



Consider for a moment the advantages of working for the West Midlands Gas Board. Our territory covers the pleasant counties of Shropshire, Herefordshire, Warwickshire, Staffordshire and Worcestershire and we are a vigorous and expanding organisation in an industry with a very bright future. Our starting salaries for graduates rise to £1,000 p.a., depending on class of degree, and conditions of service are good.

Consider—and then write for further details to the Personnel Manager, West Midlands Gas Board, Solihull, Warwickshire.

WEST MIDLANDS GAS BOARD

SOLIHULL, WARWICKSHIRE

TURNER & NEWALL LIMITED

TURNERS ASBESTOS CEMENT CO. LTD · TURNER BROTHERS ASBESTOS CO. LTD · FERODO LTD · NEWALLS INSULATION & CHEMICAL CO. LTD · J. W. ROBERTS LTD · GLASS FABRICS LTD · BRITISH INDUSTRIAL PLASTICS LTD · STILLITE PRODUCTS LTD · TURNERS ASBESTOS FIBRES LTD · AND 17 OVERSEAS MINING & MANUFACTURING COMPANIES



So you want to teach

(but not just at a school)

IF you are thinking of making a great deal of money very quickly you will avoid University teaching. If you want a new house, wall-to-wall carpets, a Bentley, and an ever-full cocktail cabinet (and all this while still in your twenties), some other profession is indicated. But if you want a great deal of freedom, a reasonable salary, opportunities to write, research, and travel about the world (second class), you probably can't do better than become a University teacher.

Of course we *do* teach, and if you find that an impossible activity, we would all be better off if you were honest about it and did not go around complaining that you were a research genius who was being ruined by the requirement that you, occasionally, had to teach.

Spare time

University teaching has advantages over other types of instruction, one of which is that, on the whole, you teach what interests *you*: others will teach the parts you find boring—or you will guide your students reading. Formal teaching duties are undertaken during the three ten-week terms of the academic year, and not many hours a week will be spent actually lecturing, tutoring, or taking seminars. Your Bentley friends will ask you what on earth you do with all those other hours, days and weeks in the year, and the note of envy in their voices will confirm you in your opinion that University teaching is really rather wonderful. You do what you like, of course, reading new books, preparing lectures, keeping up with the learned journals, talking to students, organising research and administering parts of your University: it's a busy enough life, but a great deal of it is voluntary activity.

Another aspect of your freedom is freedom to participate in public life (which is not possible in all professions), to earn money writing, lecturing and examining for non-University bodies, and generally exploiting such reputation as you have locally or nationally. These extra

earnings do not, with most of us, amount to very large sums, but they pay for summer holidays or a new carpet from time to time.

Who get on in the academic world? The answer is, very largely, those whose scholarly output merits recognition, and therefore promotion. The sullen and unshaven, the smooth, the bonhomous, the cranky and the dreadfully normal, all are judged by their professional peers on what they actually contribute to the advancement of knowledge. Academics can, and do, get very excited about appointments and promotions, and not all those made give universal satisfaction. But the controversy is not about what school he went to, what sort of clothes he wears, or whether he has a Lancashire accent: it's about his scholarly ability. Egalitarianism prevails throughout and seniors who pull their rank are a joke.

Would you enjoy the life? If you found your student days really enthralling, especially the last year; if you feel that your subject is really interesting and that with a bit of luck you could make a contribution to it; if you're not afraid of writing articles (and having them rejected or severely criticised); if you're not particularly interested in having a huge car and fifty-guinea suit now, but will settle for something more modest (remember University people are very credit worthy); and if you can persuade your wife-to-be that it will be nice to have you at home rather more than is possible for the average husband, you should come in, it's a nicely expanding profession.

Geniuses

Finally, will we have you? If you have a First class degree, the answer ought to be favourable. If you have a good Second, don't despair; prove your ability through some good research work, and you will be more than acceptable. University teachers are not geniuses: they are just those who specialise in pushing out the frontiers of their particular fields, occasionally with terrifying consequences, usually without causing much disturbance to mankind, but always, I think, with a great sense of responsibility for what they are doing.



WHAT "OK then!" would be the last words at a briefing of National Opinion Polls' headquarters. After that you are out on your own to quiz the masses — sent into launderettes, doss-houses, railway waiting-rooms — anywhere to find people to question. And often they had to fit a quota according to age, sex and socio-economic groupings (determined by occupation).

It meant learning to judge people on appearances: an impossible task. A better guide would be their houses. It is said to be easy to sell anything to people who live behind wrought-iron numbers, gnomes and red telephones in the window, but they're just as likely to take you for a tax-collector/health inspector/Candid Camera actress/canvasser as a salesman.

Educated

To subsidise the political polls there are often market research questions trailed. This could sometimes prove its worth where a housewife for example was nervous at stating her voting intentions ("vote as the man") until after we had talked over Radio Caroline, fruit pie fillings and a pattern book or on the other hand (in the street where I missed Sir Winston Churchill by one name) Sir *** ** would be willing to discuss whether Wilson would or would not make a good Prime Minister, but questions on coffee and Jane Asher were unwelcome.

On probes into the brand image of a product it was hard to decide whether the ad. men had educated the consumers or the other way about—for example, the explanation of why someone smoked Players came—"because they please so much."

The boredom of peas, slippers, houses, beer, dog-food, petrol, cars, anything, would be relieved by a snap poll on what Londoners thought of the postal strike.

Suppression of one's own opinions was probably more exhausting than the long hours (7-00 a.m. to 11-00 p.m. in order to catch shift workers). At an underground station in the rush-hour, asked about posters, one man shouted "tell 'em there's too many bloody blacks on British Railways," at which I turned to meet THE Jamaican—blessed with all the graces of good looks and charm.

The rude ones were made up for by those who took you into the best room *and* put the kettle on. But it was in just such surroundings where you could be kept for hours listening to nieces in Australia, a tortoise named Doris, and montbretias in greenhouses.

It is a job of risks, when you can nearly be arrested in Piccadilly Circus for asking men about razor-blades. But the scope for encountering people is boundless—even if making second calls on all one wished would be a full-time job in itself.

AN EXCITING CHALLENGE

THINKING of teaching? If so, it is likely to mean another year at university, taking the diploma in education. Attractive as this is to some students, many fear it is a waste of time and an unwelcome delay to the start of their career.

Still, few people with degrees would really say they were qualified by their degree to teach. They can hope, at least for a year, to sort out their own ideas, besides gaining the academic qualification and the few pounds a year. Sometimes the stimulus of friends will help them. Perhaps they will see some good teaching, and hear some good ideas. In their practical term, they can make their own mistakes and may even catch enthusiasm from the children.

Characters

The qualification itself will enable you to apply for a job almost anywhere in the country at almost any time in your life.

Working in a Modern School presents a challenge, since the material is regarded by so many people as doubtful. Success at any level is rewarding, but perhaps it is more so when it comes from children who didn't expect it. But will I be able to make any ground? Will my patience and energy hold out over a year and not just over the first few weeks?

But perhaps the real draw of teaching is the children. Eager, noisy children, with fresh minds and forming characters, to be reached, perhaps disciplined, and even perhaps, influenced.

Not
made
up
your
mind
yet?

Before
you
do —
go
and
see
the

**UNIVERSITY
APPOINTMENTS
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Working
for
Opinion
Polls

by
**ALISON
PRESS**

Lady Bountiful —R.I.P.

Careers for Psychologists and Sociologists

by

LYNNE PHEASEY

OWING to the research-orientated nature of University Sociology Courses, there are few careers for which a Sociology degree alone will qualify the not-so-academic graduate. Although most forms of social work are ill-paid in relation to other graduate careers, they usually demand post-graduate qualifications resulting from at least a year's full-time study.

Ill-rewarded though it may be, social work is no longer to be regarded as the preserve of charitable widows and do-gooders: it is strictly for mature, emotionally stable people, who are prepared and competent to analyse problems in depth, and proffer constructive solutions, rather than ladle out steaming soup to the humble poor.

Vocational guidance

Of the many branches of social and welfare work, perhaps the most interesting is the Probation Service. To qualify as a Probation Officer one has to satisfy the Home Office in examinations, after taking their prescribed course. The job involves investigating the backgrounds of offenders brought before the courts, supervision and aid to those placed on probation, and sometimes trying to reconcile would-be divorcees. Prospects of promotion are fairly good, and salaries for Probation Officers are at last being matched to the valuable and responsible nature of their work. Openings also exist for psychologists in the prison service, as administrators, advisers of governors

and prisoners, and therapists. Qualifications in criminology, occupational and/or delinquent psychology are an obvious advantage in this field.

Less exciting and varied, but equally worthwhile and stimulating jobs in the field of welfare include child care, family casework, and work with the aged, the sick and the handicapped. In most cases, the employer is the local authority.

A rather more lucrative career for the Sociology or Psychology graduate is personnel management, to which he is probably better suited than many of the Arts and Science graduates who enter this field. Most firms offer training to would-be personnel officers, either assisting the personnel manager or working on the shop floor. Personnel work with the disabled is available to suitable candidates in the Ministry of Labour industrial rehabilitation units.

Probation service

Vocational guidance is an important and widening field—witness Leeds' own new research unit—and Psychology graduates have much to contribute to such institutions as the youth employment service. The government employs large numbers of psychologists in its various departments to cope with problems of personnel selection and distribution, ergonomics, and so on.

There is a marked shortage of clinical psychologists, particularly in the north. Although the job requires post-graduate training, this can often be pursued in a hospital, concurrently with practical work. This takes three years, as against the two-year period required to gain the appropriate diploma at University. It is the work of the clinical psychologist to assess the behaviour of mental patients by means of tests. He may also, in certain hospitals, be employed as a group therapist, but the man or woman with full psychiatric qualifications has a distinct advantage over the plain psychologist when seeking such a post.

OPPORTUNITY FOR RESEARCH

by

JOHN SUTTON



THE growth during the past few years of University Departments of Chemical Engineering has outstripped the demand. Last year a fair number of graduates in the field had to take jobs which they didn't really want or wait some time before they obtained employment. This year looks like being even worse.

Even so, there are some very good jobs available; most of them, however, do not pay particularly well at first. This is quite understandable as, in general, it is a year or two before the graduate can be left to get on with the job on his own.

More money

Small firms are more likely to give immediate responsibilities and probably more money to begin with. They cannot, however, offer the training opportunities that the larger firms can, or for that matter, the security.

For many years now Chemical Engineering has been increasingly dominated by large firms. Because of their size these firms can utilise research work much more fully. They are also greatly assisted by the large-scale operation required for economic operation of many modern processes. Small firms cannot in general afford the capital to commission new plants, especially as the

major customers for the product will be in many cases the "Big Boys" themselves.

The various kinds of position available include research, management, plant operation and commissioning, and plant design. The first is likely to be a very limited field and is in general of more interest to pure chemists.

Overlapping with this is the last category which is still a province very much open to the smaller firms. To gain an idea of how many of these there are one only has to look at the number of firms advertising meters, compressors and other forms of ancillary equipment. In this field individual ideas as opposed to team work are likely to be more important than in any of the others.

Management

Management, whilst being better paid and involving more responsibility, will mean that less and less dealing with the actual plant operation is done. If you want to be out on the plant it is probably best left alone.

Plant operation itself again varies widely. Being a superior kind of shift chemist may be of more interest, but to earn promotion you will have to devote less and less time to being on the plant. Here it probably ends up a matter of being pressurized into higher fields by the wife unless you can manage to work in an easy-going firm allowing a fair amount of latitude to its managers.

At least you will then have a good retiring pension. The best thing to do is try and get this as soon as possible.