



In a survey done by Northwestern Placement Director Emeritus Frank S. Endicott, the following reasons were given by business and industrial concerns for not offering a job to applicants:

Poor personal appearance. Overbearing know-it-all. Inability to express oneself clearly—poor voice, diction, and grammar. Lack of planning for career—no purpose or goals. Lack of confidence and poise. Lack of interest and enthusiasm. Failure to participate in activities.

Overemphasis on money—interest only in best dollar offer.

Poor scholastic record—just got-by. Unwilling to start at the bottom—expects too much too soon. Makes excuses, evasiveness, hedges on unfavorable factors in records. Lack of tact. Lack of maturity. Lack of courtesy. Condemnation of past employers. Lack of social understandings. Marked dislike for school-work.

Lack of vitality. Fails to look interviewer in the eye. Limp, fishy handshake. Indecision. Loafs during vacations preferring lakeside pleasures. Unhappy married life. Friction with parents. Sloppy application blank. Merely shopping around. Only wants job for a short time. Little sense of humor.

Lack of knowledge of field of specialization. Parents make decisions for him. No interest in company or industry. Em-

phasis on whom he knows. Unwillingness to go where we send him. Cynical. Low moral standards. Lazy. Intolerant with strong prejudices. Narrow interests. Spends much time in movies. Poor handling of personal finances. No interest in community activities. Inability to take criticism. Lack of appreciation of value of experience. Radical ideas.

Late to interview without good reason. Never heard of company. Fail-

ure to express appreciation for interviewer's time. Asks no questions about the job. High-pressure type. Indefinite response to questions.

## Mistakes in Job Hunting

# sears

## An opportunity equal to the challenge



**Ron Shaw**  
Manager,  
Bellevue Business Systems Center

Ron Shaw's career with Sears, Roebuck and Co. began twelve years ago in Tacoma, Washington. A 1971 graduate of Idaho State University, Shaw started out in Sears management training program at the downtown Tacoma store.

After several mid-management assignments, he transferred to the Everett Sears store in 1979 as customer service manager. In 1982, Shaw was named manager of Sears Business Systems Center in Bellevue. The Business Systems Center is a new concept of Sears. It is designed to provide computer systems, software, copiers, word processors and other electronic communications equipment to small businesses and business professionals.

Shaw sees computers as a rapidly growing industry with an ample number of career opportunities available. Sears presently operates 45 Business Systems Centers nationally.

Originally from East St. Louis, Illinois, Shaw currently resides in Edmonds, Washington. Among his hobbies is a 5:30 am run.



**Turelane Jackson**  
Assistant Manager,  
First Ave. Hardware Dept.

A native of Seattle, Washington, Turelane Jackson has been with Sears, Roebuck and Co. for over four years. She joined the company's management training program which usually requires four years to complete. Sears management training program requires a college degree and the successful completion of an aptitude test. According to Jackson, it is not necessary to have prior retail experience, although that background does prove advantageous. Sears presently is recruiting blacks and minorities for management training in the company's credit department.

Starting as an assistant manager in the First Ave. retail store's catalog department, Jackson then became the store's assistant personnel manager. She was then assigned to the children's department prior to her present assignment as assistant manager of the hardware department. Her duties are to assist in the total operation of running the hardware department.

A graduate of Seattle University, Jackson is married and enjoys swimming, biking and attending church.

Sears is the largest retailer in the world with almost 3,000 locations throughout the country. That means you as an employee will have lots of resources to work with and a lot of room to show what you can do.

You'll have the opportunity to prove yourself. As a Sears employee, you'll have responsibilities. And you can be sure that the challenges and opportunities will last throughout your career because Sears develops its talents from within.

Why don't you look into the career opportunities at Sears? You just might be equal to the challenge. For more information about opportunities at Sears, contact your nearest Sears store.

You can  
count on

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