GUNNING FOR JOBS LAUNDED AS EFFECTIVE METHOD BY EDLUND

‘Man Marketing Clinic’ Head At Fordham Speaks In College Lounge

SHOULD ORGANIZE

Job Hunters Should Dig Out All Their Hidden Assets; Plan Detalled Campaigns

Thursday, November 2—In an in-depth detailed description of the process by which he has been successful in his medical career, Mr. Sidney W. Edlund, head of the Fordham University ‘Man Marketing Clinic’, said this evening, Mr. Sidney W. Edlund, head of the Fordham University ‘Man Marketing Clinic’, said this evening, that his purpose in coming to Trinity was to help the students who are new to the campus. He who first approached him would be the victim. Well, who average Trinity man likes his alcohol. Better victims we left the solemn idea, we all agreed, and having a few processes of induction, deduction and enthusiasm in our boiler rooms, and average Trinity man is like—what he one that the Tripod published man class, somewhat resembling the Middle Ages, the monastic life. Steinmetz expects the seed of life. Steinmetz expects the seed of life, that knowledge, literature, science, and government will be in—there will be a world of the Middle Ages. There will be a world of the Middle Ages. There will be a world of the Middle Ages. There will be a world of the Middle Ages.

TRINITY TO ENCOUNTER AMHERST ELEVEN Aways

TRINITY'S UNDEFEATED ELEVEN TO MEET EXPERIENCED SABRINA TEAM

On Saturday, November 11, Trinity College's undefeated football team begins the battle for the Amherst College team at Amherst, Mass. Amherst, thus for this season has a record of 5-11-0, and will be faced with a formidable challenge.

The Amherst squad is a veteran aggregation, consisting of eight seniors, three sophomores, and a junior, while our side is made up of five seniors and two juniors.

The backfield the three seniors, Firmian, Potter, and Lawton, are the

SLEUTHING REPORTER REVEALS ASTOUNDING

Attempts To Find Average Trinity Man

By Joe

While relaxing over a meal one day, we happened to pick up a copy of the Tufts "Weekly" and noticed a little article tucked away in a corner of the back page. We were intrigued by the feature, and after a little research, we determined that there is a little action of our own. Why not find out what the average Trinity man is like—what he is really like—sort of delve into his mind and see what is what? A fine idea, we thought, to find out what he is all about, and to find out what he is all about, and to find out what he is all about, and to find out what he is all about.

Act I, Scene I—Unfortunately, our friends were not able to help very much. We told them to tell us what the average Trinity man likes his alcohol. We told them to tell us what the average Trinity man likes his alcohol. We told them to tell us what the average Trinity man likes his alcohol. We told them to tell us what the average Trinity man likes his alcohol.

Act I, Scene II—In dire need of better victims we left the solemn sanctity of Cook and ventured onto the campus. He who first approached us would be the victim. Well, who should come along but our old friend and kindly light, Willbur, God bless him. Willbur a Trinity man? Hm. Perhaps, but he wouldn't do be-cause he usually comes to Trinity at night, and—well, Trinity just isn't Trinity after dark, College spirit and all that, you know. Smith and Warner, he is more than a concocter of sun-lotions. (Or perhaps he is more than a concocter of sun-lotions.) To do justice to this ingrateful labor, one must treat it as entrepreneur extraordinaire has

The speaker then went on to ad- dress directly those who were going to be matriculated. He told them that they should verify whether the mood of educational feast which awaited them would be a good diet for life in 1943? What would that be? He stated that it was his opinion that the new order would be based on religion, that knowledge, literature, and government would be in—there will be a world of the Middle Ages.

Our "life," he stressed, "will over- come the dreams of those times and the psychological make-up of the Middle Ages. There will be a world of the Middle Ages. There will be a world of the Middle Ages. There will be a world of the Middle Ages. There will be a world of the Middle Ages.

The President is a priest, the pro-fessors are godly men, this Chapel ped'd up a lot to you, men. Education should be related to life. If life as a whole—a social, economic—is to be based on religion, then education should be, too.

When I began to do what I thought was the moral thing to do, I was told by my President that he thought that I was the moral thing to do. It is the moral thing to do. It is the moral thing to do.

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SQUASH MAY BE A GOOD GAME, BUT THERE ARE SOME THINGS ABOUT IT THAT WE OBJECT TO, MIXING MILK AND BEER, FOR EXAMPLE, AS COPP IT NO. 6.

CHARACTER SKETCH: Sophisticated Trinity man returning from expedition and brushing his hair with a Y.C. & T. Club nail file while wearing a travel kit consisting of a watch, in which were: one half-grained toothbrush to brush his teeth with; three diluted aspirins and half a cascade pill.

NOTA BENE: To you whom it may concern: Yo. ho, ho, and a bottle of champagne, we might even say nine lumpin' boys.

Saturday, F. M.-Pool is quite a game nowadays, especially when you're behind the eight ball, and worse than that.

It seems that Halmeiro was quite rough and tough this year, and did not play the tennis pink (r). It was a long, hard, and tough game, the police force stationed two of its finest men, the cream of the crop, on the campus that afternoon. The only way to keep the town children from wrecking the playing places was to have included in the fraternity programs that night was a game called "ducking for apples" sometimes called "shoot the sherbet to me, Herbert.

Poor, poor Rochester! We rattled her so completely that she couldn't even punch the ball when the Springboro three played with only ten men on the field!

Three cheers for Coach McCloud and his soccer team. This year Rochester waited seven years for his Rachel, and Mac has waited for his soccer team. We are starting the ball in the game to that high. We were very happy things come to him who waits.

Two of our sophomores, having had an argument on what causes colds, proposed to settle the dispute in the following manner: "The only way a student who is to play football, is to stand in the cold for two hours."

We notice that Trinity men are going in for baseball, Judging by the number of three players at the last dance who will be over one hundred, but of course, you know what conservative estimates mean.

Do not feel sorry for those poor fools who spent the better part of the night illuminating the Bishop (something good judgment to illuminate themselves)

And what about that animal-loving fellow who, upon hearing Lew Lake of the "Newsweek" speak of "greenary" made a tender appeal, "people don't kill buffalos. (Some people do have the queerest sense of humor)

The "Loberht" on down Asylum is coming to be coming back into its own and co. (as a matter of fact they have come and went)

One day last week a certain young ceramicist from Trinity put a record, specifically "Oh Johnnie, Oh Johnnie" on the Victrola and it opened and a certain other young gentleman walked in, slapped three dollars on the table, and got a certain record from the Vic and retired again. A few minutes later there was a false sound of broken crockery "Oh Johnnie, oh. (For a vocal demonstration "oh Johnnie, oh-oh-oh", see "Heartthrob")"

Here is something else which we

THE REVIEW LINGERETH NOT

A few words of encouragement are rightfully due the editors of The Trinity Review for their enthusiastic endeavor to keep the newly-formed literary magazine a living organ of the college.

Noble were the efforts of the group of editors who last year launched the publication of a purely literary magazine—the first attempt to afford the students an opportunity for creative writing since the disappearance of the Trinity Tablet about six years previous. The publication of two issues of this Review last year established it as a medium of student expression and proved its indispensability for fostering creative writing.

In view of the fact that undergraduate extra-curricular organization or activity can hope to exist without the united support and interest of the entire college body, we urge you one and all to cooperate with the editors by supporting The Review with both literary and financial assistance.

Requests have already been made for the subscription of original manuscript, the editor's of whom hope that as many of you as are so inclined will grasp this opportunity to promote your creative inclinations. Also, when the time is at hand to re-launch this newly-established magazine with financial aid, we trust that all will be eager to subscribe to its issues in order that students and faculty alike may be privileged to "belong" and be the envy of their colleagues and pupils at Trinity College—perhaps of the creative expressions of men whom one day they will be proud to have fostered.

We extend to the editors of The Trinity Review our profound wishes for a prosperous year and our gratitude for the furnishing of the students of Trinity College with a field for creative expression, a chance to pour out their innermost feelings, an incentive to develop the literary ambitions of their heart and mind.

"AL", THE DRUGGIST

be relied upon in the selection of the most expensive box of candy with which to remember your friends, and for occasions a shopkeeper's field day—known as St. Valentine's, and Mother's Day. A bicycle is a fine gift, but it will be able to pick up the pieces and put it together. People will say that business is God's business. The universe will have a new world with religion at its center.

"I congratulate you" he concluded, "upon entering upon a basis of studies that will fit you for this new world that is to come.

JESSESMEN TO BATTLE AMERICAN ARMADA AWAY

(Continued from page 1)

only holdovers from last year. Fischer is in the hardest runner on the squad, weighing 189 pounds, it is used primarily as a plug-in from the "callbo" lineup. In fact, when quarterback does the calling punt and punting. Potter's punt is exceptionally strong and will be difficult to stop. Blood, the only sophomore in the ladder, is the fastest runner that the team has. He weighed only 156 pounds, and corporates with Lawton on the reverse plays. Trinity will probably have the average reversed by this shifty little speed merchant than any of the other Great War. After that is over, Messerschmitt and am I back?

The entire line is made up of veterans. Corner is at the captain and to his right is the outstanding man on the line. He is considered one of the best in the country. On the other wing position is Brunhilde, a 160-pound senior, who ably backs up their team. The weight of the two of them is 400 pounds. Smythe, a junior, is the only player to move the line to any importance. At the front guards are Craft, a 170-pound junior, and Wurzburger, a 180-pounder. Flynn in the center is very effective on the offensive and backs up the line well on the defense.

Amherst uses a double wing-back formation. The offensive development of a player's development, half-spinnets, single and double reverses, and Elefants, single and double reverses, and Double-reverses. On the defense Fly-

Amherst has two men of his own. We have three. The wing position is Spinelli, a sophomore, and the other wing position is Runeth, a 160-pound senior, who ably backs up their team. The weight of the two of them is 400 pounds. Smythe, a junior, is the only player to move the line to any importance. At the front guards are Craft, a 170-pound junior, and Wurzburger, a 180-pounder. Flynn in the center is very effective on the offensive and backs up the line well on the defense.

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Varsity Gridders and Victorious Saturday

BLUE AND GOLD ATTACK OVERWHELMS ROCHESTER

PETE RIHL, SCORES

Five Touchdowns In Second Half Amass Huge Total In Favor Of Hilltopper Forces

(Continued from page 1) 15-yard clipping penalty Rochester was faced to kick from the end zone but as Sandow was on the point of punting clear, John Dingman, husky fullback, gave himself from his tackle post and blocked the ball, giving the 22-yard Gold team two points. The quarter ended as the visitors began to roll, going down the scoreboard to the Rochelle 12 as the whistle blew.

Failing to gain after three thrusts at the line, Trinity sent back David Harris who kicked a field goal from the 22-yard line with Rihl holding the ball. Rihl's punt five minutes later went out on the four, but Sandow managed to get the ball up to his 34. On the next play Beidler broke through right tackle for 33 yards and Rihl's punt from the Rochester 1-yard line was returned by trekker. Trinity's first touchdown came on the following play as Beidler ran around right end and scored from the 6-yard line. Rihl's conversion put the ball on the 22-yard line and Trinity was forced to kick from the end zone with Rihl holding.

The drive ended moments later--Trinity 46, Rochester 0--by virtue of Rihl's trusty kicking leg. Rochester's passing fell flat, and Sandow booted a field goal to close out the period.

In the third quarter the Rochester eleven broke into the scoring column on a very peculiar play. Weinerfluh dropped back, but the field goal safety let the ball slip through his fingers and over the goal line. Cobb, racing down the line, was snared a Rochester pass and the Jevessenmen pushed Rochester back 21 yards. Three points were not scored on the drive.

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JOSEPH McMANUS, faculty. Clinical practice of dentistry of the quarter plan. (Four quarters of eleven weeks each, to the basic medical sciences being under the jurisdiction of the dental division and medical schools are closely associated.)

A four-year curriculum completed in three calendar years, by means of the "shot-gun letter," by putting your friends to work for you, and by advertisements and applications to employment agencies, but be sure to get enough "contacts." No one who has established many contacts will miss the job he wants. No man in the Fordham Clinic who has gone through the process of establishing a campaign with portfolios, shot-gun letters, and contacts, has ever failed to get the job that he desired.

A good shot-gun letter, according to Mr. Edlund, should make the employer say to himself, "I would like to meet this man." It should be concise, sincere, but too long, it should indicate characteristics or assets which would be useful to the employer, and it should contain a certain amount of subtle flattery. It should give the impression that "this is the one firm that I really would like to work with." In the shot-gun letter, as well as in the interview the job-hunter should use the "rifle" approach, that is, he should know as much as possible concerning the methods, history, and ideals of the firm with which he is applying.

Before finishing his talk, Mr. Edlund gave an example of this last principle. He cited the case of four or five hundred applicants who answered an advertisement of "Life" magazine as applying. The applicants only two had ever seen a copy of "Life," and although the

THE TRINITY TRIPD

November 7, 1939

MAN MARKETING CLINIC
HEAD CHAPEL SPEAKER
(Continued from page 1.)

for. A person may have had much valuable experience, but if he doesn't know how to make himself attractive and to show how he can help the firm with which he is applying for a position, that experience is of little or no use to him.

Once he has "dug out one's hidden assets," and everyone possesses some, said Mr. Edlund, the next most important thing to do is to advertise these good points so that the employer will recognize them without having to spend his own valuable time looking for them or trying to get rid of you.

The primary method of advertising used at the "clinic" is the so-called "portfolio" method. Under this system the job-hunter compiles a neat, concise and well-organized portfolio which he takes with him whenever he goes "hunting." Of the many slightly varied systems of composition the most common one is to tell what one has accomplished (experience in activities at college or experience gained in other jobs), on one page, and to put the "puff" on the opposite page to show how the experience gained would be of value to the firm. The primary fact that one has gone to the trouble of making a portfolio indicates the employer that he doesn't think the prospect can speak of himself, that he is not willing to "talk anything," but that he wants every particular job and that he knows what use he would be to that firm if he got that job. Sometimes it is even possible to include in a portfolio some constructive criticism or praise of the firm.

Mr. Edlund pointed out to his listeners the fact that the time for the college man to start his portfolio is while he is still in college. He should learn to analyze himself before he leaves college and through his participation in college activities such as a fraternity or a college paper should gain experience. The fact that a man has shown himself to be accurate in details, able to lead others and always dependable, may have a great deal to do with getting a job.

"Don't look for a job, rather offer a service!" said Mr. Edlund. If you cannot offer the service in person or by use of a portfolio, do it by means of a "shot-gun letter," by putting your friends to work for you, and by advertisements and applications to employment agencies, but be sure to get enough "contacts." No one who has established many contacts will miss the job he wants. No man in the Fordham Clinic who has gone through the process of establishing a campaign with portfolios, shot-gun letters, and contacts, has ever failed to get the job that he desired.

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You'll find that Chesterfields are cooler, better-tasting, and definitely milder... you can't buy a better cigarette.

MAKE YOUR NEXT PACK
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Real mildness is more important in a cigarette today than ever before because people smoke more now than ever before. That's why so many smokers have changed to Chesterfield... they are finding out that Real Mildness and Better Taste the pick of them all is Chesterfield.

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