

WHAT U WEAR

GET YOURSELF A JOB

Looks will get you a job. If you look good, strangers will like you, even if you're an incompetent jerk.

Most job interviews involve strangers. If you want the job you must convince that stranger that you're suitable. The problem is, nothing you say will make any difference. Rather, it's the impression you make.

First impression formation is easy to study and easy to find. There is lots and lots of information available. Not all of it is relevant to students looking for a first-time permanent position, but some of the research has interesting implications. For a student going to a job interview, there's good news and bad news.

The bad news is that in the first few minutes of a job interview the interviewer makes an incredible number of decisions. Your intelligence, skills, economic level, educational level, trustworthiness, social position, level of sophistication, social heritage, successfulness and moral character are all judged, based on how you look. It gets worse.

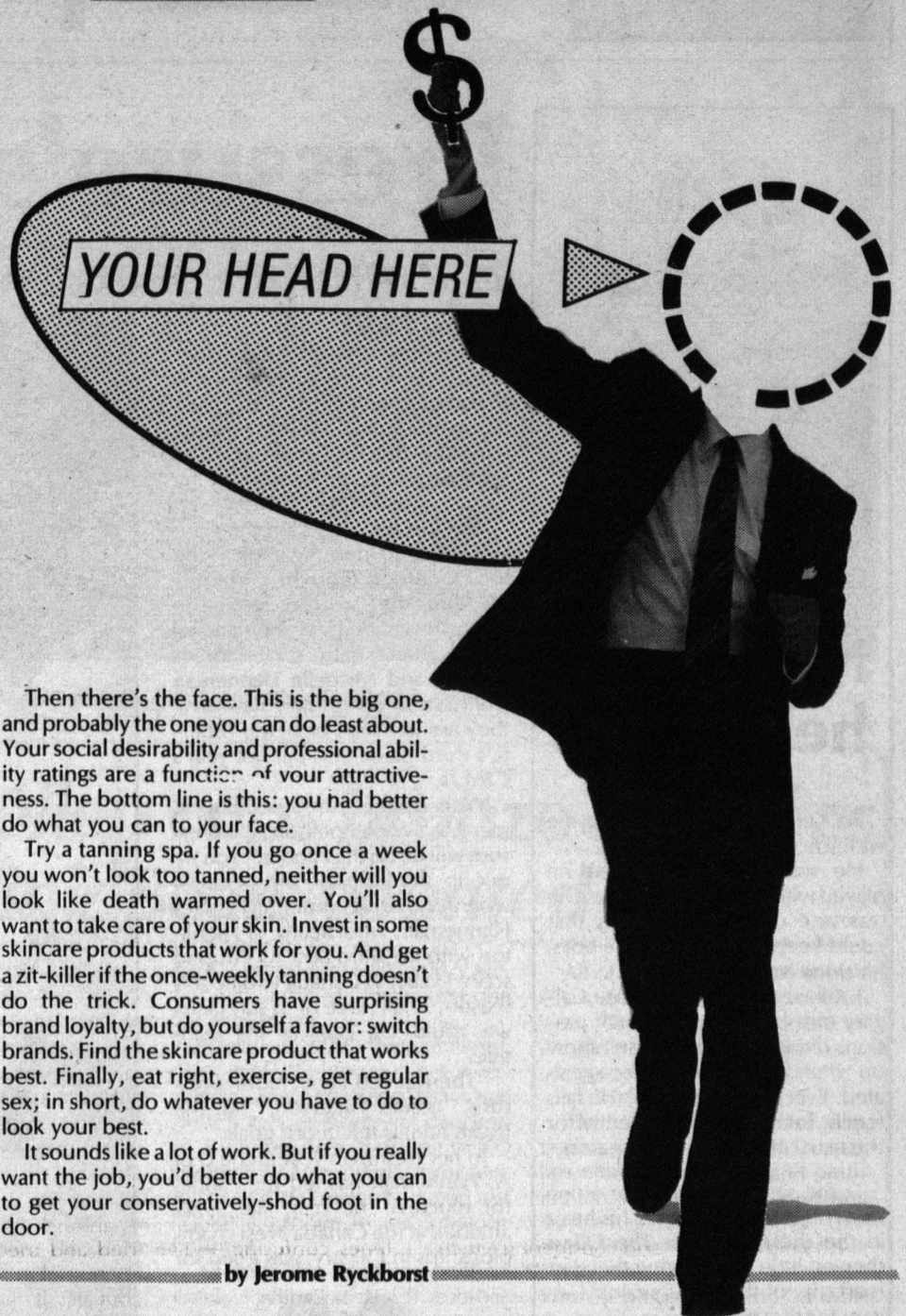
There is no relationship between clothing, appearance and personality. However, it is a well-known fact that people continue to make this type of decision.

The good news is you can manipulate how people perceive you. It is possible to control the first impression you make.

Appearance starts with the body. If you want a power position fat men and short men are out of luck. Tall slender women are out of luck. Our society likes its male executives tall and slender (not skinny). Women vying for the same positions should be only slightly feminine, not masculine, not dowdy, and certainly not gorgeous, because gorgeous = bimbo.

Women wanting a management position should wear conservative versions of last year's styles. Ideally the female executive uniform resembles the male uniform. Still, there is much variation, depending on the specific job a woman is after. Men have it somewhat easier; they should stick to the 'basic suit'. But the basic suit varies from company to company, and from city to city. If you really want a particular job, go and sneak a peek at what your prospective peers are wearing (or send a friend to spy).

There is no room for creativity of dress in any lower level business position. So be boring. Be consistently boring.



Then there's the face. This is the big one, and probably the one you can do least about. Your social desirability and professional ability ratings are a function of your attractiveness. The bottom line is this: you had better do what you can to your face.

Try a tanning spa. If you go once a week you won't look too tanned, neither will you look like death warmed over. You'll also want to take care of your skin. Invest in some skincare products that work for you. And get a zit-killer if the once-weekly tanning doesn't do the trick. Consumers have surprising brand loyalty, but do yourself a favor: switch brands. Find the skincare product that works best. Finally, eat right, exercise, get regular sex; in short, do whatever you have to do to look your best.

It sounds like a lot of work. But if you really want the job, you'd better do what you can to get your conservatively-shod foot in the door.

by Jerome Ryckborst

CJSR
THE ALTERNATIVE
FM 88.5
TOP 10 ALBUMS

1. **Three O'Clock Train** — Muscle In (Pipeline/CC)
2. **Jr. Gone Wild** — Less Art, More Pop! (Better Youth Canada/CC)
3. **Bad Brains** — I Against I (Fringe/Canada)
4. **K.D. Lang & The Reclines** — Angel With A Lariat (Sire/WEA)
5. **Soul Senders** — Soul Senders (Spider/US)
6. **Go Four 3** — Six Friends (Zulu/CC)
7. **Caterwaul** — The Nature Of Things (Lost Arts/Pollution Control)
8. **U.I.C.** — Our Garage (Fringe/CC)
9. **Andy White** — Rave On (MCA)
10. **Husker Du** — Warehouse: Songs And Stories (WEA)

TOP 10 SINGLES

1. **Haunting Today** — Haunting Today (Dernier/CC)
2. **Roots Round Up** — 6-Song Tape (Independent/CC)
3. **Ten Tall Men** — Nickelbrain (Independent/Pollution Control)
4. **Fluid Waffle** — 16 Million Colours (Amok/Pollution Control)
5. **Amoeba Quiche** — Justice Liver (Independent/Canada)
6. **Frozen Concentrate** — Writing On The Wall (Melted/Pollution Control)
7. **Synthetic Product** — We Have Been Notified (Synthetic Product/Pollution Control)
8. **Weathermen** — Machinery/Tape (Independent/CC)
9. **Big Band Trio** — Crazy Bout A Saxophone (Independent/CC)
10. **Live Skull** — Pusherman (Homestead/Dutch East India)

Career and Placement Services

300 Athabasca Hall

EARN \$7.50/hr.

C.A.P.S. is looking for students to continue our Resume Writing, Job Search and Interview Workshop Program during the 1987/88 winter session.

Students will be required to promote/advertise C.A.P.S. and its services to students and staff, and to plan, organize and deliver each workshop. An established network of contacts on campus would be beneficial.

Successful candidates will:

- be returning to University in September 1987 for the full academic year
- be available for training the first week in September 1987
- be prepared to work approx. 6 - 15 hours per week, from September 1987 to April 1988
- be available to work evenings and Saturdays when required
- possess good public speaking and presentation skills

Please submit resume and covering letter to:

Arlene Larson, Assistant to Director
Career and Placement Services
300 Athabasca Hall

DEADLINE: March 18, 1987

(Interviews will be conducted after final exams)

RICK HANSEN

on

CAMPUS

Noon Hour Rally
FRIDAY, MARCH 6
Universiade Pavilion

Doors open at 11:30
Rally begins at 12:00

LIVE ENTERTAINMENT
BEGINS AT
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