

SOURCES AND PERMANENCE  
OF  
VOCATIONAL INTERESTS  
OF  
COLLEGE MEN

by

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REVIEW OF THE LITERATURE

1

In 1903 J. McKeen Cattell said , "It is our business to make both a science and an art of human nature. \*\*\* In the world of human nature we must learn to select the right man, to educate him and to fit him for his exact task. \*\*\* We work by rule of thumb--blind, deaf and wasteful. \*\*\* The twentieth century will probably witness an increase in our knowledge of human nature and in our power to use it for our welfare."

In the second sentence of this quotation Cattell made himself, as he has so often done, the prophet of a series of important and fascinating studies in vocational guidance, the first of which came nine years later. He sensed the need for scientific help with the most urgent question every youngster faces, namely--"What are you going to do when you grow up?"

2

In 1915 Brewer said, "Ten or fifteen years more should put us well on the way toward a scientific procedure. Meanwhile, vocational decisions will continue to be made, for occupational life does not wait upon scientific method. This social necessity, together with the gains directly ahead, challenges our best efforts." With or without scientific vocational guidance three million to five million young folks in America annually make the decision which may change the whole course of their lives.

3

In 1912 Thorndike<sup>3</sup> pointed the way to scientific guidance still more clearly with his famous study of the permanence of interest. This was a study of one hundred juniors in Barnard College, Columbia College and Teachers College. Each ranked himself by memory as to his interest in seven elementary

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1. J. McKenn Cattell, Homo Scientificus Americanus, Science, April 10, 1903, V. 17, p. 561-570. A study of 4,000 men of science from which ultimately came "The Thousand Men of Science."
  2. John M. Brewer, "Is Scientific Vocational Guidance Possible?", School and Society, 1923, Vol. XVII, p. 262-266.
  3. E. L. Thorndike, "The Permanence of Interests and Their Relation to Abilities," The Popular Science Monthly, 1912, V. LXXXI, p. 449-456.

studies for his last three years of elementary work which continued on thru high school and college and repeated the routine for the high school period and the college period. He then made a similar ranking of his ability in each of the seven subjects for the three periods. Thus the entire ranking was subjective. The rankings for interest for the three periods showed an average of 0.88. The correlation between interest ranking in the elementary years and ability ranking in the college years was 0.60. The correlation between interest and ability rankings in the same period for all groups was 0.91.

Thorndike says, "A person's relative interests are an extraordinarily accurate symptom of his relative capacities. These facts unanimously witness to the importance of early interests. They are shown to be far from fickle and evanescent.---It would be hard indeed to find any feature of a human being which was a much more permanent fact of his nature than his relative degrees of interest in different lines of thought and action. Interests are also shown to be symptomatic, to a very great extent, of present and future capacity or ability. Either because one likes what he can do well, or because one gives zeal and effort to what he likes, or because interest and ability are both symptoms of some fundamental feature of the individual's original nature, or because of the combined action of all three of these factors, interest and ability are bound very closely together. The bond is so close that either may be used as a symptom for the other almost as well as for itself."

He himself points to the basic weakness in the study when he says, "The better method is, of course, to get the measurements of relative interests and of relative ability, not from memory, but at the time; and not from the individuals' reports alone, but by objective tests.---I hope that some one of my readers will be moved to undertake it." And Freyd, Freyer, Strong, and their associates accepted the challenge for the objective measurement of interest ten years later.

In 1916 Kitson<sup>1</sup> admitted the importance of interest as a criterion but was skeptical of its analysis. He criticised Thorndike's study rather sharply and said that mechanical detectors of interest excitement were not yet usable. He quoted James as follows: "It is safe to say that individual histories and biographies will never be written in advance no matter how 'evolved' psychology may become. True vocational guidance does not commit a person inalienably to a single vocational opportunity."

Then in 1917 King and Adelstein<sup>2</sup> repeated Thorndike's interest and ability test with one hundred forty University of Iowa students giving sheets for ability estimates a day later than the interest estimates. They got correlations slightly lower than those of Thorndike, 0.50 to 0.79, but still high enough to be significant in their judgment.

In 1919 Hartman and Dashiell<sup>3</sup> made a ranking of (a) relative abilities and (b) relative interests in six simple forms of psychological tests with thirty-one juniors and seniors in the Oberlin Summer School. They gave the following tests:

- |                           |                            |
|---------------------------|----------------------------|
| 1. Word Completion        | 4. Arithmetical Problem in |
| 2. Code Writing           | forty equal steps          |
| 3. Immediate retention of | 5. Pitching Pennies        |
| visual impressions        | 6. Letter Cancellation     |

A record of success was kept objectively. Subjects then ranked the tests 1 to 6 according to their interest in them. By the Spearman Footrule formula the average correlation was 0.243. Six of the thirty-one showed a negative correlation. The highest was 0.915.

Because of the objectivity (they said indirectness) of the computation or ranks in ability and the naturally uninteresting nature of the tests the figures were thought to be significant. The study was vitiated by the difficulty experienced by several subjects in assigning ranks in interest.

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1. H. D. Kitson, "Interest as a Criterion in Vocational Guidance", Educational Review, 1916, Vol. 52, p. 349-356.  
 2. Irving King and Morris Adelstein, "The Permanence of Interests and Their Relation to Abilities", School and Society, Vol.6, 1917, p. 319-60.  
 3. Ross Hartman and J. F. Dashiell, "An Experiment to Determine the Relation of Interests to Abilities", The Psychological Bulletin, August 1919, V.16, No.8.

In 1920 Bridges and Dollinger<sup>1</sup> with a group of several hundred students at Ohio State University studied the relationship between estimated interest and estimated ability early in a semester and ability as measured by grades secured at the close of the semester. They reached the conclusion that, "A person's relative interests are an extraordinarily inaccurate symptom of his relative capacities." They stressed the necessity for objective measures of both interest and ability.

A year later Thorndike<sup>2</sup> commented on the Bridges and Dollinger study and reached the following conclusion: "On the whole, Bridges' data seem to corroborate the doctrine of a very close relation between the order for individual's interests and the order of his abilities."

In the same year Freyd<sup>3</sup>, at Carnegie Institute, reported an interesting series of tests for journalistic ability--giving absolute scores made and correlation between those scores and instructors ratings. The best thing about the study was the promise to report the correlation with journalistic success in five or ten years.

The following year Freyd<sup>4</sup> published a study which marks the beginning of the modern consideration of interest as a vocational factor. He used a group of forty-three seniors in engineering at Case School of Applied Science and a group of thirty seniors in industries at Carnegie Technical Institute. With the now famous L.I.D. (Like - Indifferent - Dislike) tests in embryo form he found a marked differentiation between the two groups. The center of gravity for the interest test has shifted in these eight years from Carnegie to Stanford but to Freyd goes the credit for the first effective approach to the objective study of vocational interest.

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1. J. W. Bridges and Verona M. Dollinger, "The Correlation between Interests and Abilities in College Courses", Psychological Review, 1920, V. XXVII, p.308-314.
2. E. L. Thorndike, "The Correlation between Interests and Abilities in College Courses", Psychological Review, 1921, V. XXVIII, p. 374-376.
3. Max Freyd, "A Test Series for Journalistic Aptitude", Journal of Applied Psychology, 1921, Vol. V, p. 45-56.
4. Max Freyd, "A Method for the Study of Vocational Interests", Journal of Applied Psychology, 1922, Vol. VI, p. 243-252.

In the same year Freyer<sup>1</sup>, Cowdery<sup>2</sup>, and Yoakum<sup>3</sup> were pointing to the significance of intelligence as a vocational factor and to the need for genetic studies of the development of interest.

In 1923 Freyd<sup>4</sup> at the University of Pennsylvania reported a study of thirty seniors in 'Industries' and twenty-nine students enrolled in a course in 'Life Insurance Salesmanship'. The study was apparently made at Carnegie but reported from Pennsylvania. The L. I. D. tests were used to separate the 'socially inclined' from the 'mechanically inclined'.

Freyd says, "If an interest questionnaire, treated with a proper statistical methods, and evaluated with reference to its capacity for discrimination between those who succeed and those who fail in a given industrial task, can be scored in such a way as to make this discrimination numerical and employable in guidance, no theoretical considerations need disturb the psychologist.

"It is immaterial whether they (the traits revealed) be called interests, complexes, preferences or likes and dislikes; what matters is that the psychological phenomena be given the recognition they merit."

In the same year Freyer<sup>5</sup> with a group of three hundred twenty applicants for vocational counsel at the Brooklyn Central Y. M. C. A. studied the relationship between interest and intelligence and vocational maladjustment. In brief he found that men under thirty years of age were often maladjusted because they were intellectually able for more difficult work while those above thirty years

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1. Douglas Freyer, "Occupational Intelligence Standards", School and Society, 1922, Vol. XVI, p. 273-277.
2. Karl M. Cowdery, "Measures of General Success as Indices of Success in Trade Learning", Journal of Applied Psychology, Vol. VI, 1922, p. 311-330.
3. C. S. Yoakum, "Basic Experiments in Vocational Guidance", Journal of Personnel Research, 1922-23, Vol. I, p. 18-34.
4. Max Freyd, "The Measurement of Interests in Vocational Selection", Journal of Personnel Research, 1923, V. I, p. 319-328.
5. Douglas Freyer, "Intelligence and Interest in Vocational Adjustments", Pedagogical Seminary, 1923, Vol. XXX, p. 127-151.

of age were often maladjusted because they were intellectually unequal to the jobs they held. Incidentally men under thirty were much more friendly to counsel than were those above thirty. This may well have been due to the welcome and unwelcome nature of the counsel appropriate to each group.

Freyer found results contrary to those of Thorndike on interest and ability and thinks interest and ability are perhaps only occasionally associated. He challenged Thorndike's procedure on ground that one's estimate of his own interests and abilities are so likely to be sympathetically interrelated as to predetermine the favorable outcome in correlation. He asked for objective ratings of interest and insisted on objective ratings of ability.

In 1926 the scientific analysis of vocational interest took on new life when Cowdery<sup>1</sup> published his study at Stanford on "The Measurement of Professional Attitudes". The editor's note which accompanied it in the Journal of Personnel Research says, "The Statistical method of group interest analysis, originated at Carnegie Institute of Technology, is showing promise of considerable usefulness in vocational selection. It has already been employed with good results in differentiating the interests of successful salesmen from unsuccessful ones, design engineers from sales engineers and the mechanically from the socially inclined." Cowdery gave the matter a turn distinctly practical and interesting to high school and college people when he included lawyers, doctors, and engineers in his groups. The study showed that the 'Interest Report Blank' differentiated men with medical, engineering, and legal interests with an efficiency of 80 to 90 percent, and has a reliability ranging from 0.77 to 0.90. The 'Interest Report Blank' was simply an improvement on Freyd's L. I. D. test.

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1. Karl M. Cowdery, "Measurement of Professional Attitudes Differences between Lawyers, Physicians, Engineers", Journal of Personnel Research, 1926, Vol. 5, p. 131-141.

The characteristic variations between the groups were properly weighted to agree with the prevailing tendency of each adult group. Then when the tests were given to graduate and undergraduate students in these professions, the tests furnished differentiation as indicated above.

Cowdery said, "No prediction of success is made. The attitude is measured. The basis for the type of interest response is laid down in the makeup of the individuals and by their experiences previous to reaching university training. This fact is here established for groups; whether true for individuals remains to be investigated."

In the same year, 1926, Strong<sup>1</sup> and <sup>2</sup> with whom Cowdery had been working at Stanford greatly extended the scope of the study by scoring the 'Cowdery' test for almost two thousand adults in about twenty occupations. He found much encouragement to hope for successful differentiation and as was expected enough overlapping among the groups somewhat similar in the nature of their work to throw a damper on the enthusiasm of those who had been predicting extravagant things for the vocational interest test. Strong said, "It is not to be expected that any battery of tests will ever be devised which will classify every man and assign him to his proper vocation." This is reminiscent of Kitson's quotation in 1916, "It is safe to say that individual histories and biographies will never be written in advance no matter how 'evolved' psychology may become."

The following year, 1927, Strong<sup>3</sup> found that the 'Stanford' test would not differentiate 'executives' from other leaders in the various occupational groups.

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1. E. K. Strong, Jr., "Interest Analysis of Personnel Managers", Journal of Personnel Research, 1926, Vol. 5, p. 235-242.
2. E. K. Strong, Jr., "An Interest Test for Personnel Managers", Journal of Personnel Research, 1926, Vol. 5, p. 194-203.
3. E. K. Strong, Jr., "Vocational Guidance of Executives", Journal of Applied Psychology, 1927, Vol. XI, p. 331,347.

In the same year Freyer<sup>1</sup> went carefully over the work of Thorndike and of Bridges and Dollinger on interest and ability. He used much the same method with one hundred four students at the University of Utah and eighty-nine students at New York University. His results are summed up in the sentence, "Such prediction is of little value".

In 1929 two more publications brought the 'Stanford' test down to date. Strong<sup>2</sup> gave the revised interest test to five hundred seventy-five engineers apparently in successful practice in an effort to differentiate mechanical, electrical, civil, and mining men from each other. They could not be separated to any appreciable degree.

The blanks of sixty-two full members of the American Society of Mechanical Engineers were scored for interest in nineteen other occupations. Their interests were found closely related only to themselves. It now has scorings for twenty-six occupations. Strong said, "As far as can be ascertained within a period of two years, the interest tests have prognostic value in the case of college men."

Remmers<sup>3</sup> at Purdue used three hundred forty-nine items assembled from Cowdery and Miner including forty-five from two Purdue professors of agriculture presumably related to agriculture. The test was given to one hundred twelve freshmen in agriculture, one hundred six freshmen in engineering, and twenty-three seniors in agriculture. The results separated engineers from agricultures very well and showed stability as between freshmen and seniors in agriculture.

Six studies have been taken out of their chronological order for report at the close of the 'literature' section of this study because they are more nearly related to the present study than the ones already reported have been.

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1. Douglas Freyer, "Interest and Ability in Educational Guidance", Journal of Educational Research, 1927, V. 16, p. 27-39.
2. E. K. Strong, Jr., "The Interests of Engineers", Personnel Journal, April, 1929, Vol. VII, p. 441-454.
3. G. H. Remmers, "The Measurement of Interest Differences between Students of Engineering and Agriculture", Journal of Applied Psychology, April, 1929, V. XVII, p. 105-119.

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In 1915 Crathorne<sup>1</sup> investigated the vocational interests of two thousand college freshmen in a number of institutions by the questionnaire method. He found that on entering high school fifty-seven percent had decided upon their life work but that by the time they reached college almost exactly fifth percent of these had altered their choices. Eighty-seven percent of college freshmen had arrived at definite vocational interests by the time they entered college.

In 1923 Kitson and Culbertson<sup>2</sup> studied the vocational changes of the first thousand men and women whose names appeared in *Who's Who in America, 1922-23*, Vol. XII. They found that sixteen percent changed their vocation at least once. One third of the changes occurred before age twenty-five and sixty-five percent before age thirty-five. Ninety percent had received collegiate training and those with the greatest amount of training made the fewest changes.

In 1924 Kitson and Kirtley<sup>3</sup> made a similar investigation of the first one thousand women whose names appeared in the same volume. They found that only eleven percent of the women studied changed at least once which is significantly lower than the sixteen percent of both men and women above and indicates a somewhat greater vocational stability among women. The other percentages were not significantly different. The fact that about forty percent of these changes in both groups occurred after age thirty-six indicates a problem worthy of serious attention. Presumably, however, many of the changes were beneficial and represented promotions along the path to eminence.

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1. A. R. Crathorne, "Change of Mind between High School and College as to Life Work", School and Society, 1915, Vol. II, p. 28-30.
  2. H. D. Kitson and L. Culbertson, "The Vocational Changes of One Thousand Eminent Americans", The National Vocational Guidance Magazine, March, 1923.
  3. H. D. Kitson and Lucille Kirtley, "The Vocational Changes of One Thousand Eminent American Women", School and Society, Vol. XIX, #474, Jan. 24, 1924, p. 110-112.

According to a study made by Franklin<sup>1</sup> in 1922, one thousand four hundred twenty-six junior high school freshmen in Baltimore were asked to state their first vocational choices. Three years later two hundred sixty of them were again asked to indicate their choices. Of these two hundred sixty, sixty-eight percent of the boys and seventy-seven percent of the girls repeated the earlier choices. On the average about three out of four held to their choices through the three years of junior high school.

An interesting side light was that pupils expressing a non-professional interest such as clerical work or a trade had but three-fourths as good a chance of surviving to the completion of the junior high school course. For the boys alone this ratio was only one-half.

In 1926 Hubbard<sup>2</sup> gave Freyd's questionnaire, modified, to two hundred seventy-seven engineering freshmen, three hundred sixty-five science, literature, and arts freshmen, one hundred fourteen science, literature, arts freshmen women, one hundred one first year law students, one hundred fifty-six senior engineers, and eighty-four school of business students.

The usual mechanical-social distribution with considerable overlapping was found. The following returns are interesting with reference to the causes which seemed to have lead them into their various lifework decisions.

Interest in the work	57.9%	Parents or family influence	20.2%
Conditions of work	28.2%	Demand for workers	14.8%
Income	21.9%	Advice of friends	11.2%
Interest aroused by school subject	21.8%		

Hubbard concludes that they were much influenced by definite and objective vocational information and that the home is not an adequate source of help.

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1. E. E. Franklin, "The Permanence of Vocational Interests After Three Years", School and Society, Vol. XXIII, #588, April 3, 1926, p. 438-440.  
 2. Ruth Hubbard, "Interests Studied Quantitatively", Journal of Personnel Research, 1926, Vol. 14, p. 365-378.

In 1928 Haetson<sup>1</sup> studied six hundred eighteen Oberlin graduates from 1914 to 1922. He said, "It takes the typical man one year nine months to find his vocation. Half the men have remained in the occupation of their first choice. For about twenty-seven percent the final occupation was the second choice. About fifteen percent experimented in two fields before finding one that suited them; six percent tried three; some of the others tried as many as six occupations. Occupations with more than a seventy-five percent holding power are law, medicine, merchandising, college teaching, physical education, banking, and library work (for women)."

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1. L. D. Haetson, "Vocational Stability of Oberlin Alumni", Personnel Journal, October, 1928, Vol. VII, p. 176-185.

THE PLAN OF THE STUDY.

In the spring of 1924 the writer asked one hundred one students at the University of Kansas to come to his office for a conference on their vocational situations. They were boys with whom he was personally acquainted and the conferences were quite informal. They were nearly all juniors, seniors, or graduate students.

This initial statement was made to each of them--"I am interested in vocational guidance for college students and want you to help me get a good picture of the situation with a group of our own college students. I need your help. Will you kindly tell me as fully as you can just how you have reached your own choice of a vocation. Begin as far back as you can remember and tell the story in your own way without interruption from me. I want to make notes while you talk. You may be sure that your identity will not be revealed in the publication of the study and that you will be protected from every possible embarrassment in the use of your story."

Thereupon each student told his story in his own words. It usually required from five to twenty minutes for the personal statement although a few took much longer. When this statement was completed the writer glanced over the following items to see if they were included in the informal statement. If not questions were asked to bring them into the report.

1. The family situation with reference to vocational opportunities for the boy.
2. The kind of community or communities in which the boy had lived-- whether rural, or urban, etc.
3. The boyhood interests and hobbies.
4. All occupations at which the boy had worked.

5. The favorite studies in High School and College.
6. High School, College, and community 'Activities'.
7. The most interesting and enjoyable experiences in his life.
8. The boy's own definition of success at age fifty.
9. The sources of vocational counsel received.
10. The lifework choices in order of preference.
11. The vocational plans for the following ten years if the boy were to be given \$100,000 for the conference.

## THE SUMMARY

The study is summarized statistically on pages 22 to 26. On page 26 the entire study is condensed in one table which reveals at a glance the essential results. The more interesting section of the study is the life stories of these boys told in their own language. There are stories of heroism, inspiration, careful planning and often of drifting. The reader is invited to read number one as an example of heroism in the struggle for an education. Number two is the story of a life-long interest in a great vocation. Number eight should reveal a story of persistence against almost every kind of obstacle which fortunately was finally rewarded with success. For certainty from the earliest years numbers sixty-one and sixty-eight are illuminating. And for examples of what the writer calls very good lifework histories, read seventy-two and eighty-two. Of course, every reader will make his own estimates as the stories are read.

Number one, after working his way through high school, went to college to continue the job. To make it all the more difficult he married during his second year at college and became a father the third year. After trying clerking and inspecting, both white collar occupations, he turned to janitor work as more remunerative and spent the last three of his five college years that way. At one time he held fifteen different jobs totalling \$165.00 a month. He arose every morning at four forty-five and retired with the furnaces at night. But he completed the educational job, secured a good position, has had one unusual promotion and is on his way up.

Number eight ran into everything imaginable that could kill his enthusiasm for college, but simply refused to quit. An extra year of high school because of bad advice - the World War - an injury in the service - at least seven different attempts at college - lack of funds and still he stayed with it. An interesting slant in his case is that his love of medicine was

originally vicarious -- his father's boyhood ambition had been to be a doctor but he had given it up. The son inherited that dream and eventually made it come true.

Numbers sixty-one and sixty-eight were almost too sure they were right from the very beginning. Their stories are short - sixty-eight the shortest of the group - and by their brevity reveal the scantiness of the consideration of the subject. They seemed perfectly happy and apparently need no sympathy. And yet, I cannot help wishing that number sixty-eight especially had planned at least to try something else first.

Numbers seventy-two and eighty-two always give me a thrill. Rooted deep in the imaginations of boyhood, their vocations promise them the chance to play all their lives through and be handsomely rewarded for it. Surely they will be happy.

When the study thus outlined was completed it was laid aside for several years when it seemed wise to revive it. Accordingly information was secured telling what occupations the boys actually entered and how long they remained in each one. All of the boys are still living and the last of their reports came in recently showing the vocational selections for approximately five years following the original study.

This supplement may prove to be more valuable than the original study itself since it gives an authentic and objective report on the permanence of vocational interest.

One of the students revealed the weakness in a memory report of earlier interests by what lay beneath a very black smudge on his final report. When, thru the curiosity of the writer, it was finally erased enough to reveal the sentence it was meant to conceal, these words appeared, "Dear Dean, whatinell did I say I wanted to do?" And this uncertainty despite the fact that he had never wavered in his original choice. Another phrased the same idea somewhat more conventionally when he wrote, "I should surely be interested in knowing

what I thought I wanted to be when I talked to you. I've forgotten that but I do remember the interview. Can you satisfy my curiosity!" He, too, was following the program outlined five years previously. These two comments from the boys are reminiscent of Thorndike's own comment as to the chief weakness in his study.

The study is presented in summary form on pages 22 to 26. Certain points deserve special comment.

Thirty-two of the one hundred one made their college choice of a vocation before reaching high school; twenty-eight made the decision in high school; thirty-seven made it in college. Two reached their decisions on the job, one at age seventeen and the other at age twenty-three. In two cases it was not at all clear when the decisions were made. In some doubtful cases the time of decision was recorded as 'probably' within a given period.

The origin of the choice was not always clear. In thirty-one cases it seemed to be what the writer calls the 'family situation or tradition'. These cases seemed to follow a father or other close relative's profession or business often with the prize of a partnership as a compelling motive. Again certain doubtful cases are recorded 'probably'.

In fourteen cases a boyhood occupation was made the permanent choice. A common example was the trend from a paper route to journalism. In ten cases a hobby became the beginning for a real lifework. An example would be the transition from playing with electrical toys to the vocation of electrical engineering. Twelve boys seemed to base their decisions on the influence of a teacher, aside from formal counsel, or in a course of study. This happened in both high school and college. Nine boys were guided by formal counsel from parents, other relatives, teachers, and schoolmates.

The offer of the \$100,000 and the request for a revision of plans if that much money were available brought a smile and in a number of cases a real revision. Four would have shifted to Choice No. 2, two to Choice No. 3, and

fourteen to a choice not even indicated earlier. Writing, travel, and law were mentioned often as goals not possible without additional financial help.

Eighty-two of the one hundred and one boys really first entered upon their indicated first choices. Three others entered into related fields and one eventually came back to his first choice after trying Choice No. 4. So that eighty-six of the one hundred one really gave their first choices a tryout. However, nine others first began with Choice No. 2 and six began with a choice not even indicated earlier. Seven of them changed to Choice No. 2 or to an unindicated choice while only one needed a third choice within the five years.

At the end of the period of approximately five years, seventy-nine were engaged at Choice No. 1, ten at Choice No. 2, three at Choice No. 3, and nine at vocations not listed as interesting them at all five years earlier.

Both the numbers actually entering upon their first choices and the numbers actually engaged therein five years after indicating their selections, which usually meant from three to five years after graduation, indicate a high degree of permanency in vocational interest as expressed in the college years.

Of the thirty-two who made their decisions before reaching high school twenty-nine or ninety percent were still true to their choices at the end of the period and the two who wavered went into business with a member of their own families, and one of them turned to his \$100,000 choice. One is reminded of the old adage, "Train a child up in the way he should go and when he is old he will not depart therefrom". Those who made their decisions in high school and college felt freer to change. Only seventy-five percent of the high school decisions and sixty-eight percent of those made in college were still effective at the close of the period studied.

Of the thirty-one who followed the easy route of the family tradition twenty-six or eighty-four percent remained faithful to the end. Of the twelve who found their inspiration in teacher or classroom nine or seventy-five percent stuck it out. Of the nine who listened to counsel from relatives, teachers, and students six or sixty-seven percent found it to their liking.

Of real significance are the two groups who got their vocational beginnings in an occupation or a hobby. Of the fourteen who dated their start from an occupation two changed and one of them really did not change the nature of his work. The other was influenced by the family situation and went to his \$100,000 choice. Of the two who found vocational guidance in a hobby nine held true while the one who left was simply the recipient of an offer too flattering to refuse and still has the earlier interest hidden away in a corner of his heart. Thus occupations and hobbies represent almost one hundred percent holding power.

The study revealed no significant difference in the vocational holding power of different vocations. Medicine, law, engineering, business, journalism, and education, which were the larger groups, all suffered small losses but the percentages were not significantly different.

It would add an interesting chapter to the study to have the students concerned take the Stanford interest test for the choices indicated. These tests, of course, were still somewhat below the horizon five years ago.

GENERAL CONCLUSIONS

1. Vocational choices are made from the earliest years clear to the end of college. Vocational guidance should be an integral part of the entire educational system from kindergarten to graduate and professional schools as well as of the home life.

2. Hobbies and boyhood occupations are vital instruments of vocational selection.

3. It is likely that decisions made in line with the family tradition and the counsel of relatives, teachers, and friends should be subjected to unusually careful scrutiny.

4. With or without competent vocational guidance young folks make life-work choices seriously enough to endow them with a high degree of permanence.

5. The college graduate in our complex modern life has a rich choice of vocations and can change from one to another with comparative ease.

6. The use of a permanent record card thru all the school years could provide the information necessary for an extensive study of vocational interest.

7. If the Stanford Interest Test means what we hope for it in the high school and college years, it should be modified to serve the years below the high school where so many vocational decisions are made.

No.	Major	Did Major Hold for Five Years	First Choice at time of inter-view	When Made?			Origin of First Choice	What Change with \$100000	Real First Choice	Real Second Choice	Choice at end of five years	PERMANENCY									No.	
				Before H.S.	During H.S.	During College						Did first choices hold for five years?					As to Origin					
												Before High School	During High School	During College	Family Situation	Occupation	Hobby	Teacher or Course of Study	Counsel	Origin Not Clear		
1	Bus.	Yes	Bus.	*	*	8**	Med.	#1		#1	Yes			Yes							1	
2	Arch.	Yes	Arch.	*	*	NC	None	#1		#1	No	Yes								Yes	2	
3	Ed.	No	Teach.	*	*	T-C	None	#2		#2	No					No					3	
4	Journ.	No	Adv.	*	*	O	Writing	#1		#3		No		No							4	
5	Bus.	No	Bus	*	*	Boyhood Liking	Drawing	#1	#X	#X		No	No	Choice from boyhood liking did not hold							5	
6	Ento.	Yes	Ento.	*	*	T-C	None	#1		#1		Yes				Yes					6	
7	Med.	No	Med.	*	*	F	None	#X	#Y	#Y	No		No								7	
8	Med.	Yes	Med.	*	*	C	None	#1		#1	Yes								Yes		8	
9	Chem. Engr.	Yes	Petr. Engr.	*	*	Careful Study	Teach.	#2		#2		No	Choice from careful study did not hold								9	
10	Mech. Engr.	Yes	Mech. Engr.	Not Clear		H	None	#1		#1	Time not Clear but choice held					Yes					10	
11	Bus.	Yes	Bus.	*	*	F	None	#1		#1	Yes		Yes								11	
12	Zool.	Yes	Zool.	*	*	F	None	#1		#1	Yes		Yes								12	
13	Ed.	Yes	Govt. Serv.	*	*	NC	None	#2		#2	No								No		13	
14	Bus.	Yes	Law	*	*	F	None	#2		#2		No	No								14	
15	Bus.	Yes	Bus.	*	*	C	Writing	#1		#1		Yes	Yes						Yes		15	
16	Law	Yes	Law	*	*	F	None	#1		#1	Yes		Yes								16	
17	Law	Yes	Law	On job at 17		O	None	#1		#1	Choice on job at 17 held					Yes					17	
18	Journ.	Yes	Journ.	*	*	O	None	#1		#1	Yes					Yes					18	
19	Law	Yes	Law	*	*	F	To #2	#1		#1		Yes	Yes	Yes							19	
20	Bus.	Yes	Bus.	*	*	F	None	#1		#1		Yes	Yes	Yes							20	
21	Bus.	Yes	Bus.	*	*	F	None	#1		#1	Yes		Yes	Yes							21	

\*\* F--Family Situation or Tradition  
 O--Occupation, usually in boyhood  
 T-C--Influence of teacher or course of study

\*\* H--Hobby  
 C--Counsel of family, teacher, or student  
 NC--Origin not Clear

## Then changed to No. 3

No.	Major	Did Major Choice Hold for Five Years	First Choice at time of inter-view	When Made?			Origin of Choice	What of change with \$100000	Real First Choice	Real Second Choice	Choice at end of five years	PERMANENCY								No	
				Before H.S.	During H.S.	During College						Did first choices hold for five years?									
												Before High School	During High School	During College	Family Situation	Occupation	Hobby	Teacher or Course of Study	Counsel		Origin Not Clear
22	Law	Yes	Law	*			NC	None	#1		#1	Yes								Yes	22
23	Journ.	Yes	Journ		*	*	T-C	None	#1		#1									Yes	23
24	Bus.	Yes	Bus.		*		O	None	#1		#1		Yes			Yes					24
25	Sociol	Yes	Social Work		*		T-C	None	#1		#1		Yes							Yes	25
26	Ed.	No	Stock Famm.	*			F	None	#3		#3	No				No					26
27	Hist.	No	Cattle Bus.	*			F	None	#1		#1	Yes				Yes					27
28	Bus.	Yes	Bus.	*			F	None	#1		#1	Yes				Yes					28
29	Bus.	Yes	Bus.	*	*		O	To #2	#1		#1		Yes	Yes		Yes					29
30	Bus.	Yes	Bus.	*			F	None	#1		#1	Yes				Yes					30
31	Law	Yes	Law		On job at 23		O	None	#1		#1	Choice on job at 23 held				Yes					31
32	Law	Yes	Law	*			NC	None	#1		#1									Yes	32
33	Bus.	Yes	Bus.	*		*	C	None	#1		#1									Yes	33
34	Med.	Yes	Med.	*		*	F	None	#1		#1					Yes					34
35	Psych.	Yes	Psych.	*		*	(As basis for law)	None	#1		#1					Yes	Choice as basis for law held				35
36	Journ.	No.	Journ.	*			H	None	#1	#X	#X		No			No					36
37	C. Engr.	Yes	C. Engr.	*			H	None	#1		#1		Yes			Yes					37
38	Bus.	Yes	Bus.	*		*	F	None	#1		#1					Yes					38
39	Eng.	No.	Bus.	*			F	None	#1		#1	Yes				Yes					39
40	El. Engr.	Yes	El. Engr	*		*	H	Writing	#1		#1		Yes	Yes					Yes		40
41	C. Engr.	Yes	Engr.	*		*	H	None	#1		#1		Yes	Yes					Yes		41
42	Law	Yes	Law	*			F	None	#1		#1	Yes				Yes					42
43	Physics	No	El. Engr	*		*	NC	None	#X (Related)		#X					No				No	43
44	Physics	Yes	Teach.	*		*	T-C	None	#1		#1					Yes				Yes	44
45	Ed.	No	Teach.	*		*	NC	None	#2		#2		No							No	45
46	Pol. Sc.	No	Politics	*		*	T-C	None	#X (Related)		#x					No				No	46
47	Engr.	Yes	Engr.	*		*	NC	None	#1		#1					Yes				Yes	47
48	Med.	Yes	Med.	*		*	F	Answer not recorded	#1		#1					Yes				Yes	48

No.	Major	Did Major Hold for Five Years	First Choice at time of inter-view	When Made?			Origin of First Choice	What of change with \$100000	Real First Choice	Real Second Choice	Choice at end of five years	PERMANENCY								No.	
				Before H.S.	During H.S.	During College						Did first choices hold for five years?									
												As to time when made				As to Origin					
												Before High School	During High School	During College	Family Situation	Occupation	Hobby	Teacher or Course of Study	Counsel	Origin Not Clear	
49	Law	No	Law	*			F	None	#2		#2		No		No						49
50	Med.	Yes	Med.		*		T-C	None	#1		#1		Yes			Yes					50
51	Zool.	No	Dentistry		*		F	None	#X		#X		No		No						51
52	Journ.	No	Bus.		*		O	None	#1		#1		Yes		Yes						52
53	Law	No	Bus.		*		NC	None	#1		#1		Yes		Yes					Yes	53
54	Med.	Yes	Med.		*		NC	None	#1		#1		Yes							Yes	54
55	Journ.	Yes	Journ.		*		O	None	#1		#1		Yes		Yes						55
56	Journ.	No	Pub.	*			O	To #3	#3	(His \$100-000 choice)	#3	No			No						56
57	Bus.	Yes	Bus.		*		C	None	#1		#1		Yes		Yes					Yes	57
58	Bus.	No	Writing		*		T-C	None	#3	#X	#X		No						No		58
59	Chem. & Physics	Yes	Chem. & Physics	*			H	None	#1		#1	Yes				Yes					59
60	El. Engr	Yes	El. Engr.		*		College Would Experience change to Bus.		#1 (Major)		#1		Yes		Choice from college experience held						60
61	Bus.	Yes	Cattle Business	*			F	None	#1		#1	Yes		Yes							61
62	Geol.	Yes	Oil Business		*		O	None	#1		#1		Yes		Yes						62
63	Bus.	No	Army	*			H	None	#4	#1	#1	Yes			Yes				Yes		63
64	Bus.	Yes	Bus.		*		O	Law	#1		#1		Yes		Yes						64
65	Law	No	Law		*		C	None	#2		#2	No							No		65
66	Sociol	Yes	Teach		*		C	Travel	#X (Major)		#X	No							No		66
67	Bus.	Yes	Bus.		*		F	Writing	#1		#1		Yes		Yes						67
68	Bus.	Yes	Bus.	*			F	None	#1		#1	Yes			Yes						68
69	Sociol	No	Oil Bus.	*			F	None	#1		#1	Yes			Yes						69
70	Journ.	Yes	Journ.	*			O	To #X	#1		#1	Yes			Yes						70
71	Bus.	Yes	Bus.	*			F	None	#1		#1	Yes			Yes						71
72	Anat. & Med.	Yes	Anat or Med.	*			Boyhood Experience		#1		#1	Yes			Choice from boyhood experience held						72

No.	Major	Did Major Hold for Five Years	First Choice at time of inter-view	When Made?			Origin of First Choice	What change with \$100000	Real First Choice	Real Second Choice	Choice at end of five years	PERMANENCY							No.	
				Before H.S.	During H.S.	During College						Did first choices hold for five years?								
												As to time when made		As to Origin						
												Before High School	During High Sch.	During College	Family Situation	Occupation	Hobby	Teacher or Course of Study	Counsel	Origin Not C
73	Journ.	Yes	Journ	*	*	T-C	To #2	#1		#1	Yes					Yes		Yes	73	
74	Bus.	Yes	Bus.		*	NC	None	#1 (Major)		#1		Yes						Yes	74	
75	C. Engr.	Yes	Engr.	*	*	Boyhood Book	To #2	#1		#1	Yes								75	
76	Sociol	Yes	Religious Work	*	*	F	None	#1		#1	Yes			Yes					76	
77	Bus.	No	Law		*	C	None	#1		#1		Yes						Yes	77	
78	Journ.	No	Coaching	Not Clear		Athletic Ability	To #3	#1		#1	Time not clear but choice held								78	
79	Bus.	No	Arch.		*	NC	None	#1		#1			Yes					Yes	79	
80	Bus.	Yes	Bus.	*	*	NC	None	#1		#1	Yes							Yes	80	
81	E. Engr.	Yes	Engr.	*	*	F	None	#1		#1	Yes		Yes						81	
82	E. Engr.	Yes	Engr.	*	*	H	None	#1		#1	Yes			Yes					82	
83	C. Engr.	Yes	C. Engr.	*	*	C	Politics	#1		#1	Yes						Yes		83	
84	Journ.	No	Journ.		*	C	None	#1	#2	#2			No				No		84	
85	Law	Yes	Bus.		*	NC	Archeology	#2		#2			No				No		85	
86	Bus.	Yes	Bus.		*	O	None	#1		#1		Yes		Yes					86	
87	E. Engr	Yes	E. Engr	*	*	H	None	#1		#1	Yes				Yes				87	
88	Bus.	Yes	Bus.		*	F	Law	#1		#1			Yes	Yes					88	
89	Geol.	Yes	Geol.	*	*	H	None	#1		#1	Yes				Yes				89	
90	Chem. Engr.	Yes	Chemistry		*	T-C	None	#1		#1		Yes				Yes			90	
91	Law	Yes	Law		*	F	None	#1		#1		Yes		Yes					91	
92	Journ.	No	Journ.		*	NC	None	#2		#2			No				No		92	
93	Bus.	Yes	Law		*	NC	None	#X		#X			No				No		93	
94	Bus.	Yes	Bus.		*	T-C	None	#1		#1			Yes			Yes			94	
95	Journ.	Yes	Adv.		*	Natural liking for work	None	#1		#1			Yes						95	
96	Journ.	No	Adv.		*	College activity	Law	#1		#1		Yes							96	
												Choice from natural liking held		Choice from natural liking held						
												Choice from college activity held		Choice from college activity held						

No.	Major	Did Major Hold at time for Five Years	First Choice of inter-view	When Made?			Origin of First Choice	What change with \$100000	Real First Choice	Real Second Choice	Choice at end of five years	PERMANENCY							No.								
				Before H.S.	During H.S.	During College						Did first choices hold for five years?															
												As to time when made							As to Origin								
												Before High School	During High School	During College	Family Situation	Occupation	Hobby	Teacher or Course of Study	Counsel	Origin Not Clear							
97	Min. Engr.	Yes	Geol.	*			F None	#1		#1		Yes		Yes								98					
98	Ind. Engr.	Yes	Engr.	*			F None	#1		#1	Yes			Yes								98					
99	Bus.	Yes	Bus.	*			T-C None	#1		#1		Yes					Yes					99					
100	Engr.	Yes.	Bus. side of Engr. & Coaching	*		*	Careful study of his own case	#1 & #2		#1 & #2			Yes	Choice from careful study of the case held							100						
101	Bus.	Yes	Bus.	*			F None	#1		#1	Yes			Yes								101					

Majors:	Time of Choice:	Origin: ##	With \$100000	Real First Choice:	Real Second Choice:	Five Year Choice:	As to time Of Choice		PERMANENCY							Total Group
							As to time Of Choice		As to Origin##							
							Pre H.S.	H.S.	Coll.	F##	O	H	T-C	C	NC	
Bus. 31	Held 75	Pre-H.S. 32	No	#1 82	#1 1	#1 79	29**	21	25	26	12	9	9	6	9	79
Engr. 16	Did	H.S. 28	Change 81	#2 9	#2 2	#2 10	of	of	of	of	of	of	of	of	of	of
Law 12	Not	College 37	To #2 4	#3 3	#X 3	#3 3	32	28	37	31	14	10	12	9	15	101
Journ 12	Hold 26	On Job 2	To #3 2	#4 1	#Y 1	#X 8	90%	75%	68%	84%	86%	90%	75%	67%	60%	78%
Med. 7	101	Not	To #X 14	#X 6	#Y 1	#Y 1										
Ed. 3		Clear 2		101	101	101										
# 20		101		# 10												
101		101		# 101												

# Scattering

\*\* Both of the others turned to Family Situation choices and one of them to his \$100000 choice.

"One really did not change nature of his work; the other turned to Family Situation and \$100000 choice.

'The other was simply tempted by a flattering offer in another field and may return to No. 1.

## F--Family Situation or Tradition  
 O--Occupation, usually in boyhood  
 T-C--Influence of teacher or course of study

## H--Hobby  
 C--Counsel of family, teacher, or student  
 NC--Origin Not Clear

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You who read these frank helpful stories of vocational searching, disappointment, and success are reminded that the boys who told them were promised that their identities would be lost in the group. If any accidental clue to an identity catches your eye, please pass it by.

Born and lived in middle western town of three thousand. Owned a paper agency in high school. Met many business people. Especially interested in one, a banker, a very keen man. This banker stimulated his desire to enter the business field. At first drawn to business in general but always expected to specialize in something. In 1920 the attention paid to income taxes and excess profits taxes through legislation and in the newspapers pointed the way to specialization. He saw in the accountancy field in this connection a chance for a good salary.

Has majored in economics and taken some work in law but always with business as the objective. Has never done office work to any extent. Summers spent where maximum earnings were possible. Has done some work in bookkeeping firms in university town but always in connection with school work.

Wants to earn money--perhaps much money. Wants to own his own business. Feels that education gives much wider variety of choice of a vocation. Hopes to have either his own business or a pretty completely independent department in a large accounting business.

Thinks accounting a fairly new field. Sees great waste in business credit. Likes to see any business on a good credit basis as opposed to a large volume of business with out regard to proper credit. Sees that the accountant must be good business man and have wide knowledge of business because of the varied types of business with which he comes into contact.

Deepest hope to build a great hospital and have his son operate it. Greatly impressed by the Mayo Brothers' hospital. It is easy to infer that with sufficient money he might have been a doctor. He says, however, that he would allow his son to make his own choice of a profession.

His greatest satisfaction is the means by which he has earned his way through college. Both he and his wife are genuinely proud of this and he says that he has enjoyed it.

Lived on a farm until age of fourteen. Then to high school. Father a minister. Boy has supported his mother part of the time. Worked his way through high school. Two years as front end clerk in soda fountain. Here saw much carelessness in handling of stock. Last two years had paper route at \$25.00 a week.

Went immediately to the University. Has spent five years for A.B. Married fall of second year. Son born a year later. Wife had operation during first year of marriage. First year he was clerk in soda fountain and steward of club. Second year inspector of city paving. Third year began taking care of furnaces for private homes. Has done that and janitor work chiefly since that time. Has made about \$100 a month. Once concentrated for a semester on the stiffest course in the department and made an A in it. Says he did it just to prove to himself that he could have been a good student if he had had the time for study. Overdid it and had to rest the next summer. Usually carried about twelve hours.

At one time he had the following jobs:

7 private furnaces \$7.50 to \$10.00	\$58.00
3 business house janitorships	42.00
2 office janitorships	13.00
1 church janitorship	40.00
1 sidewalk to sweep	2.00
1 set of books for business man	<u>10.00</u>
Total	165.00 per month

Up every morning at four forty-five. Worked till eight-thirty. To class at nine-thirty. Worked noons and afternoons. Studied at night.

About a C student.

Number One, continued

Senior--Business  
Accountancy

On graduation owed his mother \$50 for operation on wife--a loan. Owed \$40  
pledge to University Memorial Fund. Otherwise out of debt.

Vocational choices--1. Business

- A. Accountancy
- B. Advertising

Major: Accountancy

Lifework choices in order:

- 1. Business
  - A. Accountancy
  - B. Advertising

When made: High school

Origin of first choice--Apparently in boyhood occupation

With \$100,000--Would change to Medicine

Actual choice:

- 1. Business
  - A. Accounting clerk
  - B. Auditor

Born and lived in middle western town of two thousand.

Likes architecture because it is the most useful of all the arts. It combines art with engineering. Says all human beings have some creative instinct. Architecture satisfies that for him. Sees architecture as the symbol of the history of the race. Although some persons say that deftness with pen and pencil is essential for success in architecture he does not agree but admits they would be helpful. Chose architecture after one year in the college of liberal arts. The scope of the field and the tremendous possibilities appealed to him on their own merits.

In his boyhood he had planned to study medicine. Took two years premedical work. When he made the change to architecture his folks were very much discouraged but they are fully reconciled now.

Does not expect immediate riches because the road is rough but sees great financial possibilities nevertheless. The average architect makes a good living. Thinks an architect finds much enjoyment in the daily task combined with the opportunity to make a good living. Has in mind several examples of men who have succeeded brilliantly even after entering the profession late in life. Greatly admires MacGonigle, the architect of the K C Memorial project and Goodhue the architect of the Nebraska State Capital.

Father in real estate business.

Employment--Janitor in a church. High School Library. Printing office. Drug Store. Barber Shop. Architect's office. Has earned his way through college as a barber.

Hobbies--Swimming and allied gymnastics.

In grades--fair student. In high school--average. In college B minus.

Favorite studies--Architectural design. Building construction. History. Mathematics.

Activities--Intramural athletics. Departmental clubs. Thinks time so spent of doubtful value.

Most satisfactory experiences--Helping his sister through college. Getting good grades in Architectural Design. Fraternity membership. Self-support through school.

Success--To create some enduring work of engineering and art. To be happy in his work. To be financially comfortable.

Vocational choices-- 1. Consulting architect. 2. Real estate development.  
3. Medicine.

With \$100,000 would travel for opportunity to study foreign architecture. Marry. Practise architecture.

Major: Architectural Engineering

Livework choices in order:

1. Architecture
2. Real Estate
3. Medicine

When made: College

Origin of first choice: Attracted by field. Cause not clear.

With \$100,000 no change

Actual choice:

1. Architecture

Born and lived on middle western farm. Attended small country school through first year of high school. Greatly admired fine young teacher who lived in his home during this first year of high school work. Saw him promoted to first lieutenant during war. Saw the good life pay as this young man was advanced in various ways.

Went to ~~small village~~ High School for last three years. Took part in nearly everything that went on there. Took college preparatory course. Had fine superintendent.

Always farm work failed to appeal as a vocation.

Saw attractive opportunities in teaching. Admired many teachers. Thought business course would help in earning way through college. About to go to business college. Superintendent induced him to try teaching for a year in fifth and sixth grades. Took school with bad reputation and made good. Discipline no problem at all. Made few rules, mixed with the students, gained their confidence. Offered same school at \$20 monthly increase. At same time offered seventh and eighth grades back home at fifty per cent increase salary. Enjoyed it immensely. Had a number of retarded pupils all of whom passed the county examinations at the end of the year.

Reasoned from these two successful attempts that he might have a place in the world of education. Saved money for college. Ran out of money. Worked part of way. Fine young teacher mentioned above loaned him money. Inherited \$1000 and received \$250 fee as administrator of estate. Each year his college interests made it seem that he must stay in school the following year. Always the financial way opened. No family responsibility.

Mother German. Father Scotch-Irish. Both parents missed education and always wanted it for their children. Not much money in family but a fine attitude toward the children. Lots of fun. Punishment for really serious misconduct. But no nagging.

Employment--Raking hay for neighbor. Regular farm work for neighbor. Section work on railroad. Teaching school. Restaurant work during college. In university stenographic bureau.

Boyhood interests--Liked crop raising on farm. Outdoor sports.

Hobbies--Baseball.

B student in High School. Better in College.

Favorite Studies--High school mathematics. Ancient and American History in High School. Adolescence. Philosophy of Education. Botany. American History. American Government. Sociology.

Activities--Baseball. R.O.T.C. Senior honor society. Student politics. Member of general and educational fraternities.

Most satisfactory experience--Success at teaching.

Success--An honorable and respectable Christian home. Financial comfort and security. The greatest possible service to the greatest number. To leave the world a little better for having lived in it.

Expects to teach a few years and then to become Principal or Superintendent in city school system. Business a vague second choice. Majoring in education and school administration. Employment thru accidental meeting at hospital with student whose father was board member.

Vocational choices--1. Teaching. 2. Business.

With \$100,000--Would invest and keep on teaching or get M.A.

Major: Education

Lifework choices in order:

1. Teaching
2. Business

When made: High School

Origin of first choice: Influence of a great teacher

With \$100,000: no change

Actual choice:

1. Business
  - a. Advertising

Born and lived in middle western city of 500,000. Thru high school and grades always planned to be an engineer. Loved the out-of-doors. Studied mathematics and sciences. Found from his school work in high school that mathematics was his weakness and gave up idea of engineering. Still loves the out-of-doors but takes it out in tennis, etc.

Went to Kansas City Junior College first two years. Then the University. Enrolled in arts and sciences. Has always liked to look at advertisements. Often looks at advertisements in papers and magazines before reading the literary contents. Always liked to sketch. Noticed layout and strong and weak points in advertisements. Saw chance for improvement. Just naturally turned to advertising on entering the University. Took art to help with ad work. Sold advertising two summers before coming to the University. Did it partly because he needed the money partly because he liked the work.

Visited the Kansas City Star often but thinks this had nothing to do with choice of advertising. No counsel with anyone regarding vocation.

No especial desire to be wealthy. Would like to be an expert in his field. Likes to be a leader in anything he undertakes.

Father a mechanical man with the Kansas City Star. Boy had no family responsibility. Has earned money only in summers.

Employment--Canvasser for city directory. Clerk in advertising department for Sears, Roebuck and Company. Selling magazine advertising. Membership drive for automobile club.

Boyhood interests--Only as indicated above.

Hobbies--Reading fiction and books of travel.

Always about a C student. One A in advertising. B's chiefly in journalism department.

Activities--Interested in literary societies and plays at Junior College. Student politics at the University. Handled publicity for Betty Lou, musical comedy. Member of Junior Society and Journalism fraternity. Helped with publication of humorous magazine.

His greatest satisfaction may be that he has held an office in nearly every organization he has ever belonged to.

Success--Comfortable income. Good position in community. To be one of the best in his line of work.

Vocational choices: 1. Advertising. 2. Journalism. 3. Business perhaps.

With \$100,000--Invest. Try writing and drawing. Travel.

Major: Journalism

Lifework choices in order:

1. Advertising
2. Journalism
3. Business

When made: College

Origin of first choice: Boyhood occupation apparently.

With \$100,000 would change to writing and drawing.

Actual Choice:

1. Advertising
2. Reporting
3. Commercial work with Telegraph Company.

Born and lived four years in middle western city of 500,000. Lived seventeen years in University town of 15,000.

First thought of engineering, his grandfather being a very successful engineer. Has always been interested in machinery, electricity and things related to engineering. Ultimately changed from this early thought. Seemed to grow somewhat farther away from his grandfather who lived in California, too far away for intimate contact. His grandfather, however, was his boyhood ideal.

Came to the university undecided but still thinking of engineering. Instead, however, he went into the college without quite knowing why. Has had an inglorious record there probably because of the fact that he was drifting without knowing where. Has enjoyed some subjects but has found nothing of vocational interest.

Last year he decided to go to the Cadillac School of automobile salesmanship at Detroit if the opportunity should again offer itself. Has talked with a friend regarding the course and is becoming rather enthusiastic over the prospect. He has always liked cars.

His father is an insurance man with a general agency. Boy has thought some of insurance but finds no appeal in it.

Employment: Selling pop in a street corner stand. Paper route. Manual labor in a box factory. Clerk in the University business office.

Hobby--none.

In grades--average. In High School somewhat better. In college C plus.

Favorite studies--History. Social Science.

Activities: Swimming. Basketball. Fraternity. Prefers the Oxford system of athletics but thinks the time well spent.

Most satisfactory experience--The joy of winning.

Success--To be happy. An income sufficient to support wife and family comfortably. A good record with a job that amounts to something. To be in good standing in the community. To be interested in his work.

Vocational choices:

1. Automobile business.

With \$100,000--Would go to work and probably into the automobile business. Might travel to Europe first.

Major: Economics

Lifework choices in order:

1. Automobile business

When made: College

Origin of first choice: Boyhood liking for cars and conference with fellow student.

With \$100,000 --No change

Actual choice: 1. Business

- A. Automobile Sales
- B. Insurance
2. Ranching

Born and lived on middle western farm.

When ten years of age thot of medicine perhaps because of admiration for an old doctor of his acquaintance. Father and mother urged the maximum of education probably because they realized their own shortcomings but did not counsel any particular vocation.

Went to High School but the way seemed closed to further study. Began to teach and liked it pretty well. Went to business school in Wichita and found the training profitable in other lines but developed no liking for business. Went to nearby State University with a friend from High School. While there became interested in Entomology which was not offered to freshmen. Hardly knows why the interest arose. Had read of fine insect collections and had been slightly interested in mud daubers and crayfish back on the farm. Took enough zoology to turn him against medicine but thinks this may have been due in part to the teacher's personality.

Then came the war and after two years in a machine gun battalion he again took up teaching coming ultimately to this University. As a freshman he went to the gymnasium to enroll and found a professor of entomology not busy and talked with him. Professor advised a course in entomology and because of his experience at the other State University he decided to try it. The first course appealing to him he took another the next semester. Finally he had to make a choice between entomology and geology and chose the former partly because of his farm experience and partly because he was short certain prerequisites in mathematics for the course in geology. He also had heard that the employment opportunities in geology were not so good as in entomology. Thinks that he had always been set for some science course from his High School days and that this bent was rooted back in the early days on the farm.

Employment: Farming. Teaching. Janitor work. Harvest fields. Army.

Hobby--Stamp collecting.

Good student always, Member of Sigma Xi.

Favorite studies--Geography. History. Botany. Geology. Entomology.

Activities: Basket ball. Debate. Church and departmental affairs.

Counsel--Father and mother.

Self-supporting by savings and money borrowed.

Most satisfactory experiences--His clean record in the army and the winning of a High School state debate championship.

Success--Financial independence. Professional prestige and satisfactory progress with his problem. The respect of those who know him.

Vocational Choices: 1. Entomology. 2-3. Geology and Teaching.

With \$100,000--Would pay debts. Build a home. Invest for income. Take wife for trip to mountains. Go to arizona for insects for problem and spend rest of his life on his problem which is "The Backswimmers of the World."

Major: Entomology

Lifework choices in order:

1. Entomology

2-3. Geology and Teaching

When made: College

Origin of first choice: Influence of a great teacher

With \$100,000: No change

Actual choice:

1. U. S. Entomologist

(working on life problem)

Lived in middle western town of seven hundred since age of five with uncle, a doctor in a rural practise. Grew up in atmosphere of medicine. Knew many details of uncle's practise. Uncle always desired him to be a doctor. Always thought more or less about it. Made definite decision about junior year in High School. Took college preparatory course with sequences arranged for medicine. Used to drive for uncle. Knew it was hard life but enjoyed thought of it. Began reading Journal of American Medical Association late in High School. Uncle took him with him to Chicago and New York and allowed him to see inside of hospital work there. Saw many operations there and elsewhere.

Chief interest in general practise rather than in research or laboratory. Likes people and their problems. Feels specialization has been overdone in medicine. Somewhat interested in heart work.

Some difficulty in family history which was not entirely revealed. Father employed by an electric company. One sister in California. Has seen her very little. She is younger.

Employment: Clerk in book store. Clerk in general store. Harvest. Farm.

Boyhood interests--Out-of-doors. Sports. Studies.

Hobbies--None.

Interested in languages and history. Did well in Latin and German. Advised by uncle, faculty members and brothers in professional fraternity. Honor student in high school. Got wrong start at college. In S.A.T.C. Doing better now.

Activities: Politics. Athletics. Fraternity. Thinks time well spent.

College advisory system meant nothing to him. Thinks first semester freshmen need help badly.

Repressed in conduct by uncle through high school. Came to college intending to have a good time. Has made up for delay and is ready to settle down voluntarily.

Most satisfactory experiences in hospitals meeting doctors, seeing patients, etc. Reading books.

Success means to be well thought of in medical profession and community. Means hard work.

Vocational choices: 1. Medicine. 2. Law, perhaps.

Decision strengthened by professional fraternity.

With \$100,000--Would invest in good bonds to supplement income from practise of medicine. Not a good business man. Spends \$100 a month. Financial aim a competence only.

Major: Medicine

Lifework choices in order:

1. Medicine
2. Law

When made: High school

Origin of first choice: Family situation (Uncle a doctor.)

With \$100,000--No change

Actual choice:

1. Book Salesman
2. Aviation
  - A. Aviation Salesman
  - B. Aviation Pilot

Born and lived three years in middle western town of three thousand. Lived twenty-three years in middle western city of 500,000.

Graduated from High School at seventeen. Because of no guidance had to go an extra year to make up proper credits for college entrance. Enlisted April, 1917, in navy. Sent to Chicago and stayed there. Hurt in service. Given furlough in 1918. Entered University medical school. Stayed one semester. Returned to navy. Discharged February, 1919 with rating equivalent to second lieutenant in army.

On discharge worked a year for War Savings Department as Kansas Organizer. Entered University again in fall of 1919. Then a year in Kansas City Junior College to hold job there. Then University again in 1921. Then out for year in drug store. University again in 1922. Missed six weeks on account father's illness and death and dropped out. Sold drugs for year and a half. Returned to University fall 1924 to stay. Will borrow if necessary. Medicine his first love. Father worked in doctor's office. Doctor offered to adopt father and send him to medical school. Grandfather would not consent. Father has always regretted his lost opportunity and has transferred his dream to his son with reminiscences of his early days in the fine doctor's office. A splendid teacher of Physiology did much to strengthen the growing love for that science. Father's dying request of boy was that he would allow nothing to stop him in his plans.

Quite sure his decision is right. Did good work during first semester at University and poor work for a while thereafter. Resolution stiffened time and again by advice from faculty adviser for medical students. Sales work in drugs and revealing contacts with doctors added to his desire. Enjoys being around the sick and wondering what is wrong and how it can be made right. A very good student. Offered an assistantship in anatomy.

Father in oil business. Died two years ago.

Boyhood interests--Athletics.

Hobbies--None.

Favorite studies--High School Chemistry and History. Anatomy and Pathology.

Activities: All athletics. Was basketball captain. Junior C. of C. Dramatics. Was Fraternity President. Men's Student Council.

Thinks counsel should start in High School where he wasted many months taking snap courses. Both college entrance and sequences should be in mind. Professional fraternity undoubtedly keeps a man on his course. Might be bad if choice were wrong.

Success--To be established as a dependable physician.

Vocational choice: 1. Medicine

With \$100,000--Complete medicine. Visit pathological clinics here and abroad.

Major: Medicine

Lifework choices in order:

1. Medicine

When made: Possibly in High School.

Origin of first choice: Father's counsel and Influence of a great teacher.

With \$100,000 No change

Actual choice:

1. Medicine

Born and lived four years in middle western town of five thousand. Lived sixteen years in middle western City of one hundred twenty-five thousand.

Has decided on petroleum engineering. Within that field he will engage in scientific research. Has always been interested in things intellectual and logical. Sees both in his chosen field.

Six months ago was very undecided and thinking much about law. Came to college intending to study law under what he calls the common delusion that the legal profession is the acme of respectability. Interest in law also due he thinks to his liking for history, politics and debating. His father's strong desire that he be a lawyer had something to do with his legal meanings. He had a long conference six months ago with the Dean of the Law School as to the exact nature and requirements of the profession and gave it up. Says it fails to satisfy his constant curiosity.

Attended a series of lectures by a professor of biology on the various fields of science and found himself strongly attracted to the scientific field as a whole. The professor discussed genetics, embryology, Mendel's Law, the chromosomes, etc. as a departmental venture.

Has lived all his life in the oil field, at one time living on a lease. Father is in the oil business as general manager of a small company. Spent last summer in the oil field as a roustabout and field clerk. Talked with a vice-president of the Skelly Oil Company who told him of the change now in process in the oil business from a gamble to a science. Was persuaded that the oil business of the future will be more like the great manufacturing companies such as the Western Electric Company in the application of scientific methods. The depletion of the oil supply is providing the necessary urge in that direction. With that kind of a future in it he sees his own chance for scientific satisfaction and for financial independence.

Employment: Very limited. Mail clerk on daily paper. Roustabout and field clerk in the oil field.

Hobby--Photography. Books.

Good student in grades and High School and college.

Favorite studies--Art. History. Chemistry.

Vocational counsel from father and two vice-presidents of the Skelly Oil Company. From Aristotle and Arrowsmith. From biology professor thru lectures. From Dean of Law School and fellow students.

Not self-supporting.

Most satisfactory experience--The publication of writings and drawings.

Success--Plenty of work to do and of such a nature that it will be a contribution to the knowledge of the world. Financial independence and a comfortable home.

Vocational Choices: 1. Petroleum Engineering. 2. Chemistry. 3. Business.

With \$100,000--Would continue study of science at college and eventually become a teacher largely for the resultant opportunities in research.

Major: Chemical Engineering

Lifework choices in order:

1. Petroleum Engineering
2. Chemistry
3. Business

When made: College

Origin of first choice: Careful study of problem

With \$100,000--Would change to teaching

Actual choice:

1. Chemistry  
(Still a graduate student)

Born and lived ten years in middle western town of one thousand. Lived thirteen years on Oklahoma farm. Spent two years in United States Army.

Started in good schools. Mother, a high school graduate, helped the children with their school work. After completing the fourth grade they moved to Oklahoma where the country schools were very poor and lasted usually about three months of the year. Finished grade school at age of fifteen in fairly good village school.

Always had a desire for higher education without knowing exactly what it meant. To him college and high school were very much the same thing. Has younger brother fifteen just now finishing the normal course at Emporia State Teachers College.

Has had no vocational counsel.

Father, a farmer and trader, showed quite clearly after he finished the grade school that he had no intention of sending him on for further education. So, after a two years delay, he left home to make his own way. Worked at the trade of broom making. Got one year in high school before the war. Married the summer of 1917 and enlisted in the fall.

Out of the army in 1918 with stronger determination than ever for education. Did second year of high school work at Friends University and had breakdown at close of the year. Following this he was awarded vocational training by the government. Finished his high school at Oread High School, Lawrence, Kansas, and entered University for Mechanical Engineering.

Employment: Farm. Harvest. Broom making. Infantry in army. Field mechanic for International Harvester. Laborer with hardware concern.

Has had a hobby of invention. So turned to Mechanical Engineering. Thought it would fit in well with his inventive turn of mind. Has started several inventions on his own hook only to find that someone else had beaten him to the finish. For example, he was devising a system for extinguishing fires by the use of a sprinkling system when it was patented by another. While in the army he worked on a money changing device and found later that another had done the same thing a little ahead of him. He takes his inventive ability rather seriously.

Average ability in high school and college. Higher in the grades. Favorite studies-- Mathematics and English.

Activities: Disabled Veteran's Organization. American Society of Mechanical Engineers. Engineers' Exhibit. Counts the time well spent.

Most satisfactory experience--Shop work in making things.

Success--To own a home. Self-support assured. Not a lot of money. Actively occupied at something.

Vocational Choices:

1. Ownership or Management of a good manufacturing plant.

Major: Mechanical Engineering

Lifework choices in order:

1. Ownership or management of a good manufacturing plant.

When made: Not clear

Origin of first choice: Boyhood hobby of invention

With \$100,000--Probably no change

Actual choice:

1. Engineering  
(As a means to real choice)

Business

Number Eleven

Senior--Economics

Born and lived in middle western town of eight thousand.

Father, a Jew, had always been in business. No profession such as law or engineering has ever appealed to boy. Intends to go into business because of the wider opportunity he sees there. Thinks professions too narrow. Stories of fabulous successes in business have fired his imagination. Has also heard that the professions as a rule are overcrowded. Father engaged in stock business, cattle raising, the ownership of farms and handling of real estate.

Has always liked history, sociology and economics but sees no financial future in history or sociology. Prefers general training in economics to technical training in a profession. Admits quite frankly that the economic motive is the dominant one and believes that to be true of other folk as well as of himself.

Employment: At age of twelve clerk in a clothing store. Stockyards. Once helped pack and move large stock of drygoods from one town to another and to open up the store in the new town where he clerked a while. Vacations usually spent in travel.

Hobby--Autos, fast ones. Golf.

Not a very good student in grades and high school until senior year in high school when he made the honor roll. During one and one-half years at Junior College St. Joseph he never worked much and did poorly. B plus at University.

Favorite studies--German. Economics, especially money and banking. History.

Activities: ROTC in high school. Likes boxing. C.M.T.C. No activities at University.

Counsel: High school teachers. Home town friends. Students. Father and mother have left him free.

Not self-supporting but recently made a hundred dollars with a novelty post card.

Most satisfactory experiences--Card stunt mentioned above which included a copyright. Ability to take down and reassemble autos. Benefits of travel. Success at C.M.T.C. at age of fifteen.

Success--Economic influence. Not interested in social standing. To have done something worth while.

Vocational choices: 1. Business. 2. Law.

With \$100,000--Would repay parents for education. Invest in high grade securities. Might marry. Would help fraternity with gifts of books and objects of art. Would spend some for his own pleasure. Would either go into business for himself or form such contacts with the business world as to acquaint himself fully with it. Might go on for graduate study in economics.

Major: Economics

Lifework choices in order:

1. Business
2. Law

When made: Very early

Origin of first choice: Family situation.

With \$100,000: No change

Actual choice:

1. Business

Born and lived in middle western town of eight hundred.

Father, a doctor, taught him from childhood to expect to become a doctor. Father died but teaching stayed. First started directly for the practice of medicine but is now headed either for research or for public health work. He peddled 'peresbos' which he called 'Christian Science pills' when a boy after his father's death.

Many teachers have inspired the desire for research. Notably a professor of zoology is always suggesting new problems. Mother, however, his most valuable counselor. Mother and son agree that interest should be the controlling factor in vocational choice. To this the mother adds bent for missionary work but is satisfied with son's present choice. No direct vocational counsel from faculty but much valuable suggestion as to problems needing solution.

Major interest now in parasitology. Public health interest is hangover from former choice of medicine. Wants to spend life on problems in the field of parasitology. May have to teach in order to secure opportunity for research. May go with Rockefeller Foundation under the International Board of Public Health which just now has an especial interest in the problem of the hookworm.

Boyhood interests--Being kept out of sports by bad eyes he spent much time in the woods.

Hobby--Collection of pets--snakes, cats, o'possum, skunk, pony, dogs and mice.

Poor student in High School and first two years at University. Almost flunked out of the university. This year is making 25 hours of A out of 28 hours carried.

Activities--Cosmopolitan Club.

Partial self-support thru paper route and storeroom clerk.

Summers spent in study and collecting plus some necessary work on mother's property.

Most satisfactory experiences--summer at Biological station at Puget Sound. Experiences in natural history generally.

Success--Goodly list of valuable publications. To do the thing he wants to do. Ultimately to become director of research, the head of a department of zoology or even the president of a university. To live in the open.

Lifework choices: 1. Research in parasitology. 2. Other research in zoology. 3. Medicine with especial bent toward public health work.

With \$100,000--Would invest it and go to Johns Hopkins to carry on with objectives indicated above.

Major: Zoology

Lifework choices in order:

1. Zoological research.
2. Public Health through medicine.

When made: Very early

Origin of first choice: Family situation

With \$100,000 No change

Actual choice:

1. Zoological research  
(Still a student)

Born and lived in town in Philippine Islands but worked on farm nearby. Father a farmer in the Philippine Islands. Boy disliked farming. Thought as a boy of becoming a government employee. Had no vocational guidance in grade and high school. Course in high school almost entirely prescribed. Would originally have preferred government position but when he had to drop out of high school at end of his second year he was offered a school and took it. No especial counsel from anyone.

It would have meant taking special examinations and a delay of several months to enter the government service. After two years of successful teaching he was recommended for admission to the normal school in recognition of his good record. Graduating from the normal school he came to America for further work. Not at all satisfied with his choice of education as a major but is taking his undergraduate degree in it. Feels that he is still not sufficiently well prepared to teach successfully and is planning further graduate work. Will change to his first choice, political science, for graduate work. Now has nineteen hours in it. An uncle in the government employ has offered him a place. Free either to take this place or to teach. Wants to go into Bureau of Labor and eventually become a bureau chief.

Employment: Teaching. Farming. Studying. In America he has earned his way by library work, table waiting, etc.

Boyhood interests--Swimming. Hiking. Hunting. Baseball. Children. The supervision of playground work.

Hobbies--Coins. Tops. Kites.

Fair student in high school. B in college.

Favorite studies: Political science. Sociology. Educational administration.

Activities--Cosmopolitan Club. Political Science fraternity. Has written some for magazine in the Philippine Islands.

University has very little guidance. Wishes some one could have helped him discover his bent for political science. He has followed line of least resistance.

Was 'taken in,' as he expressed it, by a trade school in Kansas City and relieved of all his money for tuition without much idea as to what it was all about. Fortunately his situation was discovered in time to help set him free and allow him to come on to the university.

Most satisfactory experiences--Self support as a college student in a strange land. Work at the library.

Success--Achieving thing most desired regardless of obstacles. Service uppermost, not wealth.

Life choices: 1. Government Service. 2. Teaching. 3. Farming--not very eagerly. With \$100,000--Would invest it and go right ahead as planned.

Major: Education

Lifework choices in order:

1. Government service.
2. Teaching
3. Farming

When made: Perhaps in grade school

Origin of first choice: Not clear--may be family situation  
With \$100,000 No change

Actual choice:

1. Teaching

Business

Number Fourteen

Senior--Economics

Born and lived one year in southern town of five hundred. Lived eight years in southern town of five thousand. Lived twelve years in middle western city of ninety-five thousand.

Was long troubled over the choice. Interested for a while in biology and chemistry. Then gave them up on account of the future involved. Was likewise attracted to law and medicine as offering opportunities for research. Took advantage of many opportunities to acquaint himself with medicine. Worked in hospital thru an influenza epidemic and had some experience as a camp director. His mother has always urged law and expected him to follow it. He has had that in mind in all employment and school work. Has no especially high regard for lawyers but respects the profession.

A few years ago he found still another line which he will eventually follow--namely, bond work, taxation and public finance. The question was rather definitely settled last summer in Oklahoma. He found a real mixup in the Oklahoma tax laws. Spent two months, as representative of a Wichita bond house, studying the Oklahoma tax laws and trying to salvage some Oklahoma bonds. As a result of this experience he decided on law--corporation law--and will ultimately go into partnership with his father in the bond business. Will go to Harvard Law School.

Employment: Soda fountain clerk. Paper route. Auto stock room. In auditor's office Federal Land Bank. National Credit Men's Association. Collector for Fourth National Bank. Editor of six page daily legal paper put out by firm. Bond salesman. Hay fields. Investigator of municipal bonds for Guaranty Title and Trust Company.

Hobbies--Fencing. Automobiles. Radio. Electricity. Hunting.

Good student in grades and high school. A-minus at college.

Favorite studies--Languages. History. Economics. Physical and Biological Sciences--especially electricity. Had small electrical laboratory at home.

Activities--Literary and science clubs. Y.M.C.A. Fraternity. Thinks time well spent--especially in Y.M.C.A.

Most satisfactory experience--Social life at the University. Working. Never happy unless busy.

Success--To be comfortably wealthy. Home and family. Good reputation. Good library and time to read. Wife interested in music. Time for recreation.

Lifework choices: 1. Law. 2. Bonds. 3. Surgery.

With \$100,000--On to law school. Travel in Europe. Invest. Go right ahead with father.

Major: Economics

Lifework choices in order:

- 1. Law
- 2. Bonds
- 3. Surgery

When made: College

Origin of first choice: Probably family situation

With \$100,000 No change

Actual choice:

- 1. Bonds

Born St. Louis. Lived four years Washington, D.C. and Philadelphia. Lived eighteen years in middle western city of five hundred thousand.

Has had much difficulty with choice of a vocation. Wanted to study medicine. Too long and expensive a course. Mother and all men of her family for two generations had studied medicine. Decided instead to major in Chemical Engineering. Made B in chemistry course but disliked laboratory and gave it up. Still felt drawn to some kind of engineering but knew nothing of engineering and thought engineering professors too busy to be bothered with his troubles. Had really entered college for Chemistry and stayed there. At beginning of junior year was still undecided but had to choose a major and chose economics. Had business in mind but no specific thing.

In second semester of junior year decided on advertising and took several courses in journalism. Influenced in this choice by brother. Did not like news end of journalism so did not transfer but chose economics courses leading to advertising. Replaced missing courses in journalism with courses from English department. If he were going on for graduate work it would be in the department of English.

Likes to write. Has had some work published. Tried for Rhodes Scholarship with opportunity for study of English in mind. Now going into advertising with intention of developing his ability in creative writing. Does not care for reporting. Thinks news writing too hurried and unscientific. Advertising offers chance to write and to organize work to suit himself.

Has talked vocation with present employer, his brother, and with fellow students. Once talked with Vice-President of Commerce Trust Company, Kansas City. Has always been completely at sea. Feels need of help. Came near dropping out of school because of indecision and indefiniteness of it all. Would have been better off if decision could have been made earlier. Even started study of foreign languages thinking of going into export business. His experience in debating turned him toward law but he remembered that he had never really enjoyed debating except as a means to high school honors.

Father a barber. Mother a nurse. One brother in advertising in Chicago. Another brother a rancher in Arizona on account of health. Mother lives in Kansas City and works in a store.

Employment--Office boy in coffee company. Paper route. Street light route. Letter shop. Stenographic bureau at the University. Ninety-five per cent self-supporting.

Boyhood interests--Collecting stamps and bird eggs. Tennis.

Better student in high school than in college. B at the University.

Favorite studies--English, Economics, History, Political Science, and the stage.

Activities--Politics. Junior Society. Political Science fraternity. Advertising fraternity. General fraternity. Thinks time well spent.

Most satisfactory experiences--Making good at the University in school work. Self-support. Campus activities.

Success--To live honorably and be well respected. To make a name for himself as a writer or to be a successful business man. To be independent financially.

Lifework choices: 1. Advertising. 2. Salesmanship. 3. Office management.

With \$100,000--Would travel next year and then finish education to M.A. in English. Then into creative writing. Agrees that advertising is simply the necessary vehicle to real choice of vocation.

Major: Economics

Lifework choices in order:

1. Business
  - A. Advertising
  - B. Salesmanship
  - C. Office Management

When made: College

Origin of first choice: Counsel of a brother

With \$100,000--Would change to writing.

Actual choice:

1. Business
  - A. Accountant and Office Management
  - B. Insurance Salesmanship

Born and lived thirteen years in southern town of four thousand. Lived two years in eastern city of one hundred thousand. Lived four years in middle western town of fifteen hundred.

Father a University man who worked his way thru college. Older brother went to the University and then to Harvard for Law. Father an attorney with large practise in south, much of which is corporation law including the Santa Fe Railway. Older brother went into army and had such success in the Advocate General's department that he has stayed in the army much to his father's disappointment.

Father would be glad to have boy study law and return to practise with him but will leave that to him and be satisfied. Father insists only on the very best education obtainable no matter in what field. Boy has had no faculty counsel but has talked with father and fellow students regarding choice of a life work. Has many friends in the legal profession.

Really wants to be a lawyer. Thinks of it as a game with much opportunity for advancement. Is fascinated by the game. Thinks it the most dignified profession aside from the ministry. Thinks of the men in it as being on a par with those in the ministry and in education. Sees a future in the profession. Can start with father in a splendid practise and a fine library in his father's office. Thinks he may start there.

Is in no particular hurry to get thru college. Is taking four years in the college for the A.B. degree and will then study law probably in the east. Got thru high school pretty easily on his reputation. Got a poor start at the University. Father knew many leading faculty men and women at the University and boy would not allow him even to tell them that he was coming.

First semester he stayed out of a fraternity. Had too much money. In the early semesters he accumulated a lot of D's. Now has 29 hours of D. During the third year he began to make B's for the first time. Discovered a strong bent for history. Second semester made 15 hours B's in five history courses.

Has changed in fraternity from the chief mishief maker to the president-elect for next year.

When a high school freshman his father secured him a job in a bank. Because it was as a janitor he quit and got himself a job 'skinning mules.' Then to the harvest fields. Has worked around home. One summer in a law office. One summer on a road gang.

Boyhood interests--Captain of a company of seventy-five boys at age of twelve. Had first wireless in town. Also telephone and telegraph and much electrical equipment. Member of athletic club and nature study club.

Hobbies--Collection of almost everything in boy life.

History his favorite subject.

Activities--Politics-President of student political party. Fraternity-President.

Stadium-Union campaign. Junior Prom committee. Y.M.C.A. Baseball. Football.

Lifework choices: 1. Criminal law. 2. Not banking.

With \$100,000--No change in plans.

Major: History and Law

Lifework choices in order:

1. Criminal Law
2. Not banking

When made: Early

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Law

Born and lived three years on Iowa farm. Lived three years on Missouri farm. Lived ten years on Oklahoma farm. Lived sixteen years in eighteen different states.

Father, a farmer, died when son was eleven. Only vocational counsel he remembers was that he should be honorable in all things. Mother, living, wanted him to be a minister or a dentist. But she is satisfied with choice. No vocational counsel from faculty. Various business men have suggested law in the way of casual comments on his quasi-legal work in their offices.

Thought little about vocation until age of seventeen. Had finished business college and was working as a stenographer. Work in law offices and quasi-legal work in other offices just made him feel that he could succeed as a lawyer. Thinking he had no chance to go to a regular law school he was planning to take it through the La Salle Extension Institute of Chicago when the war came on. Another thing which attracted him was the acquaintance with so many crooks in the profession. Wanted to get in and be a real lawyer.

After the war he was still headed for some kind of legal work and the government offered him a chance for a college education as a disabled soldier. This he eventually converted to a chance in law. Feels that training in law is a double training and prepares for both legal and extra-legal work.

Feels that his maturity in age will be an asset in law where it might have been a handicap in most other professions. Has always felt at home on the platform which seems one good qualification for the law. Is sure that he will be happy in legal work. May have to take salaried job for a while but expects eventually to get into practise of law.

Has been farmer, clerk, stenographer, army cook, lieutenant in army hospital, etc. Classed as a tuberculosis suspect on leaving the army. O.K. now.

Boyhood interests--Making things. Speaking 'pieces.'

Hobbies--Travel. Earning an honest living.

Most of his high school work has been done in normal school and university or thru special examinations. Has always been a good student or he could not have carried the double burden of high school and university work.

Favorite studies--Criminal law. Contracts. Pleading.

Little contact with college activities.

Most satisfactory experiences--Success at a hard job as train despatcher.

Success--As intimated above in law. Enough to live on and acquired honestly. Some friends. The respect of the community. Rating as a real lawyer justly earned by his ability.

Lifework choices--1. General practise with leaning to corporation law. 2. Dentistry.

With \$100,000--Invest it in first class securities. Open up law office in a city and help secure justice for the downtrodden and the victimized. Sees great need for placing the facilities of the law at the disposal of everyone who needs them regardless of ability to pay.

Major: Law

Lifework choices in order:

1. Law
2. Dentistry

When made: On the job at age of seventeen in law office.

Origin of first choice: Boyhood occupation

With \$100,000--No change

Actual choice:

1. Law
  - A. Law Practise
  - b. Credit Manager with legal duties.  
(Not a real change.)

Born and lived on middle western farms to age of seven. Lived seven years in southern town of sixteen thousand. Has lived nine years in University town of fifteen thousand.

Has not bothered much about a life work. At age of ten he began to carry papers and after four years became circulation editor of a small daily. During this time he got his bent for journalism. Then it seemed natural to go to college. Had to choose between Oklahoma University and this University. Came here because his family was moving to Kansas.

Feels that journalism offers fair opportunity for decent living and decidedly greater chance for adventure. Attracted by opportunities as a foreign correspondent. Sees adventure and travel in it. Just now vocation seems incidental. Planning to start down the Mississippi a year from now with boon companion in a motor boat on their way to Europe. Friend is planning to write a book enroute.

Has always liked to tell stories--hence reporting. Likes to express his views upon what is going on--hence editorial work.

Fairly free to go anywhere eventually. Held just now by necessity for settlement of mothers estate.

Father, a district salesmanager for the International Harvester Company, has not entered into his choice of a vocation. Both father and mother decided to let children follow their own inclinations. Mother favored medicine--father favored law.

Employment--Coffee and peanut roasting. Poultry plant. Bakery. Driving truck. Construction work. Newspaper route. Circulation for University Daily paper.

Boyhood interests--Newspaper work, first the mechanical, then the literary side. Story-telling.

Hobbies--Poetry. Beauty. Collecting guns, telescopes, coins, etc. Choice bits of profanity. The liberal centered philosophy.

Good student in high school. B minus in college.

Favorite studies--Journalism and Sociology.

Activities--Campus liberal sheet, daily paper, and poetry magazine. Browsing in library. Held down somewhat by necessity for economizing. Counts activities valuable.

Has talked vocation with father, professor of journalism, high school teachers and fellow students.

Most satisfactory experiences--The campus liberal sheet. And a little poetry. Founding of the Epicureans, a high school club who tried to take Epicurus seriously in modern life.

Success--Reaching one's own standards. Family. Home and a car and the trimmings. Modest wealth. Fair literary name. To be pursuing some line of work to his own advantage as to fame, prestige, etc. To find the truth for the good of society. To be free to do as he pleases.

Lifework choices: 1. Reporting as a prelude to editorial work and foreign correspondence. 2. Not a commercial or financial position.

With \$100,000--Help his family. Travel in Europe. Invest balance and go right ahead as planned. Ultimately buy a newspaper.

Major: Journalism

Lifework choices in order:

1. Reporting and Editing
2. Not Business

When made: In grades

Origin of first choice: Boyhood occupation

With \$100,000--No change

Actual Choice--

1. News editor
2. Adventurer. (Temporary)

Born and lived fifteen years in middle western town of five hundred. Lived one year in middle western town of four thousand. Lived one year in middle western town of two thousand.

Father, a salesman, has left him free to make his own choice. Mother a good counselor. Has talked with some others regarding vocation.

Uncle, a graduate of the University in law, is a successful lawyer. Admires him greatly and caught idea of law from him. Because of him he also thot of the University. Thot much about it during high school. Intended to take two years of college and three years of law but it looked too expensive for him. Hence he turned to coaching and teaching--especially coaching. Got 119 hours credit in three winters and two summers. Taught last year and coached. Will teach some more. Has another year of academic competition in athletics.

Still turns to law but hesitates because of a slight impediment in his speech. His friends, even those in the law, advise him not to worry about it at all. May be turned to corporation law because of that where pleading is not so large a part of the practise. Likes the sudden turns of law. Finds it ever new and startling.

Employment: Fruit orchard. Got spending money thru high school from ownership and management of two cows. Delivered milk. Oil field. Restaurant. Fort to Fort highway construction. Factory shipping dpeartment. Filling station. Teaching and coaching.

Boyhood interests--Usual sports and games. Reading.

Hobbies--Reading. Athletics.

Valedictorian. Especially good at extempore speaking. At college about midway between B and A.

Favorite studies--Social Science.

Activities--Basketball.

Most satisfactory experiences--Last week of high school with scholastic and athletic successes that came that week. It would have been basketball but he failed to make his letter. Winning letter in athletics. Trying for high place in freshman law class.

Success--Some money. A family. To be a success as a father. To be free from job to spend plenty of time in the training of his children.

Lifework choices: 1. Practise of corporation law. 2. Athletic director in a college.

With \$100,000--Invest \$90,000. Would travel on income. Eventually athletic director with boys' playground as an avocation.

Major: Political Science and Law

Lifework choices in order:

1. Law

2. Athletic Director in college

When made: College

Origin of first choice: Family situation

With \$100,000: Change to second choice

Actual choices:

1. Law

Born and lived in middle western town of two thousand.

Expects to succeed father as a banker in western Kansas. Has worked there several summers. May stay in the bank indefinitely but is drawn to insurance. Interest in insurance started with a term report on the subject last year. Continued this year with a thesis on insurance. Chose themes mentioned above without suggestion from his teachers. Has a brother who is an expert on insurance, but not in field of life insurance. Interest in insurance not fundamental he thinks but it offers good opportunity for immediate good income. Would provide supplemental income for young banker. Short banking hours would leave time for insurance.

Afraid of salesmanship. Not very talkative. Conservative in business. Hesitated and finally failed to buy a field of wheat last summer which some one else bought and sold at a handsome profit--\$600.

Both father and son have just assumed that he would go into banking. Father would not be particularly bothered if son should make other decision.

Would like to live in Denver sufficiently well to let it have some influence in choice of lifework.

Out of school one year between high school and college in lumber yard. High school Saturdays spent in the bank. One high school summer in the bank. One in a grocery. Two on a farm. College summers at a bank.

Good student in high school. B minus in college.

Favorite studies--Mathematics. Finance.

Activities--Fraternity. Junior Society. Senior honor society. Fraternity especially valuable experience.

Recalls no faculty counsel on choice of a lifework.

Most satisfactory experience--Senior honor society. And development from a shy freshman to place of leadership on the campus.

Success--Happiness--To live comfortably. Wealth. Family. To earn money honorably. Good will of community. Very sensitive to opinions of others. Active management of some financial business.

Lifework choices: 1. Banking. 2. Investments. 3. Insurance.

With \$100,000--Some to travel. Most of it invested. Might buy into a business in the financial field.

Major: Business

Lifework choices in order:

1. Business
  - A. Banking
  - B. Investments
  - C. Insurance

When made: Probably high school

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Business
  - A. Assistant Bank cashier
  - B. Accountant and Buyer

Business

Number Twenty-one

Junior--Economics

Born and lived in southern town of three thousand.

First job on a paper route in high school. Thinks this had no influence. Then in a jewelry store with similar effect. Has worked for father in sand and gravel business and on a farm. Has thought until recently that he would go into the sand and gravel business. Has thought of farming but not so much of that recently. Has always wanted to make money.

Has recently turned from the sand and gravel business to plan to work on his own initiative. Father, who favors this, will help him to find employment. Thinks of private secretaryship to man in big business with idea of learning the business methods employed and then going ahead independently. Having thought so long of succeeding his father he has that all too little of any other specific profession.

Father has advised sand and gravel business until recently. Mother has advised international finance. Many talks with students. None with faculty.

Employment: Paper route. Jewelry store. Mail train. Salesman in book store. Collector for dry cleaning company. Fraternity canteen.

Hobby--Reading poetry.

A good student in grades and high school. Good as college freshman. Poor as sophomore.

Favorite studies: Economics. Attracted to literature courses but has found too much drudgery in them.

Activities: Fraternity. Politics. Junior society. Considers them secondary in value but has enjoyed them.

Feels college work too general and that he is not being fitted for any particular vocation.

Only slightly self-supporting.

Most satisfactory experiences--College life. Representing high school in state physics contest. Running for office at the University. Some good grades.

Success: To be a power in the financial world. To be well and favorably known. To have great wealth. To be cultured.

Lifework choices: (Without preference.) Sand and gravel business. Private secretaryship. Business finance.

With \$100,000: Invest it safely. Complete education to A.B. Then east for specialized course in secretarial work in business. Go right ahead.

Major: Economics

Lifework choices in order:

(Without preference)

Sand and gravel business

Private secretaryship

Business finance

When made: Early

Origin of first choice:

Family situation

With \$100,000--No change

Actual choice:

1. Sand and Gravel Business

Born and lived eight years in southern town of ten thousand. Lived thirteen years in middle western town of twenty thousand.

Thinks choice of lifework determined by early training. Early reading revealed the love of a law trial. He likes the element of the dramatic in a trial. He has always counted on attending the University.

Father is a locomotive engineer. Brother state grain inspector. Father has always urged that son have a definite vocational motive or objective before going to college.

The first two years in the college, filling groups, proved very unsatisfactory. That it all lacked definiteness. Since entering the law school this particular difficulty has disappeared and he has enjoyed the work very much.

Employment--Cashier at a barber shop. Shoe salesman. Clothing salesman. Semi-skilled labor with tile company. Sampler in grain inspection department. Assistant grain inspector. Defense attorney in homicide case.

Hobbies--Reading and collecting good books.

In grades--very good. In high school--honor roll. In college--B minus.

Favorite studies--Literature. English. Law.

Activities--Track. Basket ball. Base ball. Fraternity. Publications. Y.M.C.A. Politics. Men's Student Council. Found them especially valuable the last year.

He has been self-supporting in large part, thru salesmanship.

Most satisfactory experiences--Election to senior honor society. Success with homicide defense mentioned above. Trip to New Orleans and ability to meet folks on the trip without embarrassment.

Success--Establishment in law with many friends and comfortable earning capacity. Healthful living.

Lifework choices: 1. Law. 2. Journalism. 3. Writing. 4. Clothing Business.

With \$100,000--Marry. Travel in Europe and America. Would go into law in a larger city than now contemplated. If unsuccessful as a lawyer would go into clothing business.

Major: Law

Lifework choices in order:

- 1. Law
- 2. Journalism
- 3. Writing
- 4. Clothing business

When made: Early

Origin of first choice: Not clear

With \$100,000--No change

Actual choice:

- 1. Law

Born and lived in middle western town of five thousand.

Two younger brothers at the University. Father in general produce business handling butter and eggs. Died two years ago. Boy came to college expecting to return to go into business with his father. Majored in economics. The semester before his father died a fellow student advised him to take some work in journalism for the greater insight it would give him into campus affairs. Then his father died and he followed the start into journalism by majoring in it.

Journalism appeals thru the prospect of excitement and being in on all that is going on in the community. Likes to be on the inside.

Expects to work on large paper a few years for sake of experience. Then hopes to purchase paper in some community about fifty thousand in population. Perfectly satisfied at the prospect of spending his life in such a community.

Has spent summers with father until 1924 when he went to California and worked as a handy man in a refinery yard. Called assistant superintendent but was really a roustabout. Summers spent with father profitable financially but not in experience.

Boyhood interests--Sports.

Hobby--Reading.

Slightly above average in scholarship. Likes journalism, English and history.

Activities--University daily paper. The Men's Student Council. The Annual. Thinks such experience valuable for the most part.

Advice of fellow student and housemother very valuable. The latter in the field of ideals.

No family responsibility either thru marriage or otherwise to affect decision except that he wants parental approval for choice. Mother approves business and opposes journalism. Wants him to go back to his home. Very much unsettled between journalism and business.

Most satisfactory experience--Four years at the University. Travel.

Success means to do society some good. This means extra-professional affairs such as Chamber of Commerce and Rotary and at same time attaining some degree of financial success. Would like to be wealthy.

Lifework choices: 1. Journalism.

With \$100,000--Invest. Keep on working.

Major: Economics and journalism

Lifework choices in order:

1. Journalism

When made: College

Origin of first choice: College study

With \$100,000--No change

Actual choice:

1. Journalism

A. Reporter

B. Editor

C. Associated Press Correspondent

Born and lived in middlewestern town of five thousand.

Has no choice. Knows too little about anything to be sure. Will have to experiment. Thinks he is not fitted for a profession because of his dislike for specialization. Accordingly he has taken a more general course.

Has thought of certain vocations for short periods of time. Thinks he will go into business world. Has had a little touch of that and finds it interesting. Would really like to get into the New York money world but doubts if he will ever do so.

Father, a creamery man, died a year ago.

Employment--Driving horses for ice man. Making packing boxes. Ice man. Keeping books. Salesman in clothing store. Driving truck.

Hobby--Raising chickens. Following sports.

In grades--good student. In high school on honor roll. In college B.

Favorite studies--Economics. History. Biological science.

Activities: Publications. Dramatics. Politics. Social life. Football programs. Fraternity. Thinks time well spent.

Most satisfactory experience--Success with Sophomore Hop management. Leadership in fraternity affairs.

Success--To be fairly well to do. To accomplish something.

Lifework choices: 1. Commercial life.

With \$100,000--go right ahead with enough capital to get immediately into business.

Major: Economics

Lifework choices in order:

1. Commerce

When made: Probably in high school

Origin of first choice: Apparently boyhood occupation

With \$100,000--No change

Actual choice:

1. Commerce

A. Accountant

B. Credit manager

Born and lived in middle western town of two thousand.

Had usual run of boyhood ambitions but has forgotten most of them. Had very little idea of Vocational choice on entering high school but always liked school. In high school counted on going on to college. Somewhere in high school got two ideas--Law and Electrical Engineering. Never discussed it much with his family but near the end of his senior year in high school law won out and he came to the University intending to study law. Family fully approved the decision.

On coming to the University began for the first time to question the status quo and to be anything but the usual conformist. First semester was quite conventional. Second semester he pledged a liberal fraternity and spent much time in argument. Then a fine faculty member became an honorary member of the fraternity. Following many such discussions and because of his admiration for the faculty member he took a course in sociology. Followed it with one in social pathology. Decided to major in sociology still intending to take law.

Went to Estes Park Student Conference and followed it with a summer in industry at Denver. Was especially drawn to Frank Palmer of the Colorado State Federation of Labor. Became the representative of the state federation of labor to study labor conditions at the Moffat Tunnel. Saw pathological social conditions in the real and met Judge Ben Lindsay. Sympathized with his fight with the Ku Klux Klan. Was drawn toward work in the juvenile court field.

On returning to the University took course in Psychological Sociology. Found his viewpoint much changed. Then took course in Public Opinion and found himself still farther removed from law. His faculty fraternity brother advised that law would not help much with juvenile court work. Then he definitely gave up law and is planning to do graduate work in sociology looking forward to probation work in the juvenile court field.

Father in shoe repair business.

Employment: Farm chores. Driving team for neighbors. Ice man. Paper route. Janitor in shoe shop equipped with fine machinery and operated by an expert repairman. Shoemaker. Partnership with father in small shoeshop during college life.

Boyhood interests--Making wagons, boats, etc. Hunting. Building dam across creek for boating. Wanted to handle machinery when too young to do so.

Hobbies--Astronomy. Radio.

Very good student in grades and high school. B at college.

Favorite studies: Sociology including Social Pathology and Case Work studies.

History.

Activities: Church. Fraternity. Y.M.C.A. A liberal Sociology Club. The campus liberal sheet. Cosmopolitan Club. Forum. Thinks time well spent.

Counsel: Employer. Students. Preacher during high school days. President Palmer of Colorado State Federation of Labor. Professor of Sociology. But little with parents.

Self-supporting thru investments and labor.

Most satisfactory experiences: Election to presidency of Sociology Club. Membership in Cosmopolitan Club. Receiving Assistantship at Chicago University for next year.

Success: To be financially comfortable. To rescue a lot of youngsters from a bad environment. Wide travel. To be on the unpopular side.

Lifework choices:

1. Juvenile Court Work. 2. Labor Movement.

With \$100,000: Travel. To University of Chicago or New York School of Social Work for M.A. and then into juvenile court work.

Major: Sociology

Lifework choices in order:

1. Social Work

A. Juvenile court work.

B. Labor movement.

When made: High school

Origin of first choice: Contact with great teacher and with Judge Ben Lindsay's work in Denver.

With \$100,000--No change

Actual choice: 1. Social case work. (Not really a change.)

Born and lived eighteen years on middle western farm.

Father, a farmer, now dead. A very religious man who wanted all his children to live lives of service. Nothing more definite than that. Mother, somewhat more definite, hoped that at least one of the boys would become a minister. Home minister put on pressure in same direction. Oldest brother still on home farm. Wants him to come there. Another brother in insurance business wants him there. Neither brother presses very hard. No faculty counsel whatever.

No definite vocational objective on coming to the University. Wanted to be able to earn money and render a service to the world. Wanted income and family. Came to the University because brother was here. Would otherwise have gone to State Agricultural College. Had no real ground for choice of major but chose physiology because he liked the subject. This may have indicated a bent for medicine but the following year he turned away from it because the medical course offered too little opportunity for outside work for expenses.

Hardly knowing what to do he decided to teach because the way was open. Did considerable work in the social sciences to broaden his education. Desired association with others which would have been possible in athletics so took up R.O.T.C. Was athlete in high school but not qualified for it at the University.

Does not admit that he is going into teaching for the primary purpose of rendering service but rather for the purpose of earning a living. His first objective always seems to be to make enough money so that he can live decently and have both money and leisure for what he terms 'Service.' He has always had to live economically.

Several times tempted to return to the farm but lacked capital to do so. Would enjoy farming better than anything else. Does not want to pay rent or interest for fifteen or twenty years. Ran the farm two years just after his father died and liked it.

College summers as follows: 1. On farm. 2. On farm. 3. Summer school. 4. Military camp at Ft. Monroe. 5. Summer school. Chief source of support in college through selling insurance with brother.

Boyhood interests--Books on outdoor life. Athletics.

Hobby--Athletics.

High school at small town. High school summers on the farm. Never had to work hard for high school grades. Earned expenses on milk route and by housekeeping. Has good record so far as grades go.

Liked manual training in high school. In college liked physiology and psychology.

Activities--Athletics. Music. Church. Y.M.C.A. R.O.T.C. Counts them of real value when sufficient energy is expended on them.

Free from family responsibilities.

Thinks University should organize faculty for orientation and vocational guidance.

Most satisfactory experiences--Two years running father's farm. Good grades.

Popularity. Activities.

Success--Financial strength. Service. Family. Friends.

Lifework choices: 1. Small stock farm. 2. Teaching. 3. Insurance

With \$100,000--Would buy stock farm.

Major: Education

Lifework choices in order:

1. Stock Farming
2. Teaching
3. Insurance

When made: Early

Origin of first choice: Family situation

With \$100,000--No change

Actual Choice:

1. Insurance

Born and lived on middle western farm.

Father a stockman. An older brother went into the business with his father and quit it to his father's great regret. Now wants son to enter but is entirely willing that he should do something else if he wishes to do so. Urges him to follow natural interest.

First thot of teaching. Took teachers examination on leaving high school but has never taught. Then went one year to Emporia expecting to study law. Came to the University and liked English and History so well that he decided to go on and get the A.B. Is now taking courses that especially appeal to him.

Intention to take law gradually giving way before the need and opportunity to enter his father's business. Is pretty definitely decided now to go into the cattle business with his father. Mother encouraged law.

Drawn to law as a preparation for politics, his real love. Never much attracted by practise of law. Has taken several law courses with politics in view.

Has often thought of going into the ministry. This has never been definite enough to affect his career at college. Wants to do something in which he can talk to folks and read much. Likes to impress his views on others. Greatly admires Bishop Wise. Thinks he must have been a business man. Thinks all men should be broadminded, practical, and sympathetic.

Still sees politics as a real possibility. Will substitute business success for legal success as a training for politics and political preferment.

Has talked vocation with two professors with especial reference to political aspect of his career.

Is from a Democratic family. A great admirer of Wilson and progressivism. Thinks Wilson akin to Roosevelt whom he admires. Regretted democratic slump under Cox. Sees need for party reorganization on basis of policies instead of party labels. Thinks west must be set free possibly by an alliance with the south.

Would like to hold office himself. Has great respect for politics as a profession.

Fair high school record until senior year. Then good. In college B minus with record improving toward the close.

Favorite subjects--English. History. Political Science.

Activities--Debate. Athletics. Dramatics. Fraternity. Political clubs.

Most satisfactory experience--Ability to meet any one on almost any subject. Being an intellectual leader of boys at the fraternity house.

Success--Family. Comfortable wealth. Reading and study. Leadership in politics.

Lifework choices: 1. Cattle raising. 2. Law.

With \$100,000--Travel in South America plus following of present plans.

Major: History

Lifework choices in order:

1. Cattle raising
2. Law

When made: Early

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Cattle raising

Lived twenty years in middle western town of six hundred.

Headed for drug business preferably in manufacturing or wholesale line. Worked all his life in drug store. Drugs and drugstore work very familiar. Believes would not be satisfied in any other line but not quite sure. Liking seems to be based largely on experience rather than on any especial element in the business. Started to work in father's drug store at age of fourteen. Father would like him to go in business with him. Would buy larger store to get him to do so. Father a graduate of the University in pharmacy.

Taking economics rather than pharmacy for two reasons apparently. First, saw no future as a prescription clerk. Second, a fine teacher of economics in high school won his love to economics. Never thought of difficulty in entering drug business from economics angle until he began searching for a position this spring. Seems difficult now. Has had no pharmacy or chemistry. Saw much of business side of retailing in store work.

Interested in management end of manufacturing drugs. Has talked with drug men at Kansas City. Rexall people and one other handle general line of drug store supplies. Parke Davis and others handle purely drugs. Rexall opening seems more likely. Hesitates to tie up with big corporation. Rather wants to run his own show. Lacks capital for that. Looks forward to store in town of five thousand.

Good student in high school. B student at college. Best in economics and liked it. Also good in English.

Employment: Delivery wagon for grocery store. Harvest fields. Clerk in father's drug store.

Boyhood interests: Football. Baseball. Basketball. Fishing. Hunting. Swimming. Drug store.

Hobby--none.

Activities--Politics. Fraternity. Inter-fraternity affairs. Y.M.C.A. Football and baseball. Regards them as very valuable.

Most satisfactory experience--The management alone for two weeks of his father's store. Hard work. Very busy. Did some buying. Very happy. Entirely responsible. Passing the state pharmacy examination.

No great desire to make much money. Wants to be comfortable. Money, however, perhaps the first element in success. At least the ability to earn a substantial living.

Lifework choices: 1. Business. 2. Personnel work.

With \$100,000--Would invest in bonds. Might put \$10,000 in store. Afraid to put more than that in store.

Major: Economics

Lifework choices in order:

1. Business--Drug Manufacturing
2. Personnel Work

When made: Early

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Drug manufacturing

Born and lived two years in middle western town of twenty-five hundred. Lived eighteen years in a southern town of ten thousand.

Had no definite plans until third year in high school. At the end of his first year in high school he had thought of a course in chemical engineering largely because of his love for general science. Liked physics in his third year and chemistry in his fourth year. Did much extra laboratory work in chemistry both in the installation of equipment and in extra laboratory work after school. An instructor in chemistry dampened his ardor when he asked for help in planning extra laboratory work and nothing came of it.

At the Christmas vacation of his fourth year in high school when he would have preferred to work on chemistry he instead took a job with the J. C. Penney general store and became very much interested. Worked hard at it. On New Year's Day early he met the manager of the store and had a long talk with him about the management of the Penney stores and became intensely interested in the business methods revealed to him. Worked at the same place thereafter on Saturdays and through the following summer.

At college the next winter he secured a job as window decorator for small corner dry-goods store. Learned much but made very little money. The following vacation he again worked for the Penney store.

Father in real estate business on quite a large scale. Brother an electrical engineer.

Employment: Paper route. Newstand. The J. C. Penney store. Window decorating.

Boyhood interests--Tennis.

Hobbies--Science since first year in high school.

A very good student in grades and high school. B- at college.

Favorite study--Science.

Activities: None except fraternity which has been very valuable.

Has counseled much with family. Mother opposed chemistry because of confining nature of occupation. Ditto with sore work. Only faculty counsel from a professor of physics at University of Oklahoma.

Has not been self-supporting but will be after this year.

Most satisfactory experience--Notice by physics instructor. Ability to mix with others.

Success--Financial independence. Family. Sees no specific vocational objective but wants to be free throughout life to follow his own inclinations whatever they may be.

Vocational choices: 1. Merchandising. 2. Science. Regretted diversion from chemistry at the time but not now.

With \$100,000--Would study chemistry and cultural subjects and attain command of English. Cannot tell what his vocation would then be.

Major: Business

Lifework choices in order:

1. Business--Merchandising
2. Science

When made: High school

Origin of first choice: Boyhood employment

With \$100,000--Would change to second choice

Actual choice:

1. Business--Advertising

Born and lived in middle western city of five hundred thousand.

Father a stockyards speculator who actually handles stock but always for resale. Does not want son to go in with him. Thinks it too much of a gamble and too seasonal an occupation. Carries big overhead twelve months when business is transacted in three months. There are plenty of good salesmen but good buyers of stock are scarce. That means that his father can never pass on his business to anyone else.

Has worked in stockyards for six or eight summers--weighing, feeding, sorting, etc. Has been in harvest fields also. One summer in glass factory owned by father as assistant. One year stayed out of school as salesman for an oil company in western Kansas. Got rather a raw deal as to territory and methods of competition and went back with father.

Stockyards appeal greatly. Finds real men there. Thinks it great experience. Likes the keen competition. Sees lots of money change hands quickly. All on a cash basis. Sales before four must be settled for by four. After four by ten the next day.

Has also thought of flour business. Kansas City sure to have great future with great wheat fields in this country. Has climbed from eighth to third as milling center. Is steady business. Far more reliable than stockyards and is not seasonal.

Has also thought of Remington Cash Register proposition and the Sears and Roebuck plant at Kansas City. Thinks former too hard a job and that standards of wages are too low with the latter.

Had little idea of choosing a life work until four years ago. When he broached it then to his father he told him not to worry about it that there was plenty of time. Has talked thoroly with father. Slightly with one faculty member. Much with fellow students.

Boyhood interests--Greatly interested in reading. Baseball and marbles. Horseback riding. Motorcycle at college.

Fair student in high school. Better at military academy. C average at college.

Favorite studies--Business organization, Business Finance and Mineral resources.

Activities--Politics. Junior society. Stadium-Union Drive. Football. Fraternity. Interfraternity conference. Fraternity President next year.

Most satisfactory experiences--Taking off fifty-five pounds weight recently and the rigorous self-denial necessary thereto. Also a summer in the stockyards when he won the respect of the men with whom he worked greatly to his father's delight. Staying at Culver Military Academy when five other of six who entered dropped by the wayside.

Success--Family. Home. To be comfortably fixed financially. Name for honesty and ability to secure credit anywhere. To be an adviser of others. Business of his own. To be an authority in his own life. Good health. Not society.

Lifework choices: 1. In the field of business.

With \$100,000--Would invest it safely. Would get experience before using it in business.

Major: Economics

Lifework choices in order:

1. Business

When made: Early

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Lumber business

Born and lived ten years on middle western farm. Lived fifteen years in middle western city of ninety thousand.

First ambition to be a doctor. Greatly admired doctors as a class. Held to this until halfway thru High School. Father, a farmer, favored something of a professional nature but left him free to make his own choice. Several relatives advised law. During sophomore year in high school after father went to hospital boy dropped out of school to run the farm.

Then came the war and he went into the army. Was ambitious to rise in rank there but was invalided when a corporal. Rose to rank of Captain in the National Guard after the war. Married immediately after the war and gave up that of college.

Held several different jobs at Wichita and saw college trained men passing him by and small hope for advancement without college training. Changed from Swift and Company to the Standard Oil Company and found the same situation. Was offered Section Three vocational training by the government which provided tuition and books only. Refused it. Later was offered Section Two training which provided an allowance practically equal to his salary and accepted it.

Was torn between law and medicine with medicine his first choice. The government men advised against medicine because of the long time and great cost necessary. His relatives advised law and he finally decided for it. His age of twenty-three at that time was also an argument against medicine. Lacking two years of high school work it would have taken eight or nine years to reach the practise of medicine.

The desire for a broader education than was possible with law made him take an extra year for his A.B. largely at his own expense.

Employment--Want Ad counter in a newspaper office. One year on the farm. The army. Salesman for tractor company. Clerk for railway company. Clerk and cashier for packing company. Stock department Standard Oil Company.

Boyhood interests--Hunting. Fishing. Athletics. Science.

Hobby--Things military.

Poor student in high school. B average in college. C plus in Law School.

Favorite subjects--Economics. History. Political Science. English. Law.

Activities--National Guard. Fraternities. Thinks them valuable.

Most satisfactory experience--Completion of legal education. Military successes.

Establishing a home.

Success--Not the amount of money but the service rendered. Likes the thot of having his services sought by those who are in need.

Vocational choices: 1. Practise of civil law. 2. Teaching. 3. Legal work with oil firm.

With \$100,000--Invest it and start the practise of law.

Major: Law

Lifework choices in order:

1. Law
2. Teaching
3. Corporation Law

When made: Age of twenty-three on the job

Origin of first choice: Manhood occupation

With \$100,000--No change

Actual choice:

1. Law
  - A. Law Practise
  - B. Insurance Attorney
  - C. Law Practise

Born and lived in middle western town of fifteen thousand.

Decided on law in second year of high school. Not influenced by parents who have left him free to make his own choice. Chief employer a graduate of the University in law. Thinks he may have influenced him to come to the University but not to the study of law. At the time of his decision in high school he was not sure of being able to go to college because he was self-supporting.

Likes law. Thinks it is not at all dry. Appealed to by trial procedure rather than by corporation law. Has attended a number of trials. Enjoys the psychology of courtroom procedure. Also counts law a good general and business education.

Has counselled with parents, with employer and only slightly with fellow students. Father a farmer.

Employment--Grocery store at age of twelve. Managed grocery department of same large store for one year after high school. Was offered partnership in that department if he would stay and manage it. Worked in another large grocery store during college. Also spent summers in grocery store.

Boyhood interests--Animals. Birds. Building houses for them. Manual training. Hobbies--None

B student in high school. Close to B in college work. C in law school with curve pointing upward at graduation.

Favorite subjects--Economics. Political Science. Criminal Law.

Activities--President and business manager of general fraternity. Vice-president of legal fraternity. Interfraternity conference representative. Member of Junior society. Thinks time well spent.

Most satisfactory experience--Success as president of fraternity with unanimous re-election. Success in management of grocery store.

Success--Having a successful business. Nice home. Lots of friends. Time devoted to religious work.

Lifework choices--1. General law practise leading ultimately to criminal law.

2. Business.

With \$100,000--would start a law practise immediately.

Major: Law

Lifework choices in order:

1. Law
2. Business

When made: High school

Origin of first choice: Not clear

With \$100,000--No change

Actual choice:

1. Law

Born and lived on middle western farm.

Attracted by the proposal for an interview. Interested in psychology and glad to try to analyze factors in lifework choice.

Father a retired farmer. Not attracted by farming. Father never went to college. Thought son should specialize say in engineering, law, or medicine. Had no bent for engineering. Might have liked law. Majored in economics expecting to enter business. Never especially attracted by economics but felt pressure of father to specialize in something that pointed toward a vocation. Never made a B or an A in economics. One teacher scared him to death. Regrets that he never really became acquainted with a real professor in that department.

Learned in his senior year that he is deeply interested in sociology and psychology. Blames university advisory system. Never had good advice in college. Thinks it too late now to study subjects mentioned above. Came to college thinking that it would broaden him and give him a new scale of values. Thinks advisory system should give help with the choice of a vocation. Thinks intelligence testing could be used more profitably than at present but was hazy as to details.

Will teach a year or two. Partly because he has no prospects in business and partly to learn to deal with persons. Thinks this may develop executive ability. May even stay with teaching. Thinks some of returning for work in sociology or psychology. Finds abnormal psychology very interesting.

Will work in bank this summer. Has spent other summers in drug store and wholesale produce house.

Employment--Paper route. Grocery wagon. Nursery. Confectionery store. Drug store.

Boyhood interests--Managing newspaper route. Usual sports.

Hobbies--Books, both fiction and non fiction. Theatre.

Was good student in high school but began to slump in senior year. Slump continued in college. Never a good student here. Should have been valedictorian in high school.

Favorite subjects--Business and Vocational Psychology. Abnormal Psychology. Psychological Sociology.

Activities--Glee Club. Fraternity. Both very valuable.

Most satisfactory experience--Graduation from college.

Success--To be interested in his life work. To see something of the world. To live comfortably. To have intimate personal friendships.

Lifework choices: 1. Banking. 2. Brokerage. 3. Teaching. 4. Social work.

With \$100,000--Would travel. Would not teach. Would not go on with psychology and sociology. Would put money in safe bonds. Might buy bank stock and go into banking business.

Major: Economics

Lifework choices in order:

1. Business
  - A. Banking
  - B. Brokerage
2. Teaching
3. Social work

When made: College

Origin of first choice: Family counsel

With \$100,000--No change

Actual choice:

1. Teaching (two years--temporary)
2. Business--Economics (Still a student)  
(Still his first choice)

Born and lived on middle western farm.

Parents are fairly well educated. Naturally the children expected a good education including the high school. In high school boy expected to go on to college as some of the older children had done. One brother had studied medicine and his example meant much. A sister had also gone to college.

At one time he had wanted to go to West Point but his father had opposed the idea. Now has a commission as a second lieutenant. When he first came to the University he was not fully decided upon his vocation but thought it would be either medicine or law. A professional career had always appealed to him. In fact, he wanted to convince the interviewer that almost every boy wanted a professional career.

Father a farmer and stockman. Son did not care for that so turned, as he says, quite naturally to professional life. He has always admired doctors and lawyers and referred to the boyhood admiration that most children have for the family physician.

Leaning more strongly to law at the start he took a course in elementary animal biology and found his viewpoint greatly changed. Found a real appeal in biology and because of this turned to medicine. He would add to this the fact that he has always admired his brother, a very successful doctor.

While not attracted to medicine primarily by the financial element he sees the opportunity for a comfortable income as a doctor in contrast with other professions especially law. Has known of young lawyers without influential connections who have had a pretty hard time in getting a start. Sees a fairly easy entrance into the medical profession and thinks that most doctors make a fairly good success financially.

Employment--In harvest fields during the war. General work on his father's farm. Assistant instructor in bacteriology.

Hobby--None.

In grades--Good. In high school--good. In college B minus. Has A.B. in bacteriology.

Activities--Football. Wrestling. Departmental clubs. R.O.T.C. Scabbard and Blade. Fraternity (President). Thinks time well spent. Thinks military work especially valuable in developing self-confidence.

Self-support has always been unnecessary.

Most satisfactory experience--Summer camps with R.O.T.C.

Success--An income that would set him free from the necessity of work. To achieve distinction in research.

Lifework choices: 1. Medicine. 2. Army. 3. Bacteriology. 4. Chemistry.

With \$100,000--Invest it and go on with medicine. Travel. See the world. Might then be free to go into medical research.

Major: Medicine

Lifework choices in order:

1. Medicine
2. Army
3. Bacteriology
4. Chemistry

When made: College

Origin of first choice: Family situation plus a college course.

With \$100,000--No change

Actual choice:

1. Medicine

Born and lived fifteen years in middle western town of five hundred. Lived six years in middle western town of twenty-five hundred.

Does not know what he will do. Never had any settled conviction as to a lifework. Father a railroad man, and mother missed formal education and wanted son to have it. Both father and mother saw grade and high school education as an advantage in the race of life.

Mother wanted him to be a doctor. She had always been in ill health.

In junior year in high school began thinking what he would do after graduation. First two years of high school spent in Missouri where hardly any boys went to college. The usual thing was for girls to go to the normal school and for boys to go to business college if they went anywhere. Often thought of this for himself. In high school in Kansas, however, many boys went on to college and he at least had the chance to think about doing that.

Father could see better jobs in the railroad game for those with a business training and leaned to the business college. When he finished high school he entered railroad work and found it very boresome. Talked with boys who were going out to teach at \$80 a month. He was making that much at the railroad but talked with the county superintendent who advised two years of college before teaching. Family encouraged idea of college and promised to help. Took county Teacher's examination that fall and got third grade certificate. Never used the certificate for when he went to college he found two years the minimum preparation for the better schools. By the time he had done two years work he wanted to go on.

Enrolled as a prelaw because he had to enroll some way. Announced a major in economics. Changed major to psychology thinking it a good preparation for law. Had never really been sold on it in the first place. Used to read some law when a boy. Intends to go ahead with psychology and decide what to do later. Has teaching in reserve as a potboiler while finding himself in psychology. Likes psychology. Once saw place in high school teaching and administration. Now sees place in college teaching and research somewhere. A good chance to make money would easily take him away from teaching. Thinks some of business. Father talked much of a little business but never got there.

Employment--Restaurant. Janitor. Railway labor gang. Garage. Concrete construction. Janitor. Railway labor gang. Hotel clerk. Harvest hand. Student assistant in psychology.

Boyhood interests--Used to like to build things. To make things, e. g. wagons.

Hobbies--Fishing. Hiking. Camping. Collecting stones and poetry--especially that of Walt Mason.

Good student on little work in high school. In highest ten percent at college.

Favorite subjects--High school literature. Psychology. Zoology.

Activities--Psychology club. Counts it very much worth while.

Head of psychology department his chief adviser.

Most satisfactory experiences--Mountain trips to Colorado. Going to college.

Especially appreciates college friendships.

Success--Comfortable home. No financial worry. Something accomplished to his own satisfaction. To do well what he likes to do.

Lifework choice: None. Possibly Psychology.

With \$100,000--Invest it and go on to school to study psychology and biology. Might possibly study medicine. Has taken much premedic work.

Major: Psychology

Lifework choices in order:

1. Psychology

When made: College

Origin of first choice: As basis for law

With \$100,000--No change

Actual choice:

1. Psychology (Still a student)

Born and lived on middle western farm.

Majoring in journalism. Likes to travel. Looks forward to publishing in some executive capacity similar to his experience as editor of the college annual. Likes to write or rather thinks he would like to do so. Thinks of stories, novels and history. Has always read much. Is fascinated by visit to newspaper plant. Has always wanted to own a little hand printing press.

Got original idea in high school. In junior year two of them typewrote a tabloid newspaper which eventually came out twice a week. In senior year he revived the defunct high school annual and edited it. After that he was often called on for editorial work. While carrying papers that editor big man of community.

Father a farmer as were most of his relatives. It was expected that boy would be a farmer but he did not like it. Mother wanted him to take up banking. Spent one summer at that and did not like it.

Has usual college graduate's idea of wanting the important job first but realizes that he must begin lower down. Wants to return for more education after some experience.

Employment: Office boy in veterinarian's office. Farming. Assistant Cashier in country bank. Telephone linesman. Tinshop. Harvest fields.

Boyhood interests--Much reading.

Hobbies--Woodworking. Cabinet making.

Excellent student in grade school and high school. B plus in college.

Favorite studies: History and English.

Activities: Editing annual. Politics. Fraternity. Intramural sport. Time well spent.

No especial counsel outside of family with exception of casual contacts with faculty members.

Fifty percent self-supporting largely thru savings. Salary one year as editor of annual.

Most satisfactory experiences--Editing the college annual. Scholarship record in high school. Election to Phi Beta Kappa.

Success: To be comfortable financially. To be able to travel. High professional achievement. Home.

Choices: 1. Special and editorial writing for newspaper. 2. Short story writing. 3. Banking.

With \$100,000: Invest it safely. Ultimately buy a newspaper. Would go right ahead with present plans.

Major: Journalism

Lifework choices in order:

1. Journalism
2. Short story writing
3. Banking

When made: High school

Origin of first choice: Boyhood hobby

With \$100,000--No change

Actual choice:

1. Journalism
2. Secretaryship.

Born and lived seven years in middle western town of five hundred. Lived six years in small southern town. Lived seven years in middle western city of five hundred thousand.

Mother urged medicine or pharmacy but is now reconciled to his choice of Civil Engineering. Father, a realtor, favored engineering and talked it up. Has spent much of his life in things planned with a twin brother who is also taking Civil Engineering. Has always found mathematics easy. They decided on engineering during the second year of high school. Started on electrical engineering and found it overcrowded and too technical. So transferred to Civil Engineering. Interested in science in high school.

Employment: Used to build things when a boy. Worked at carpentry. Made many toys. Interested in small steam engine, electrical things and photographic and chemical laboratory work. With brother set up small laboratory in attic at age of fourteen. At age of eleven father gave them choice between an electrical motor and a baseball outfit. They chose the former. Incidentally they also got the baseball outfit. Helped father repair the automobile. As he expresses it, "We quite naturally looked forward to construction work."

Employment-supplement: Sold garden truck raised by himself. Cashier for department store. Radio and sporting goods salesman. Oil field roustabout. Draughtsman for W. L. Banham Engineering Company with whom he expects to work on graduation. This will mark first real separation from brother.

Better than average student in high school. Very good at university. Elected to membership in Tau Beta Pi.

Favorite studies: Mathematics. Reinforced concrete.

Activities: Editor Monthly Engineer. Politics. Military affairs. Men's Student's Council. Thinks time well spent.

Almost entirely self-supporting by work and savings.

Most satisfactory experience: Making good in trial with Banham Engineering Company and offer of permanent position with them.

Success: To have an independent business. High professional standing. To be comfortably fixed financially. To have home and family.

Lifework choices: 1. Municipal Engineering. 2. Structural Engineering. 3. Highway Engineering.

With \$100,000: Invest it in real estate. Would use some of it later for office as consulting engineer in one of the above fields.

Major: Civil Engineering

Lifework choices in order:

1. Engineering
  - A. Municipal Engineering
  - B. Structural Engineering
  - C. Highway Engineering

When made: High school

Origin of first choice: Boyhood hobby

With \$100,000--No change

Actual choice:

1. Structural Engineering

Born and lived one year in middle western town of one thousand. Lived fifteen years in southern town of twenty-five thousand. Lived five years in southern town of five thousand.

Before going to high school thought of a choice but did not reach a conclusion. Was still undecided in the senior year in high school. Thought he ought not to go to college without a decision but still could not decide.

Being unable to decide on a professional course he decided, after a conference with his father, to take a course in economics leading to business. After four years is still not fully decided. Has no particular liking for any certain business. Will enter business somewhere hoping to gravitate to something that he likes. Thinks it is most important for success that he should like his work.

Father in the oil business. Both father and several uncles are operating in the oil business on a large scale.

Employment--Soda fountain. Brickyard. Filling station. Cattle ranch for the last five summers.

Hobby--Athletics. Track.

In grades--Average. High school--very good. College--A minus. Elected to Phi Beta Kappa.

Favorite studies--English. History.

Activities--Track. Fraternity. Time well spent.

Most satisfactory experience--Making sixteen hours of A last semester. Winning his letter in track.

Success--To retire from business with an income adequate for comfortable living and travel. To have a good library. The conveniences of a good home.

Lifework choices--1. Oil business. 2. Banking. 3. Ranching.

With \$100,000--Travel in Europe. To Oxford University for a course in history and languages. Then into the oil business.

Major: Economics

Lifework choices in order:

1. Business
  - A. Oil Business
  - B. Banking
2. Ranching

When made: College

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Business
  - A. Banking
  - B. Business Secretary-Treasurership

Born and lived two years in small middle western town. Lived twenty years in southern town of eighteen thousand.

Has always been interested in banking. Spent his high school vacations in a bank. His father was first a banker but gradually turned from banking to the active management of a large oil corporation. The shift from banking to oil was practically made when son was about fifteen years of age.

Sees little of practical benefit in a college career or rather but little help that points directly toward banking. Has majored in English partly because of a love for it and partly to escape the narrowness that he thinks would result from majoring in economics. So far as preparation for banking is concerned he has taken a few courses in the department of economics and has read considerably on banking at the main library. He is also preparing a list of books on banking to read or buy this next semester.

He thinks a university a place to study things not available elsewhere. Says that the University has made him inquisitive and has taught him where to find books and information bearing upon anything that he will want to do later. Thinks he should study many things while here. While here he has not allowed his intention to go into banking to affect seriously his choice of studies. Just now he is being urged by his father and uncle to continue with college work after securing his A.B. but can hardly see the wisdom of doing so. One of his uncles is retiring now at the age of forty-three with a large fortune. He is retiring with the intention of educating himself. Boy approves this and says he hopes to do the same thing some day.

Has had the privilege of much travel and has studied much history. He now thinks somewhat of going to Oxford for a year of complete freedom to read and travel.

Employment: Collector for a bank. Roustabout in the oilfield.

Hobby: None

In the grades--good. In high school--not so good. In college C plus.

Favorite studies--History. English.

Activities--Athletics. Hi-Y. Glee Club. Fraternity. Y.M.C.A. Track. Considers the time well spent and that he might even have spent more time there profitably.

Most satisfactory experiences--Success in fraternity affairs.

Success--Lots of money. Good bank in a small town. To get to see the intimate facts of the business lives of others and to help with their problems.

Lifework choices: 1. Through a large bank to ownership of a good bank in a small town. Might possibly be interested in oil production.

Without money or influence--Would go into banking anyway. His father, however, added the day following the interview that he had expressed a desire to be his father's private secretary for a while.

Major: English

Lifework choices in order:

1. Business
  - A. Banking
  - B. Oil business

When made: Early

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Oil business (With Father)

Born and lived seven years in small southern town. Lived two years in Indian country. Lived seven years in middle western town of seven hundred. Lived nine years in middle western city of two hundred thousand.

Not yet definite regarding lifework but committed to field of engineering. Played with electrical toys. At the age of thirteen his eye was caught by advertisements of electrical toys, and when money was available he bought them. They included motors, transformers and electric lights. Enjoyed the spectacular effects produced. Immediately thought of engineering.

Then for a while he turned to law and literature pretty largely through his friendship with a fellow student in the senior year of high school who is now studying law at Creighton University. They had many discussions on politics, religion, ethics, philosophy, etc.

The influence of his brother, a practical engineer, may have turned him back to engineering.

Took trip to the southwest just for the purpose of settling the lifework problem. Really went into it very carefully. Studied high school record but found nothing outstanding in it. Then studied his own natural inclinations. Then occupations of his relatives. Then he turned to the practical considerations such as money and chance for success. Finally decided for engineering.

His parents have been opposed to higher education and have urged him to go immediately into business.

Father a railway clerk.

Employment--Four vacations on the farm in touch with all kinds of modern machinery. Two and one-half years in the freight station of the Union Pacific Railway at Omaha as clerk and laborer. Eight months in the civil service as typist and clerk on stockyards and packing-house inspection reports. Seven months just wandering about in the West Indies, the Mexican border, southern United States and the Rocky mountains.

Hobbies--Physical culture. Chemistry. Electricity. The library.

Excellent student in grades and high school. B at college.

Favorite studies--English and Mathematics.

Boyhood interests--Fond of hunting and all outdoor activity.

Activities: Politics. Literary affairs. Time well spent.

Counsel with family. With high school friend. With Omaha coal dealer. No counsel with faculty.

Self-supporting including borrowed money. Has been self-supporting since the age of sixteen. This also urged him to engineering in preference to law because of the lean law years.

Most satisfactory experiences--College education after overcoming so many difficulties. Facility in the use of English.

Success--Outstanding achievement in either literature or engineering.

Lifework choices: 1. Railway Electrification. 2. Electrical power work. 3.

Electrical development and sales.

With \$100,000--Would go into writing.

Major: Electrical Engineering

Lifework choices in order:

1. Electrical Engineering
  - A. Railway Electrification
  - B. Electrical Power work
  - C. Electrical Development and Sales

When made: High school

Origin of first choice: Boyhood hobby

With \$100,000--Would change to writing

Actual choice:

1. Electrical Engineering
  - A. Electrical Advertising
  - B. Electrical Sales Work

Born and lived six years in middle western town of eight thousand. Lived two years in middle western town of forty thousand. Lived seven years in middle western city of three hundred thousand. Since then in University town of fifteen thousand.

His interest has always been held by engineering. When a boy of eleven at the University of Minnesota he spent much time in the engineering laboratory. Also spent much time in the chemistry building. At the age of eleven the head of the department enrolled him in Chemistry two. Not having had proportion in arithmetic he could not handle all the equations but he made an average of 69 when 70 was passing.

Learned much mathematics in eighth grade and high school. His mathematics teachers told him that his mental tests revealed ability in mathematics but one of them advised applied rather than pure mathematics. Therefore, it seemed to him to point to engineering. Added to this was his father's advice as to the greater financial rewards in engineering as compared with teaching. He sees fully as good an opportunity there for service as in teaching. He enrolled in Civil Engineering on father's advice after father had consulted with Dean of the School of Engineering as to the opportunities for employment in the various fields of engineering. He still took much chemistry making A in all but two hours of it.

Father a professor of geology.

Employment--Paper route (Lost money there). Library work. Printing office. Steam-fitter's helper. Manual labor. Map draughtsman.

Music. Organ building. Reading.

In grades--Poor. In high school good during first and second years. Not so good third and fourth years. College B plus.

Favorite studies--Mathematics. General Science. Physics. Algebra. Geometry. Chemistry. All engineering studies.

Activities--Music. Dramatics. Swimming. Operating Grid Graph. Thinks time well spent.

Most satisfactory experiences--Work in the engineering school.

Success--To make a material contribution to the knowledge of engineering. E.g. a book on hydraulics or a great engineering project.

Lifework choices--1.2.3. Consulting Engineer. 1.2.3. Railway engineer. 1.2.3. Teaching engineering.

With \$100,000--Graduate work in languages and engineering at best university in America. Travel and study in Switzerland and Germany. Possibly a year or two as chorus singer for an opera company. Then one of the lowest jobs in hydraulic power or railway work through many departments to consulting engineer's job finally.

Major: Civil Engineering

Lifework choices in order:

1. Engineering

ABC Consulting Engineering

ABC Railway Engineering

ABC Teaching Engineering

When made: Probably in high school

Origin of first choice: Boyhood hobby

With \$100,000--No change

Actual choice:

1. Engineering

Born and lived eighteen years in middle western town of eight hundred. Lived six years in middle western town of eight thousand.

First wanted to study law when in seventh and eighth grades. Father had been a lawyer for twenty-five years. Son spent much time in father's office as errand boy. Remembers that before the seventh grade his father had him dust off the books in the office about every six months--a most distasteful task. Swore then never to study law.

Later acted as counsel for mock trial in seventh grade. Thru this he conceived a liking for law and made his decision. Planned high school and university work with law in mind. Took History, English, Latin and legal fundamentals.

Has always felt himself especially fitted for law on account of mental makeup and social ability. Thinks straight and reaches logical conclusions. Thinks he has the qualities of leadership to enable him to make other men accept his views on matters. Is able to face a group and give his views upon a proposal. Likes to study. Has intellectual curiosity. Likes legal tangles and the search for their solution.

Father's profession not a factor in the original decision but may have confirmed it and made it somewhat easier. Sees glamour and beauty in the study of law. Calls it a most valuable profession in the preservation of civilization and in human progress. Calls law a stabilizer and puts it next to medicine and the ministry as a benefactor of mankind. Hopes to help raise the standards of the profession and to help clarify the vision of the profession as to its obligation. Sees the chance for humanitarian service with poor and needy people as with the country doctor.

Says lawyer has membership in the intellectual aristocracy. This to him means happiness, contentment, respect and power.

Quotes Daniel Webster, "A lawyer lives well and dies poor." Few lawyers of vast fortune. Has no desire for high financial returns but expects and deserves a competence.

Employment--Janitor. Errand boy in father's office. Grocery store. Farm. Book salesman. Stenographer for father. Organizing credit associations. Help with father's legal cases.

Hobby--Reading. Playing clarinet in village band.

In grades--Good. In high school--good. In college B. In Law School B plus.

Favorite studies--History. French. Law.

Activities--Band. County Clubs. Social Life. Fraternity. Politics. Committee work. Time well spent.

Most satisfactory experiences--Reading. Music. Helping father with legal cases.

Success--Financial independence. To have started a small family toward a college education. Family a credit to community. To be respected by friends and a good citizen in the community. To die in the harness.

Choices: 1. Law. General practise for a few years until specializing bent appears.

With \$100,000--Open law office in small town of four to six thousand population in Kansas. Start a home.

Major: Law

Lifework choices in order:

1. Law

When made: Grade school

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Law

Born and lived thirteen years on middle western farm. Lived eleven years in university town of fifteen thousand.

When still a little boy thought of going to the University. Mother had always urged higher education and older brother had gone to the University. Family moved to University town when he was in seventh grade. He thot of nothing except going to local high school and the University.

Until just a few years ago the vocational goal was very indefinite--simply to go on thru school. It is not much more definite now. Started in the college pretty largely because of this indecision hoping to find himself. Was just as much puzzled after two years of college.

Caught up with an older brother during the war and they returned to the university together at the beginning of his sophomore year. First the brother and then he became pretty much disgusted with college life and returned to the farm for a year and a half. He, however, always thought of returning to college. Both did return pretty largely thru the influence of another older brother. On returning he saw for the first time the wisdom of college.

After fourth semester in the college he transferred to the engineering school for electrical engineering without quite knowing why. Perhaps due to some natural inclination--perhaps due to the fact that the older brother mentioned above was an engineer. Has always liked solitude and hoped to find more of it in the smaller student body in the engineering school. Still likes to get away from the crowd. The change to engineering brought his first really serious attitude towards his school work. Was elected to Tau Beta Pi.

He still has no definite plans for next year. Is back this year for graduate work in physics and here largely to be near his mother whose estate he is trying to put into such shape as to relieve her of worry. Is not especially interested in physics.

Is now of the opinion that cultural work is better than technical as a preparation for life.

Father a farmer and lumberman.

Employment--Working in hayfield. Paper route. Farming.

Hobby--The poor grammar of university students, especially of engineers.

In grades--Good. In high school--Good. In college--B plus.

Favorite subjects--Radio theory. Economics.

Activities--High school and University politics. Fraternity. Y.M.C.A. Departmental clubs. Promotion of campus enterprises. Is president of Senior Honor Society.

Most satisfactory experiences--Changing the character of Tau Beta Pi, honorary engineering society. Promotion of campus enterprises in general. E.g. the effort of Senior Honor Society to unify and perpetuate certain campus traditions.

Success--To be able to accept and discharge responsibility. Integrity.

Lifework choices: 1. Industrial electrical engineering. 2. Teaching

With \$100,000--No change in plans.

Major: Physics

Lifework choices in order:

1. Industrial Electrical Engineering
2. Teaching

When made: College

Origin of first choice: Not clear

With \$100,000--No change

Actual choice:

1. Chemical Research

Born and lived two years in middle western town of five thousand. Lived twelve years in southern town of five thousand. Lived eight years in middle western town of fifteen thousand.

The first consideration was to find the maximum enjoyment in the daily task and at the same time to be of service to humanity. Believes in the service motive but puts the other first. His vocation must be something that he can do easily. At first at the University he admired the engineer. A friend had counselled law because of the versatility of its demands.

It seemed best to go into the college of liberal arts for a year to look over the ground. That of journalism because English was easy for him. He found it, however, too idealistic and impractical. Meantime, he had accidentally gotten into a physics class, as a freshman, made good and enjoyed it immensely. After some conference he decided that he would like the field of physics. During his sophomore year he took no physics just to be sure his decision was right. Still wanted to stay with it.

On looking into the employment opportunities he found few good commercial opportunities and that the most wide-open opportunity was in teaching. He knew, however, that this would mean living in a large city with its consequent disadvantages, he decided that he could not have the life he loved best in a small community. So he turned to teaching in a university. This would give opportunity for research, a chance for study, a leisurely life and the cultural life of a small university community. Against this stood the small initial salary and the slow progress to a good one.

Then came a chance as a student assistant in physics and he took it. If it works out immediately--O.K. If not then commercial work for money enough to go on to his higher degree and ultimately to teaching. One other factor turns him to teaching as opposed to commercial work--his love for work with young people.

Father is a lease foreman for an oil company.

Employment--Paper route. Planing mill. Cement factory. Office of oil company. Farming. Carpentry. Student assistant in physics.

Hobby--None.

Good student in grades and high school. A-minus at college. Elected to Sigma Xi.

Favorite studies--Engineering Physics. Psychology. Mathematics.

Activities--Track. Football. Mathematics Club. Fraternity. Sunday School. Young Peoples' Church Work. Thinks time very well spent.

Most satisfactory experiences--Earning letter in track. Election to Sigma Xi. Or rather the well rounded development indicated by the combination of the two honors.

Success--To be comfortably fixed financially. To have contributed something to science. The importance of that contribution would be the measure of success. Either thru some one thing done or thru helping others to do it. Need not be limited to science.

Lifework choices: 1. Teaching physics in university. 2. Commercial research in Physics.

With \$100,000--Get Ph.D. in physics. Marry. Invest. Right on with university teaching.

Major: Physics

Lifework choices in order:

1. Teaching
2. Commercial Research in physics

When made: College

Origin of first choice: College physics class

With \$100,000--No change

Actual choice:

1. Teaching

Born and lived on middle western farm.

Headed for physical education in high school work. Before going into the army was rated almost perfect physically. Lost his health in the army and has taken to physical education to recover his health. May not teach physical education but wants to teach something which will keep him in touch with young folks of high school age when they are choosing their vocations. Is interested in adolescent boys. Likes to watch leadership develop there.

Expects to do corrective work with misfits and under-privileged children and to restore them to the ability to enjoy life at its best. Wants them to have the privileges he has had. Believes physical health is essential to moral health. Has that of social case work in a city but fears to try it because of danger of losing his own health again. Feels that lower twenty-five percent in great cities constitute a very real problem.

Will have chance to study children 'au naturel'--their reflexes, sensory organs and centers, habits, inhibitions, religion, etc. Feels it a very wonderful opportunity.

Has travelled in thirty-eight states and with the American army in France and England.

Has had vocational counsel with several faculty members, his father and in 'bull sessions' with fellow students. Is especially indebted to two faculty members. Loves one faculty member almost as a father. Admires his philosophy of life. Puts him near the top of his list of great men. Admires his unselfish attitude toward the commercialization of games. Has had many extra classroom helps from him.

Father a farmer.

Employment--Driving cows. News route. Farming. Hotel porter. Waiter in restaurant. Clerk in jewelry store. After high school chiefly in the army. Some time in farming and drug store. Now a trainee of the United States Veterans Bureau.

Boyhood interests--Games of all sorts. Hunting with dogs. Doing veterinary work for the neighborhood animals.

Hobbies--Usual boyhood collections. Horses.

Fairly good student in high school. In college B.

Favorite subjects--History. Philosophy of Education.

Activities--Cheerleading. Campus politics. Various committees. Fraternity. Senior honor society. Counts them valuable in proper proportion.

Most satisfactory experience--Unselfish service for the University in building for finer spirit on the campus. Helping boys make the grade at the University.

Success--Not money. To live comfortably. To feel that he has helped young folks make the right choices. Friends in personal, social, and religious fields. Family. To be able to educate his children.

Lifework choices: 1. Teaching physical education in high school. 2. In business--store.

With \$100,000--Would build corrective laboratory at Kansas City, Missouri, and set up great corrective clinic. Would first go on with his own education in physical education.

Major: Education

Lifework choices in order:

1. Teaching physical education
2. Business--store

When made: High school

Origin of first choice: Not clear

With \$100,000--No change

Actual choice:

1. bus transportation management (#2)

Born and lived on southern farm. Lived ten years on middle western farm. Lived eleven years in middle western town of five thousand.

Quit high school after two years. Out three years. Pressed clothes while out. Reached his limit at least as an employee. Found it unhealthful. Thinks health permanently injured by the work. Went back--finished high school.

Came to the University without a choice of Vocation. Chose courses in accordance with his likes but without other plan. Has discovered a liking for public work. Looks to foreign service. Likes travel, Politics, change, etc. Expects to go into politics some day. Likes to meet people and work with them. Ultimately foreign service but cannot go there now. Will go into Chamber of Commerce work until college debt of \$3000 is paid. Salaries in foreign service are initially too low. Thinks Chamber of Commerce work very similar anyway. May spend next summer visiting Chambers of Commerce over the country.

Next to foreign service he likes city manager work best, to which Chamber of Commerce work is the best means of entrance. Has liking for these types of work has developed quite naturally and easily. Has enjoyed his study of political science. Likes to read about men in this kind of work.

Father, a farmer, has been for twelve years Clerk of the District Court. Brother in sash and door company. Another brother at home in the dry cleaning business.

Employment--Farm. Drug store. Dry cleaning, both delivery and operating. Sale of magazines. Business manager of fraternity.

Hobby--Observing what is going on.

In grades--Good. In high school--good. In college--C plus.

Favorite studies--History. Sociology. Political Science.

Activities--Politics. President of Senior Class and Student Council in high school. Business manager of high school year book. President Men's Student Council at the University. Various committees. Fraternity. Thinks time very profitably spent.

Lifework choices: 1. Politics. A. Foreign Service. B. Commission service for study and investigation. C. City manager or Chamber of Commerce.

With \$100,000--Invest bulk of it safely. Prepare for foreign service.

Major: Political Science

Lifework choices in order:

1. Politics

A. Foreign Service

B. Political Research

C. City Managership

D. Chamber of Commerce Secretaryship

When made: College

Origin of first choice: Apparently from college studies.

With \$100,000--No change

Actual choice:

1. Business

Born and lived thirteen years Washington D.C. Lived thirteen years in middle western town of ten thousand.

Choice may be related to decision to come to the University. One is cause, the other result. Is not sure which. Used to worry about choice in high school. Talked it over with instructor in high school. Had rudiments of printing trade from father's office. Was clerk in soda fountain. Did not like the business. Saw no future in drugs. Had no trade. Did not know where to turn.

In the army. Back to drug store. Then to stove foundry as accountant and bookkeeper. Kept track of stock in branch houses. Stayed a year. A friend, just above him in the office, was quitting. He expected to get the job at \$125 to \$150 a month for the rest of his life. Interested in a girl and saw steady job as the one requisite for married life.

He did not get the job. They told him he was not a bookkeeper. His air castles began to fall on his \$60 job. He decided that day to come to the University. Had been here in 1918 in the Student Army Training Corps. He enrolled in engineering hardly knowing why. During his time with the stove company he read up on steel, etc. and thought of metallurgy.

He had no money. Two men blew up on the bookkeeping job which he missed and he was asked to return but he refused it and went to the harvest fields. This was before entering the University. Then he came on to the University and worked his way through. Started in Mechanical Engineering and changed to Civil Engineering on the advice of men at his fraternity. Had always wanted to come to the University.

Father superintendent of the printing plant at the federal penitentiary.

Employment--Delivery boy for clothes cleaner. Errand boy for father's print shop. Laborer in furniture factory. Soda fountain. Drug store. Pool hall. Stove company. Harvest fields. Steel shop of bridge company. Assistant County engineer on highway work. Chainman with Kansas City Southern Railway. Janitor. Table waiter.

Hobby--Rifle shooting. Hikes. Music.

In grades--Poor. In high school below the average. In college better than average.

Favorite studies--Mechanical Drawing. Chemistry. Physics. History.

Activities--R.O.T.C. Fraternity. Departmental Club. Rifle team. Various drives.

Thinks time well spent.

Most satisfactory experiences--Six months in field with Kansas City Southern Railway. R.O.T.C. camps.

Success--Happy home life. Family. To be well thought of in the community for sake of children. Income sufficient for the comforts and luxuries of life. Savings for time of need.

Lifework choices--1. Selling engineering supplies. 2. Engineering field work. 3. Drugs.

With \$100,000--Pay debts. Invest. Go to school for law, accounting, English, Public Speaking, Astronomy, and Musical Appreciation. No change in vocation.

Major: Civil Engineering

Lifework choices in order:

1. Selling Engineering Supplies
2. Engineering field work
3. Drugs

When made: Probably in college

Origin of first choice: Not clear

With \$100,000--No change

Actual choice:

1. Sales-Engineering

Born and lived in middle western city of five hundred thousand.

Father in grain business. Several brothers in with him. Place there for boy if interested. Otherwise father not interested in his plans. Also not seriously opposed. Mother deeply desirous that one son be professional man. His M.D. will mean much to her.

Named for an uncle, a successful doctor, whom he idealized and idolized. Used to visit him. Saw the community respect for him. Wanted the same thing. Beginning with the sixth grade he wanted to be a doctor. Never changed. Crippled when an infant by an infection of the hip which could have been avoided by proper medical care. Wants to help others and avoid such mishaps.

Studied piano and pipe organ from eight to twelve years of age. An expert orchestra pianist. Manages several high grade profitable orchestras. Entered the University. Worked toward A.B. One year in law to apply on A.B. No thought of becoming a lawyer. In 1921 making \$125 a week with orchestra. Made final choice between music and medicine for medicine. Happiest moment in vocational connection when he met a friend, a successful doctor, and told him after some argument that he was on his way to his M.D. and that nothing could stop him.

Employment--Entirely self-supporting since age of thirteen. Summers in grain offices and on road in grain business. Orchestra music.

Honor student in grades. Good student in high school. Bashful because of lameness. Erratic student at college but embarrassment entirely disappeared.

Interested in student politics somewhat.

Indebted to college dean and faculty adviser for encouragement, counsel and fairness.

No desire for much money. Service and status of doctor appeal to him. Saw cancerous negro who might have been saved by medical science.

Lifework choices: 1. Medicine. 2. Music--not orchestra.

Still quite sure his choice is right. Referred to college life as a beautiful dream.

Major: Medicine

Lifework choices in order:

1. Medicine

2. Music--not orchestra

When made: College

Origin of first choice: Family situation

With \$100,000--Answer not recorded.

Actual choice:

1. Medicine

Born and lived three years in middle western city of one hundred twenty-six thousand. Lived twenty years in middle western city of five hundred thousand.

Early in high school saw many graduates going to Kansas City School of Law on scholarships won by competitive examinations in History, etc. Had taken much history in high school. This turned his attention toward the examinations and also toward law.

Family background is religious rather than legal. Father, now dead, was head of a well known church. Older brother is now president of it and another brother gives much of his time to the church as its legal adviser. An uncle is active in the same connection. Boy has been strongly urged to go into religious work.

Since the death of his father and mother during his high school days he has lived with his lawyer brother. Thinks the fact that he has lived with this brother has also turned his attention toward the law.

Following the wishes of the family he spent a year at Graceland College in the study of the social sciences amid surroundings that pointed toward religious work. It did not appeal to him. He regards this as an honest experiment. He is still interested in the social problems of the church.

Came to the University looking pretty definitely toward law. One high school teacher, a favorite one, told him that she thought he would succeed as a lawyer.

Employment: Paper route. Paper sales on a street car. Grocery delivery boy. Electric wiring. Farming. Railway roundhouse roustabout. Cigar salesman. In these later employments he has been interested primarily in seeing the country.

Good student in grades and high school. C plus at college.

Favorite studies: History. English. Law.

Activities: Football. Fraternity. Politics. Thinks time well spent.

Counsel limited to family and high school history teacher.

Self-supporting only thru sale of inherited property.

Most satisfactory experiences: Winning the Missouri game. Success in the first semester of law school contrary to the tradition regarding athletes.

Success: Reputation as a good lawyer with high professional standing. Pretty substantial income.

Lifework choices: 1. Law. 2. Business.

With \$100,000: Would go to Yale Law School and on with Law.

Major: Law

Lifework choices in order:

1. Law

2. Business

When made: High school

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Business

A. Salesmanship

Born and lived one year middle western town of ten thousand. Lived fifteen years in University town of fifteen thousand. Lived one year in New York at age of thirteen and one year in Europe at age of four.

One influence in his father's profession who works much at psychiatry. Son is planning for medicine. Both parents are very friendly to choice of medicine. At first son opposed the idea and enrolled in chemical engineering. Found the mathematics too hard and shifted to Biochemistry which he liked. Gradually decided to make the transition to medicine and is now completing the premedical work taking his A.B. in the department of bacteriology with much physics and chemistry. Goes into medical school next year.

There has been no compulsion at any point although his parents have let him know their liking for medicine. He has actually made all the decisions himself. Says he has just swung naturally from chemical engineering to biochemistry and medicine.

Father was a professor of Greek at small University and later its president. Then he became professor of educational psychology and later dean of the school of education at a middle western university.

Employment--Six weeks in a garage. Summers in school.

Hobby--Mechanical apparatus including radio. Music.

In grades--Poor but skipped one grade. In high school--Average. Senior year good. College B plus. In Germany in kindergarten one year. Junior year of high school in New York.

Favorite studies--Chemistry. Physics. Geometry. Bacteriology. Zoology.

Activities--Practically none. Feels that decision was right. Is member of two fraternities and gives a little time each week to them.

Most satisfactory experiences--Success with chemistry two. Picture shows. Piano and organ concerts.

Success--Renown as a surgeon. Financial independence.

Lifework choices: 1. Medicine. 2. Bacteriology. 3. Chemistry. 4. Physics.

With \$100,000--Would go on to Rush Medical School and the practise of medicine.

Would like to go to Mayo's clinic at Rochester, Minn.

Major: Bacteriology

Lifework choices in order:

1. Medicine
2. Bacteriology
3. Chemistry
4. Physics

When made: College

Origin of first choice: College studies

With \$100,000--No change

Actual choice:

1. Medicine

Born and lived on middle western farm.

Has had no vocational counsel. His uncle, a doctor, has often asked him what he was going to do but has not really helped with a choice. The uncle has advised medicine and boy once leaned that way but under the influence of the group system in the college has given it up. Is more inclined to dentistry himself.

Has thought of business but feels that he will need more influence there than he possesses. Likes executive work and to be outside. Farm life appeals but has too many disadvantages. Wants to be free to choose his own hours. Likes to help people as he does, for example, in giving out books at the library where he works. Is drawn toward the physical education program of the Y.M.C.A. partly because of his desire to help others.

Has been unable to analyse himself vocationally. Various advisers have disagreed widely regarding his abilities. Books on vocational guidance have been general rather than specific and have helped but little. In fact, the reading of these books and their evident inadequacy has made him think of vocational guidance as a lifework. (Mirabile dictu).

Employment: Farming. Grocery clerk. Office boy in uncle's office. Waiting table. Taking care of furnaces. Library. Chauffeur. Selling vacuum cleaners. Insurance. Bank clerk. Clothing store. Pop and ice cream stand.

Hobby--None.

Good student in grades. Average in high school. C at college.

Favorite studies--Biology especially Zoology. Mathematics.

Activities--Football. Track. Basketball. High school glee club. Zoology club. Y.M.C.A. Fraternity. Would have liked debating and politics if there had been time.

Has received vocational counsel, despite statement above, from his uncle, head of Athletic Department, his brother, old football coach, and his own wife.

Has been entirely self-supporting thru earnings, savings, and loans.

Is married and has one child and finds vocational decision greatly influenced by that situation.

His most satisfactory experiences: Opportunities to help others. Competition in athletics. Mastering a course in algebra.

Success: Not a lot of money. A home. Life in the open. Finding joy in the daily occupation.

Lifework choices: 1. Dentistry. 2. Medicine. 3. Teaching and coaching.

With \$100,00--Would travel around the world. Then he would invest most of it safely and go to the best dental school in the country.

Major: Zoology

Lifework choices in order:

1. Dentistry
2. Medicine
3. Teaching and Coaching

When made: Probably in college

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Salesmanship

Born and lived in middle western town of three thousand.

Started to make choice in second year of high school. First thought was as a freshman in an English class. Teacher asked class for ambitions including three choices of vocation. His choices then were: 1. Great cornetist. 2. College professor. 3. Bank president. Laughs at choices now.

The next summer while he was out cutting weeds his father found him a job as a printer's devil in a newspaper office. During this period of employment which lasted through high school he decided to study journalism. In the senior year of high school he took the part of the 'Ad man' in 'It pays to advertise' and found his choice strengthened by this bit of dramatics.

About this time he fell in love and decided on business college as the quickest route to marriage, giving up journalism and college to attend Business College. After two months he found his mistake and after six months, the engagement having been broken off, he gave up business college and began to save for the university--his first choice. He found an office job which gave out and found another at Haskell Indian Institute which provided the necessary funds. Even after entering the university he worked there afternoons.

He majored in journalism looking toward advertising. A semester and a summer back home in newspaper work confirmed his decision. The final touch was the installation of Alpha Delta Sigma, the advertising fraternity, and the speeches that night more fully revealed the scope of journalism to him. Much reading upon the field also helped to settle him.

Father in real estate and life insurance business.

Employment--Raking hay. Janitor. Farming. Newspaper. Stenography.

Hobby--Music.

In grades--Average. In high school--Average, better in third and fourth years.

In college--C.

Favorite studies--Advertising work. High school commercial work. History. Psychology.

Activities--Dramatics. Orchestra. Band. Athletics. Fraternity. Departmental club.

Thinks time well spent.

Most satisfactory experiences--Summer at Haskell Indian Institute with Superintendent Peairs while the course of study for all Indian schools was being revised. Six months on paper back home after start at the University with eyes open to chance to learn the business.

Success--A business of his own. Not sure what business. Happy home and family. To be comfortably well to do.

Lifework choices: 1. Advertising work. 2. Salesmanship.

With \$100,000--Would pay debts. Continue advertising work. Invest money safely.

Major: Journalism

Lifework choices in order:

1. Business

A. Advertising

B. Salesmanship

When made: High school

Origin of first choice: Boyhood employment

With \$100,000--No change

Actual choice:

1. Business

Born and lived in middle western town of one thousand.

Has always wanted to go to college. Father, a grocer, has always been sympathetic but was financially unable to provide the money. Father has been interested in Engineering and thought son would and should make an engineer. Family agreed with father.

After leaving high school he went into a bank intending to stay at least two years. Many boys from his home were at the University. In his thinking of college he had nothing definite in view although law seemed to come to mind oftener than anything else. In the fall, after graduation from high school he regretted his decision to stay with the bank and wanted to come to college. Talked it over with his employer who agreed with him and released him to come.

Came to college with \$150 cash. at the university he drifted, seeking a vocation but not getting much light on it. Was out of college one year in the fruit business. Spent seven months on his own account as a fruit broker. Even here he saw the need for a legal education.

Employment--Post Office clerk. Rural mail carrier. Bank clerk. Fruit salesman. In fruit business for himself.

Boyhood interests--Things mechanical. Hoped to be an inventor. Things literary. Founded a literary high school society. Athletics. Little ventures in business.

Hobbies--Collecting books, chiefly science and history. Has a more or less complete collection of the best English authors. If time and money permitted would have a hobby of dogs.

Better than average student in high school. Average in college. Favorite studies--Political Science. Economics.

Activities--Politics. Campus publications. R.O.T.C. Counts them valuable.

Most satisfactory experiences--His own seven months as a fruit broker. Selling to fraternities for wholesale grocer. Experience in home town bank.

Success--To accomplish something worth while in service to the community. To retire with a modest fortune. Service means business achievement and helping others to the same goal.

Lifework choices--1. Managerial work on the financial side of business. 2. Law.

With \$100,000--Invest it wisely. Go on with legal education and possibly a year at Harvard School of Business Administration. Then into banking business.

Major: Law

Lifework choices in order:

1. Business
2. Law

When made: College

Origin of first choice: Not clear

With \$100,000--No change.

Actual choice:

1. Business

Born and lived in middle western town of one hundred fifty thousand.

Father in retail furniture business. Older brother has gone into business with him. Boy thought he would do the same. However, now that brother is there he has become free to do as he pleases. Father well able to send him to college.

Spent early summers and high school summers in father's store. One summer in a bank. Other college summers in store. Had paper route two years during high school.

Has always been interested in medicine. This interest was strengthened during senior year in high school but apparently thru such a personal experience that he hesitated to tell it fully.

Medicine appeals to him for 1. He is very much interested in it. 2. Realizes that it is hard physically but sees use of both head and hands in surgery. 3. Sees service to others in it. Regards it as a really noble profession. 4. Sees so many incompetents on the job now that he wants to get there and do it right. 5. Thinks profession requires men of character--real men. 6. Sees a distinctive difference between it and other professions.

Has fine friend at home who is good doctor and has often talked with him.

Father and mother both approve choice of medicine. Father not at all disappointed at not having him in store with him. No faculty counsel on choice of a lifework but many 'bull sessions' on it.

Employment--Paper route. Bank clerk. Clerk in father's furniture store.

Hobbies--None. Interested in photography when a boy.

Favorite studies--Chemistry. English.

Activities--Y.M.C.A. Fraternity. Relays. Thinks time well spent.

Most satisfactory experience--Unexpected election to senior honor society. Trips to the country. Trip to Estes Park.

Success--To be good surgeon with good practise and wide circle of friends. To have served a lot of people. A family. Thinks doctor well prepared to rear children. Thinks many persons fall down miserably as parents. A wide knowledge of other things besides medicine. Does not expect much money. Will probably invest earnings.

Lifework choices--1. Special branch of surgery (not sure).

With \$100,000--Would go on with medicine.

Major: Chemistry

Lifework choices in order:

1. Surgery

When made: Probably in high school.

Origin of first choice: Not clear.

With \$100,000--No change

Actual choice:

1. Medicine

Born and lived in middle western town of eleven hundred.

A major in advertising in journalism. Chose advertising because of the big field and the great future in it. Was probably selfish in it. Sees room for the improvement of the field which he did not see at first. Will go into newspaper advertising.

Was at first drawn to journalism without knowing whether it would be news or advertising. When a boy he did some reporting and some ad selling. Had his mind well set on journalism before finishing high school. Has simply defined the field while at college. An English instructor in high school had him write some short stories which were published in the high school paper. This meant much to him.

Is quite sure that he has chosen correctly his first preference. Says there is something fascinating about journalism. "Printer's Ink is intoxicating."

Father has a grocery store. One brother teaching. Younger brother in high school.

Employment--Grocery store. Reporting on county weekly. Selling advertising for high school paper. Chemist in the water laboratory at the university.

Hobby--None.

In grades--very good. In high school--average. In college--B.

Favorite studies--History. Manual training. English. Rhetoric. Chemistry. Biological sciences.

Activities--High school athletics. High school paper. High school debating. High school glee club. Daily paper board. Y.M.C.A. cabinet. Alpha Delta Sigma--advertising fraternity. Time well spent especially on daily paper board. Publication of writings, especially editorials.

Success--\$25,000 to \$40,000 a year salary. Family--including some boys. Some leadership in civic affairs. Philanthropy.

Lifework choices--1. Newspaper advertising. 2. General newspaper work.

With \$100,000--Buy a newspaper in small town in the middle west.

Major: Journalism

Lifework choices in order:

1. Journalism

When made: High school

Origin of first choice: Boyhood employment

With \$100,000--No change

Actual choice:

1. Journalism

Born and lived in middle western town of thirty-five hundred.

Knows and has always been told that he is better fitted for English and Journalism than for anything else. Ever since high school and even before that has had an ambition to come to the university. Brother majored in journalism and travelled about the same route.

Likes it best. Therefore sure that he will be satisfied with it in later life. Is satisfied that he can succeed in journalism or in something else allied to it. Could not do mathematics but always liked to write and made best grades in English both in high school and college.

Father a manufacturer and coal man. A graduate of the university Law School. Older brother who was educated in journalism is now with the largest insurance firm in the state.

Employment--Paper route. (Mother made him give it up because of Sunday School). Trimmer in printing house. Day labor in movie studio. Small building contract. Newspaper correspondent. Advertising salesman.

Hobby--None.

In grades--Pretty good. In high school--ditto. In college--B.

Favorite studies--English. History.

Activities--High school athletics. Publications. Fraternity. Politics. Sigma Delta Chi Journalism fraternity. Press Club. Has spent too much time on them but thinks them profitable nevertheless.

Most satisfactory experiences--Trip to California, the Northwest, and Canada. Saving \$200 last summer on \$20 a week.

Success--To be financially independent. The respect of the community. Not sure about marriage.

Lifework choices: 1. Publishing, e.g. Scribner's. 2. Journalism, advertising or editorial. 3. Insurance.

With \$100,000--Would go to Europe. Then back to partnership with brother in insurance. Might buy a newspaper.

Major: Journalism

Lifework choices in order:

1. Publishing
2. Journalism
3. Insurance

When made: Early

Origin of first choice: Boyhood employment

With \$100,000--Would change to third choice

Actual choice:

1. Insurance
  - A. Missouri Insurance Inspection Bureau
  - B. Insurance Engineering

Born and lived nine years in eastern town of twenty-five thousand. Lived twelve years on middle western farm. Lived four years in middle western town of twenty thousand.

Ever since boyhood has lived under the most rigid economy. Has been self-supporting since the age of seventeen. Father died during boy's infancy. He was youngest of six with widowed mother. Largely because of this background he looks forward to a life with as many comforts as possible.

For the last two and one-half years he has been trying to settle the lifework question. After two years of college, being somewhat at sea vocationally, he dropped out and taught school two years. He enjoyed this and was succeeding at it. Contacts made while teaching and while working at salesmanship in the summer again started the lifework problem.

A talk with a salesman before that time had revealed some of his possibilities. Went home with this salesman over an Easter vacation. Greatly admired him and found his self-confidence greatly improved by the salesman's approach to him.

When a sophomore in college he was doing fairly well but could not call himself scholarly. Was always in a hurry to get thru a thing and interested chiefly in a degree. Thinks he wasted a good deal of time by this attitude. Says he has learned how to loaf efficiently, at college. Sees no advantage in college toward the earning of money. Thinks it has also obscured his cultural outlook.

Although he enjoyed teaching he sees the disadvantages in it among which is the fact that he was constantly dealing with persons younger than himself. Thinks it may be better to make contacts with those older and wiser than himself but recognizes the stimulus which comes from youth.

Has sold aluminum for four years and has a good offer with them after graduation. May stay with them for a few years but is not sure of it. Teaching would be simply a stepping-stone to something else and he doubts the ethics of doing that. The remuneration would also be less than with the aluminum company.

First two years of college at Macpherson College. Last two years here.

Employment--Farming. Teaching. Selling aluminum. Carpentry.

Hobby--None.

In grades--poor in the east. Good in Kansas. High school very good. College B plus.

Favorite studies--History. Physiology. Economics. Eugenics.

Activities--Athletics. Student politics. Cosmopolitan Club. Time well spent.

Most satisfactory experiences: Being sixth of 987 aluminum salesmen last summer. Actually enjoyed the work too. Liked teaching.

Success--To be comfortably well-to-do. No craving for great wealth. To have home and family.

Lifework choices: 1. Business. 2. Has that of chiropody because of help received by sister and himself from a chiropodist.

With \$100,000--Invest safely. Go right ahead.

Major: Economics

Lifework choices in order:

1. Business
2. Chiropody

When made: College

Origin of first choice: Counsel of a friend

With \$100,000--No change

Actual choice:

1. Business
  - A. Salesmanship

Born and lived six years in southern town of twelve thousand. Lived thirteen years in middle western town of five thousand. On year of high school at a city of eight hundred thousand.

Has had a hard time to decide on a major. On first coming thought of languages and teaching but did not like languages. Majored in economics looking to business.

Father, a banker and manufacturer, will not try in any way to influence his choice and even refuses to talk with him about it for fear of doing that. Mother urges medicine but this is not to his liking.

Last summer he decided to teach for a while. Since he wants to earn money quickly he wants to teach at home. An inquiry of the superintendent revealed an opening in mathematics for which he has applied. Will not teach long.

Courses in the English department have aroused his interest in writing. He now plans to teach two years taking graduate work meanwhile in the summers until he gets his M.A. Then to Harvard for his Ph.D. in English. After that it will be teaching or newspaper work with the idea of having free time for writing.

Employment--Errand boy in father's bank. Clerk in fire insurance company. Harvest fields. Bookkeeper in cotton mill.

Hobby--Travel.

In grades--very good. In high school--very good. In college--B plus.

Favorite studies--High school French and English. College mathematics and English. Has tired of economics. Therefore gave up plan of going on to Harvard Graduate School of Business.

Activities--Dramatics. Hi-Y. Y.M.C.A. Fraternity. Thinks time well spent. Wishes he had spent more time there.

Most satisfactory experiences--Making Dean's Honor Roll. Success as bookkeeper for \$500,000 corporation.

Success--To live comfortably. To have a nice home. Reading. Travel. Life away from the city.

Lifework choices: 1. Writing. 2. Business. 3. Teaching mathematics or English.

With \$100,000--Invest for five years. Complete schooling. Would probably stay with writing, doing some travelling.

Major: Economics

Lifework choices in order:

1. Writing
2. Business
3. Teaching mathematics or English.

When made: College

Origin of first choice: College courses in English

With \$100,000--No change

Actual choice:

1. Teaching
2. Medicine

Born and lived in tiny middle western village.

When a little lad always greatly admired inventors. Father gave him the "Lives of Great Americans" and he was fascinated by the life of Edison. Has always wanted to be a scientist. Father, who was not an educated man, did not know what a scientist was and discouraged him. Cited local examples of "queer" inventors.

In high school he was interested in chemistry and radio. Had his own laboratory. Father preferred law or medicine to engineering. Said that education for electrical engineering would be a waste of time. Boy was influenced to try medicine. Spent a year at Friend's University taking pre-medic work. Came to the university still intending to take medicine.

Lived the first year here in the home of a woman physician who quietly advised against medicine. He says this advice plus his own mechanical ability caused him to give up medicine and he eventually chose between chemistry and physics and leans now toward physics. Will probably be a physical chemist.

Father a railroad agent. Has been elevator man and stock raiser.

Employment--Pulling weeds. Railway station agent. Harvest fields. Bookkeeper and time-keeper for construction company. Foreman for same company. House, yard and janitor and repair work first years at the University. Now an instructor in chemistry.

Hobby--Radio. Scientific laboratory.

In grades--Very good. In high school--B plus. In college--A minus at the University. No good at Friends.

Favorite studies--Chemistry. Physics.

Activities--Departmental club. Chemistry club. Time well spent.

Most satisfactory experiences--Daily discoveries in laboratory science.

Success--To own a good car--say a Lincoln or a Stutz. To have a nice income and a good home.

Lifework choices: 1. Research in physical chemistry.

With \$100,000--Go right ahead. Would expand private laboratory in physical chemistry for study, research, and pleasure. Ultimately institutional research if good enough. If not so good then commercial research.

Major: Chemistry and Physics

Lifework choices in order:

1. Research in physical chemistry

When made: Early

Origin of first choice: Boyhood hobby and Biography of Edison

With \$100,000--No change

Actual choice:

1. Research in physics and chemistry

Born and lived on middle western farm.

Father, a farmer, who spent three years in high school. Has always appreciated the lost opportunity and desired son to have advantage of high school and college.

Boy a good student in high school. Came to the University with an ambition to get into business as quickly as possible and make a lot of money. Neither he nor his father knew what was involved in Electrical Engineering. Was good in mathematics--therefore, engineering, was about the philosophy. To make money a very practical course would be necessary. Engineering seemed to fill that requirement. Thinks high school should have helped with information.

Still interested in making money but dissatisfied with engineering. However, he is not entirely disinterested in engineering. Came to college with a vague notion that college ought to give him an education. Hardly knew what that meant. Now feels that Electrical Engineering will not provide a satisfactory education. Therefore, is very much upset as to future course of procedure.

Has talked vocational guidance with several faculty members. They seem in general to push their own departments. One man talked chiefly of salaries and seemed to dodge the nature of the profession of engineering. Most engineers with whom he has talked, chiefly young men, seem to have narrowed their lives down to a very small field.

Still interested in money but wants to know some things that are not included in the engineering curriculum. Is interested in English Literature. Now regards money as a means to some other very valuable ends.

Boyhood interests--Being with other boys. Sports. Constructing things with tools. Hobbies--Radio.

On engineering honor roll last year. Not so good this year. In too many non-engineering activities.

Activities--Wide reading. Staff of monthly Engineer. Staff of the liberal sheet. Politics. Fraternity.

Not self-supporting now. Partly so first year. Thinks time worth more than the money earned.

Thinks university should acquaint freshmen with vocational opportunities, possibly thru lectures, possibly thru orientation course.

Most satisfactory experience--Debate and football in high school for resulting recognition. Doing a study well.

Success--Originally, money. Now the respect of his fellow men. To be a man of character. To have a record of achievement.

Lifework choices--1. Not clear.

With \$100,000--Would invest it and use as much as necessary as income. Would stay in school longer than now seems possible. Would spend vacations in travel. After graduation might invest money in industry going in as an active manager himself.

Major: Electrical Engineering

Lifework choices in order:

None except major

When made: College

Origin of first choice: College experience

With \$100,000--Would change to business

Actual choice:

1. Electrical Engineering

Born and lived on middle western farm.

There never has been any doubt in his mind. Has always lived on a farm and has always expected to return to it and to cattle raising. Grew up in the "Feed Lot" back on the farm. Is especially interested in thoroughbred cattle. Father is a cattle man, banker and farmer. Has always given his sons an interest in growing things on the farm instead of outright gifts of money which has suited the boys very well. Father has also believed in quitting work at a reasonable hour instead of working until long after dark as is the custom with many farmers. This has made the farm attractive to the boys.

Boy is now quite puzzled as to whether to go back to the farm at once or to go to the State Agricultural College for special work in agriculture--animal husbandry. Would like to qualify for the judging of stock but hesitates to spend two years for the diploma in the short course in agriculture. Mother urges that he return to the farm and take charge of it. His father is devoting much of his time to three banks in which he is interested.

Employment--All on the farm.

Hobby--None.

In grades--Average. In high school--ditto. In college C plus.

Favorite subjects--Botany, Entomology. Geology. In general the biological sciences. Also Economics.

Activities--Athletics. Botany Club. Y.M.C.A. Fraternity. Thinks time well spent.

Most satisfactory experience--Success in county calf club. Making \$1100 feeding forty-four head of cattle twenty-five days last summer.

Success--To be one of the leading breeders of thoroughbred cattle in the country. To live the right kind of a life.

Lifework choices: 1. Cattle business. 2. Banking.

With \$100,000--Would buy a farm and start in the cattle business.

Major: Economics

Lifework choices in order:

1. Cattle business

2. Banking

When made: Very early.

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Cattle business

Born and lived eleven years in middle western town of two thousand. Lived ten years in southern town of eighteen thousand.

Three considerations entered into his choice of a lifework--1. He wanted something that he would like and could do. 2. He wanted to render some unselfish service. 3. He wanted to be assured of the right financial return.

Originally thot of newspaper work because of father's work as editor of a paper and because of his own eafly employment. Liked it and found it broad and interesting. Now calls this early influence accidental.

Then he thought he had some executive ability and thot of the oil business as having two of the three points mentioned above. (First and third). Sees no immediate chance for unselfish service right in the business. Must develop that outside of the business for the first years at least.

His father is now editor and publisher of a newspaper. He had been for twenty years in the drygoods business. Drygoods looked too full of routine and too petty to son. Is interested in Associated Press work which satisfies the three requirements set forth above. A brother is now with the Associated Press.

Employment--Paper route. Mailing room of newspaper. In charge of carriers. Reporter. Selling advertising. Circulation. Cashier and bookkeeper. Stenotyping. Job room. Pressman and typesetting. Folder. All these are connected with the newspaper business. Oil scout. Janitor. Fraternity treasurer. Sport writing. Clerk in Post Office.

Hobby--Reading.

In grades--good. In high school--good. In college--A minus.

Favorite studies--History. English. Geology. Political Science.

Activities--Fraternity. High school football. Glee club. Dramatics. Interfraternity conference. Relays committee. Journalism fraternity. Departmental clubs. Politics. Senior honor society. Thinks time extremely well spent.

Most satisfactory experiences--Oil scouting, last summer at which he had marked success. Scholastic success. Dates with his fiancée. Fraternity experiences.

Success--Happy family life. Financial independence to permit travel and other privileges. Enough work to keep him busy.

Lifework choices--1. Oil business. 2. Journalism.

With \$100,000--Travel. Marry. Then a tossup between one and two.

Major: English and Geology

Lifework choices in order:

1. Oil business
2. Journalism

When made: Early--probably in high school

Origin of first choice:

1. Boyhood employment
2. Family situation

With \$100,000--No change.

Actual choice:

1. Oil business

Born and lived on southern farm.

Has no definite choice now but is contemplating entrance into the army. Ever since childhood things military have appealed to him. Has read much history which has dealt with military affairs.

On coming here he entered the R.O.T.C. and the National Guard and has attended several camps. Has puzzled much over the ethics of such a vocation. Can justify it to himself but has difficulty in doing so with others. Really regards it as a service opportunity. Considers the army an essential to the country's defense policy and regards the faith of others in "no more wars" as support of an often exploded fallacy.

Sees a comfortable living in it and the assurance of an old age free from financial worry. His decision is still tentative. Is considering certified public accountancy with a commission in the Officers Reserve Corps or in the National Guard as the outlet for his other interests.

Has always liked public speaking, dramatics and adventure. Has been tempted by law and politics. Cannot justify the ethical problem involved in spending his life as a lawyer. His mother wanted him to be a minister. Largely because of her wish he entered Southwestern College and took several subjects leading toward the ministry as an experiment. Finally gave it up because he thought there were too many imperfections in his own character.

Came to the University and majored in economics with the thought of going into business.

The adventure in the life of a forester and the love of outdoor life made forestry attractive to him. Spent a summer in the Rocky Mountain National Park as an assistant ranger. In a class in the ethics of vocations he made a report on the vocation of forestry after a careful investigation and dropped it because it offered no chance for advancement.

Sociology has appealed as a prelude to returning to the little rural community from which he came to play a humble part in its progress.

His earliest employment was on his father's farm and his brother's cattle ranch. Ran thresher with his brother. Put up prairie hay with him on the contract plan. This continued until the second year in high school. Then his father died and his mother began living around with his sisters. He lived with a family to whom he was not related who were very kind to him.

Employment--Drug store clerk. Candy kitchen clerk. Soda fountain clerk. Hotel room clerk. Bakery. Restaurants. Boarding club. Selling books. Selling Fuller brushes. Assistant forest ranger. Grocery store. Fraternity house manager. Taxi driver and taxi stand manager. Chautauqua manager.

Boyhood interests--Usual boyhood sports. Appearances before any and all audiences.

Hobby--Riding. Out-of-door life.

Was a good student in grades and high school. C at college.

Favorite subjects: Mathematics. Public speaking. Dramatics. Economics.

Activities--Fraternity. Athletics. Literary societies. Y.M.C.A. Publications.

Dramatics. R.O.T.C.

Has had vocational counsel from family, relatives and friends of the family and from many fellow students and teachers. Once in high school met a travelling specialist in vocational guidance who made quite an impression without helping him much. Family with whom he lived recommended banking.

Has been entirely self-supporting.

His most satisfactory experiences--Winning a state oratorical contest. Politics in early college life. First earned money thru selling books. Shovelling snow in Estes Park.

Success--To be of service to those about him. To make others comfortable. (In this connection it is worthy to note that he was voted by the freshmen of his fraternity as the most considerate upperclassman.)

Lifework choices: 1. The Army-Coast Artillery, Infantry or Cavalry Service.

2. Theatre management. 3. Business. 4. Forestry. 5. Teaching.

Business  
Number Sixty-three, continued Senior--Economics

With \$100,000--Would get his degree and might go elsewhere for further cultural study. Would travel extensively. Build a fine home. Then he would stay with the army choice.

Major: Economics

Lifework choices in order:

1. Army
2. Theatre Management
3. Business
4. Forestry
5. Teaching

When made: Early

Origin of first choice: Probably boyhood hobby

With \$100,000--No change

Actual choice:

1. Forestry
2. Army aviation

Born in middle western town of eight thousand. Lived practically all his life in middle western town of twenty-five hundred.

Has four brothers one of whom worked his way thru two years at Washington State University. Father and brothers are salesmen and seem to this boy to be side-tracked pretty definitely.

Turned to civil engineering thru some books read. Heard that profession was over-crowded and changed to electrical engineering. Always good in high school mathematics. Field seemed much wider than civil engineering. Gradually the training seemed too narrow and he wanted a change. Failed only in Chemistry two.

Transferred to college of liberal arts because he thought he would like it there. Has standing offers from four business houses on graduation. Would like to take law as an asset for business. Will get either A.B. or B.S. Hopes to start with some good company and go up in administrative work.

A serious railway accident at age of fourteen left him very nervous and made him think that outside work would be better than office work for him.

Occupations--Chore boy. Summers on farm till age of seventeen. High school evenings and Saturdays for two years in jewelry store. Became assistant watch maker. One year in clothing store between high school and college. One year in field artillery camp as sergeant in charge of communications and firing data. Four months on road with contract crew as foreman. Three summers as salesman. Found himself with \$140 and started to college.

Has worked his way thru college. Night cook in a restaurant. Summer as a salesman. Summer selling vacuum cleaners for brother. Two summers in music store. Two and one-half years in national guard. In it primarily as a means of self-support.

Boyhood interests--Marbles and tops.

Hobby--Music.

Good student in high school. C plus in college. Favorite subjects--Voice. Economics.

Activities--Music. Fraternity. Thinks music especially valuable.

Vocational counsel with mother, two faculty members and in many student 'bull' sessions.

Most satisfactory experiences--Going to college including use of voice. Being on his own hook. Being his mother's son. Has always been a pal of his mother.

Success--Comfortable home that is really a home. Not necessarily a large one. Wife and two children. To be comfortable financially.

Lifework choices: 1. To go into clothing business with older brother. 2. Administrative work in some business.

With \$100,000--Would move mother and family and send family to college. Would finish in law school and practise law.

Major: Business

Lifework choices in order:

1. Business

When made: College

Origin of first choice: Probably in boyhood occupations.

With \$100,000--Would change to law

Actual choice:

1. Business
2. Music (Temporary)
3. Business

Born and lived in middle western town of two thousand.

Made definite lifework decision in high school. Medicine and law both appealed. Brother intended to study medicine and went one and one-half years to the university. Has talked much to him about the university law school and aroused his interest in it and in law.

Father, who died two years ago, was in the lead and zinc business. The family still carry on the business and he expects to go back and take charge of affairs. Is studying law for its utility in the business world. Expects to get both A.B. and LL.B.

Thinks medicine too great a responsibility. Also feels that his personality is not well adapted to medicine.

Has always taken college for granted and never even discussed it much with the family. When the time came he simply went to college.

Employment: Driving pony team to carry water to mines. Roustabout at mine. Field man for several drilling machines.

Boyhood interests--Usual sports, e.g. Indians and cowboys. Member of club of boys known as the 'Dukes' for outdoor life and good fellowship. Town politics.

Hobbies--Trying to make a real toy aeroplane. Machinery. Radio. Made his own sets. Poor student in grades and high school. C at college.

Favorite studies: Criminal law.

Activities: Cheerleader. Politics. Fraternity. Thinks time well spent.

Vocational counsel with family, a mining friend, and fellow students.

Most satisfactory experiences: Cheerleading especially at last Missouri game.

One instance of good judgment in mining which saved him some money. Trips home.

Success: To be comfortably fixed financially. To be an expert in some legal field.

Lifework choices: 1. Law. 2. Mining.

With \$100,000: Invest safely and go right ahead with plans.

Major: English and Law

Lifework choices in order:

1. Law
2. Mining

When made: High school

Origin of first choice:

- #1. Brother's advice
- #2. Family situation

With \$100,000--No change

Actual choice:

1. mining

Born and lived two years in small middle western town. Lived eleven years in middle western city of five hundred thousand. Lived eleven years in middle western town of thirty-five hundred.

Lived in large city with good educational facilities and moved to smaller town where there was good high school and a small college. It was just assumed that he would go to college. Everybody else did.

Father, a lawyer, died when he was three. Has lived with mother and in presence of women. Mother left him free to choose his vocation. Simply stressed beauty of an unselfish vocation and urged that he choose something within his abilities. Living with women so much has made it hard for him to meet men as easily as he meets women. This has been a handicap.

An English teacher in high school required interpretation of things read. Often said, "Well, just take your time and think that thru." Finally he came to realize that he was not getting the most out of school. One summer he met a university student and found him so well informed and so enthusiastic about teaching that he became interested himself. Came to respect the university because of his respect for this student. Returned to his home town and found it very much to his dislike and eventually came to the University.

Had few contacts with men and none of vocational value save with student mentioned above.

Had considered medicine, civil engineering, and the ministry when a boy. Idea of service appealed in medicine. Also had respected friend in medicine. Thought of creating big things appealed in civil engineering. Completion of Panama Canal helped with civil engineering. Held back by lack of interest in mathematics. Read an article in the American Magazine entitled "Courage to Dive Off the Dock" which gave him the courage to come to the University to take something. Chose journalism on the basis of his abilities without any particular desire for it. Roomed with student mentioned above and again found his enthusiasm for education contagious. Saw chance for real values in university life. Hence chose university teaching. That of service in teaching is also influential. Has talked vocations with a professor of sociology. Respect for him strengthens decision for teaching. Vocational choice has been a gradual evolution.

Employment: Paper route. Y.M.C.A. secretary. Photo shop. Tailor shop. Steam pressing. Laundry route. Farm. Map selling. Bible selling. House construction. Road construction. Entirely self-supporting in high school and college.

Boyhood interests--Scouting. Sunday School. Epworth League. Basketball. Reading. Hikes. Canoeing.

Hobby--Reading.

Poor student in high school. B average in college.

Favorite subjects--Sociology. Biology. History. Literature. Physics.

Activities--Y.M.C.A. Church. Literary society. Educational and general fraternities. Sociology club. Discussions. Counts them valuable beyond question.

Most satisfactory experience--Starting to think for himself. Getting away from everyone. Small party of similar interests on camping trip. Theatre both dramatic and musical.

Success--Respect of others. To accomplish something. To be out of the rut. To be head of a department of sociology. To have his Ph.D.

Lifework choices: 1. Teaching. 2. Personnel management in industry. 3. Business. 4. Engineering. Interested in "2" because of conflict between communism and capitalism.

With \$100,000--Invest most of it. Buy a home. Might travel to investigate new lands and new peoples as is done by newspaper foreign correspondents.

Major: Sociology

Lifework choices in order:

1. Teaching
2. Personnel management
3. Business
4. Engineering

When made: High school and college

Origin of first choice: Conference with college student. Counsel

With \$100,000--Would change to travel

Actual choice:

1. Social work

Born in very small middle western town. Lived twenty-two years in middle western town of twenty-two thousand.

Father a merchant, oil man, cattle man and real estate dealer. Three brothers all younger. Father has left him free and has put no pressure on him at all to return to his home town.

Has talked life work with many persons. It has been a favorite topic of conversation. Once regarded instructors at the University as his natural enemies. Now has quite a different attitude toward them.

Hot of banking or brokerage on coming to the University. Knew nothing of economics. Was almost forced into economics by a fellow student. Did poorly there. Grew disgusted with economics. Began to take much work in philosophy and English. In senior year had to take advanced principles of economics and got an entirely different slant on economics. Learned more than in all former courses put together. However, still held his interest in philosophy and English. Thinks several economics courses ought to be dropped from the curriculum.

Is still puzzled over future but will go to large city. Thinks man educated broadly in the humanities should not spend his life in a small village. Wants to go where there is lots of money and see how much of it he can get quickly. Has opportunity on the Chicago Tribune but will probably not accept it. Will go with some industrial corporation and hardly cares in what line. Believes general business principles are such that the actual choice of a particular business is of little importance.

If he did not have to earn money he would go to Europe and then start life more leisurely on his return. Needs money at once.

Employment--Harvest fields. Bank. Oil fields, with oil and paint company. Book-keeper and receiver for an insolvent business.

Favorite subjects--Advanced Principles of Economics. Philosophy. English.

Activities--Track. Football. Fraternity. Politics. Counts track especially valuable. Learned much about bodily care and tone.

Most satisfactory experience--Winning the respect and friendship of every employer he has ever had.

Success--Money to pursue a scholarly life. If that seems impossible then the easiest possible job to provide as much leisure for study as possible.

Lifework choices: 1. Place with an industrial corporation as a means to money.  
2. To retire with sufficient money to study.

With \$100,000--Would travel, study, read much--then write. Would write mock-serious essays, short stories or even historical sketches if properly prepared for them.

Major: Economics

Lifework choices in order:

1. Business.

When made: College

Origin of first choice: Probably family situation

With \$100,000--Would change to writing

Actual choice:

1. Business

Born in small middle western town. Lived twenty-two years in middle western town of twenty thousand.

Intends to go into furniture store with his father. Has spent summers and other vacations in the store. Has an older brother in the same store. Father feels that sons will have better opportunity there than anywhere else. It has just been taken for granted that they would both eventually go in with him. Not much has been said about it. Father would say very little if he went elsewhere but would probably be hurt by such a decision.

Honor student in high school. B plus in college.

Favorite subjects--English. History. Somewhat indifferent to economics.

Activities--Interfraternity Conference. Glee club. Stadium-Union drive. Fraternity. Counts them valuable.

Most satisfactory experience--Can cite nothing.

Success--Reasonable wealth. Home and family. Respect of community.

With \$100,000--Would travel a year or two. Would probably use some of it in his father's business and some of it in construction of houses in which his father is interested. Would eventually go right ahead in the furniture business as planned.

Said the interview was hardly worth the time spent on it since he had no vocational problem to worry about.

Major: Economics

Lifework choices in order:

1. Furniture business

When made: Very early

Origin of first choice: Family situation

With \$100,00--No change

Actual choice:

1. Furniture business

Born in West Virginia. Has lived in many states for short periods of time.

Father an inventor and oil man. An inventor of oil tools. Brother a geologist in business with his father. Uncle a wealthy oil man. Father, who went to High School two years only, has been in the oil business all his life.

Son has always expected to go into business with his father or at least in the same line. Has something of an ambition to make good on own hook but may find opportunities with father, brother or uncle.

Chance to make money fast is the chief motive. Is fascinated by the oil game and confident that if he but tries it often enough he cannot fail. Has worked in nearly every phase of the oil business. Physically equal to work of drilling and tool dressing. Likes to be in the open roughing it. Has worked on a farm and was a first class mail carrier at fourteen.

Perfectly satisfied with oil business even if he never becomes wealthy. Has no second choice but if it were impossible for him to enter the oil business he might go to South America with the International Harvester Company for the sake of the travel.

Wanted to take combined degree in college and law school with the thought that law would help with the oil business. Had 87 hours when he went to Paris on a pleasure trip. Failing to secure permission to proceed for the two degrees without making up the three hours before entering the law school he majored in sociology because it was the easiest bet and went on at once for the A.B.

If he ever takes law it will be at California University.

Graduate of Oklahoma High School. Chose between Oklahoma University and this University partly for better athletic possibilities. Has refused several eastern offers to pay his way in full or in large part because of his athletic ability.

Average student in high school and university.

Favorite studies--Zoology. Psychological sociology. Philosophy.

Activities--Track (Captain). Fraternity. Senior committee. Regards them as very valuable--especially track.

Success--To be satisfied. Financial success. Family. Likes to help others. Likes to give things away.

Lifework choices: 1. Oil

With \$100,000--Would go right into the oil business. Sure to hit in twenty years.

Major: Sociology

Lifework choices in order:

1. Oil business

When made: Very early

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Oil business

Born and lived six years in middle western town of fifty thousand. Lived eleven years in middle western town of five thousand. Lived five years in University town of fifteen thousand.

Father, now dead, was in engineering work. This interested son in technical field. Not specifically in engineering, however. Was not intimately in touch with his father's work. Father did not want him to follow him in choice of a lifework.

Older brother was newspaper carrier. He began to help him and eventually became carrier also. Carried papers for five years and became interested in the business. Greatly admired editor of paper carried who was brilliant newspaper man, and fine man to work for.

Read much in grades.

Thinks reading may have pointed to newspaper work. Came to college intending to major in economics but desiring to take certain courses in journalism. Almost equally interested in engineering but had to make a choice. Hardly knows why he chose economics. May have been admiration for the personality of his banker. Initially took courses which would turn either to engineering or to economics.

Employment--Paper route. Five years off and on at stenography--typing themes and other work for students. One summer on farm in Oklahoma. Entirely self-supporting.

Boyhood interests--Reading. Making things.

Hobbies--None.

Honor student in high school. B plus in college. Mother insisted that he learn shorthand and typing. Found it very useful in working his way through college.

Trip to student conference at Estes Park, Colorado, caused him to have serious doubts as to the choice made above. Made him want to spend seven years in college to cover fields of journalism, economics and engineering.

Decision still indefinite. Torn between business and advertising.

Feels that he needed specific information on different lines of employment. Has been recipient of much loose information of a general nature but found it poorly organized. Thinks there is need for job analyses and of personnel analyses. Has talked with several about choice of lifework including many fellow students.

After majoring originally in economics he changed major to Journalism because he could not enroll in desired courses in journalism without doing so.

Favorite studies--Economics. Accounting. Chemistry. Mathematics.

Activities--Debating. Dramatics. Daily paper.

Greatest satisfactions--success in self-support as a typist. Success on daily paper. Some good grades. Themes. Editorials. Good typing.

Success--Happiness. To accomplish something of value to the world. Could be satisfied with moderate salary. Would appreciate larger one. \$5000 hardly high enough maximum. \$50,000 unthinkable. Sensitive to opinion of others. Therefore community respect a vital factor in success.

Lifework choices--1. Advertising. 2. News. 3. Business, undefined.

With \$100,000--Would care for mother and younger brother. Would travel some. Would invest much of it. Might experiment on interesting jobs without regard to remuneration.

Major: Journalism

Lifework choices in order:

1. Journalism
  - A. Advertising
  - B. News writing
2. Business

When made: Early and in college

Origin of first choice: Boyhood occupation

With \$100,000--Would change to something else undefined

Actual choice:

1. Journalism--News writing

Born and lived one year in tiny southern town. Lived eleven years in middle western town of one thousand. Lived three years in middle western town of forty-five hundred. Lived six years in university town of fifteen thousand.

Father and grandfather have been in business as have most of his other relatives. Father and grandfather were merchants. Other relatives have been lawyers and in similar professions closely related to business. Boy has assumed business but thinks that some other profession similar to business might entice him.

When he entered the University he intended to graduate and enter the retail clothing business in some town of five thousand and see what would develop for him. Looked to chain store, retail work, and salesmanship for a while. Likes the management of a chain store because of its certainty but sees that the future is pretty well limited there. Thinks failure in such a position is far less likely than in independent store. Thinks the day of the retail store is over except in a small way and that chain stores and novelty stores will be the big development of the years just ahead.

Has thought some of accounting but sees it differently now. Thinks it too restricting now and has given it up. Feels sure that he is not adapted for medicine. Has always been sure that he would not be a doctor, chemist, or engineer. Has thought some of law but has seen too many men failing as lawyers.

Sees the influence of the group at college, e.g. one who chooses economics and forms his acquaintanceships among economics majors will find himself more and more firmly welded to his choice while in college. After graduation when the influence of the group disappears he may very easily turn elsewhere.

Employment--Driving delivery wagon for general store dealing in drygoods and groceries. Creamery. Paper route. Map salesman. R.O.T.C. camp.

Hobby--Salesmanship.

In grades and high school a very good student. In college B.

Favorite studies--Business Law. Business Finance. Financial History of the U.S. R.O.T.C.

Activities--Debate. School politics. Dramatics. Advertising manager for the Annual.

Most satisfactory experience--Success as a map salesman.

Success--Home and a good income. After that some time and money to civic and social work but not that until the home is secure.

Lifework choices: 1. Through salesmanship to district managership for some good concern in a town of fifty thousand. 2. Retail store. 3. Chain store.

With \$100,000--Would invest one-third in safe securities and buy second mortgages with the other two-thirds adding to his safer capital from time to time. Would make this his life work.

Major: Business

Lifework choices in order:

1. Salesmanship to Managership
2. Retail store
3. Chain store

When made: Very early

Origin of first choice: Family situation

With \$100,000--Would change to finance. (Not really a change.)

Actual choice:

1. Salesmanship

Born and lived on a middle western farm.

Says he had an instinctive interest in biology. At the age of eight he used to watch his mother clean chickens and took an especial delight in looking at the organs and remembers watching the peristalsis of the intestines. His memory will take him no farther back than this.

Had virtually no opportunity to study biology in the grades but took all that was offered in the high school. At the University he found his opportunity. He took courses which appealed to him and did extra work without worrying about the grades. Often did special things which had no relation whatever to the coming examination.

When a sophomore he decided on medicine as the profession which offered him the largest opportunity to follow his bent for biology. Talked it over with fellow students and with doctors. His father suggested banking or some other profession but was satisfied with the final choice.

The family tradition was all for higher education altho both parents learned to read and write after they were married. They were always ready to help when he was ready to go on.

After two years of medicine he had to stop to teach. Has taken his M.A. and is working for his Ph.D. Work in biology and mathematics has always been easy for him. Did well in college physics without all the mathematical prerequisites.

Hopes to finish in medicine and, equipped with both Ph.D. and M.D. to apply training both to the practise of medicine and the teaching of biology. It is entirely possible that he may do full time teaching. That will depend upon the opportunities available.

Employment: Farm work. Mechanic on farm machinery. Garage. Assistant instructor in anatomy at the University.

Hobby--Reading markets and sports.

In grades--a good student. In high school good. In college B.

Favorite studies--Biology. Chemistry. A progressive interest in Biology thru Botany, Zoology, and Comparative Anatomy into the entire field.

Activities--Literary. Men's Student Council. Athletics. Fan for athletics. Thinks time well spent.

Most satisfactory experience--Research in biology.

Success--To have more work to do.

Lifework choices: 1.2 Professorship of Anatomy. 1.2. Medicine.

With \$100,000--Would go right ahead to M.D. as planned.

Major: Anatomy

Lifework choices in order:

1-2. Teaching of Anatomy

or

Medicine

When made: Very early and at college

Origin of first choice: Boyhood experience

With \$100,000--No change

Actual choice:

1. Teaching of Anatomy

Born and lived on middle western farm near the University.

Majoring in journalism. Taking that to earn a living. Has a dream of literary work. If successful will give up journalism and give full time to writing. Made this decision in senior year of high school. Thru first three years of high school had no choice of vocation. Had always been slightly interested in writing but had not worked at it. Had noticed interesting ways of saying things, e.g. on billboards. Then in his senior year he suddenly became interested in writing thru a course in literature.

Journalism seemed the logical approach and if necessary a good stopping place. Thinks himself fitted to write feature stories, magazine articles and items for the literary section. Likes to get to the bottom of things rather than to write from snap judgment as is necessary under the high pressure of time in the news section. Likes to study and write in seclusion. Calls himself an introvert.

During his freshman year he became very much interested in Rhetoric and applied himself most faithfully to the writing of themes. Let some of his other work slide. Liked to make things sound well in writing. Especially enjoyed hearing his themes read in class as was often done. Made an A in the course.

According to the theory of compensation thinks writing may give him the recognition which he did not earn in athletics.

Father a farmer.

Employment: Farming. Clerk in drug store. Y.M.C.A. locker room. Clerk in hardware store. Mail clerk with insurance company. Map salesman. Harvest hand. Road construction gang.

Boyhood interests--Farm amusements. The woods. Pool. Loafing.

Hobby--Reading. When a boy of five one fine Sunday afternoon while the other boys were playing at the house of a relative he spent the time looking at books, pictures and bindings.

Good student in grades. Poor in high school. C at college.

Favorite studies: English. Ancient languages.

Activities: Literary. Pen and Scroll. Literary magazine. Liberal sheet. Cosmopolitan Club.

Almost entirely self-supporting chiefly thru summer earnings.

Counsel--None.

Most satisfactory achievement: Ford trip to Yellowstone National Park where he was for the first time on his own responsibility and resources. Was a different man on his return. The sale of a little story to a magazine. Place on staff of liberal sheet. Change in point of view in last two years of college.

Success: An assured livelihood for self, wife, and family. Not great wealth or high social position. To have leisure and wealth for travel. To have been around the world. To have had a rich experience. Craves recognition thru professional prestige and especially craves freedom.

Lifework choices: 1. Journalism. 2. Literature. 3. Advertising.

With \$100,000--Would probably go on to A.B. and then self-education and writing.

Major: Journalism

Lifework choices in order:

1. Journalism
2. Literature
3. Advertising

When made: High school

Origin of first choice: High school literature course

With \$100,000--Would change to Literature, No. 2

Actual choice:

1. Journalism

Born and lived at middle western town of twelve thousand.

No choice of life work at close of high school. Never worried much about it. Father in Building and Loan Association. Never urged any vocation on him. Has often regretted that there seemed to be no opportunity for him in his own business. Has always had plenty of money for his school needs.

Took engineering one semester. It had a big sound. Soon found how little he liked it. Transferred to college for general business training. Took economics. Thought other departments specialized too much and pointed too directly to teaching. Took economics with no especial concern about lifework decision. Knew he could always go back home for something if he cared to do so.

Going to Harvard Graduate School of Business Administration for two more years. Still does not know what his lifework will be. Says that father will help him get started in something. Dislikes professional life as represented by Law and Medicine. May, however, be drawn to teaching.

Interested in credit accounting. Has a special aversion to selling anything which requires persuasion, as automobiles, but can sell groceries or articles for which people call and ask. Would be especially happy as a purchasing agent--at the other pole psychologically.

Has spent summers in office of Ice and Storage Company. Skeptical of ice business but interested in storage and of business which apparently has a future. Has also worked in grocery. Has never worked for father despite invitations to sell insurance for him.

Boyhood interests--Things mechanical.

Hobby--Tennis. Music.

Is very good student. On honor roll in high school. Chiefly A's and B's. Having finally found the department of economics a pretty limited field has taken courses in literature and music. Thinks it was very profitable to do so.

Favorite studies: Literature. Economic History. Foreign trade and exchange.

Activities--Rooters Club. President of College student body. Many committees. Politics. Fraternity. Thinks them valuable in offering opportunity to meet people.

Most satisfactory experiences--His college record. Rather proud of the fact that he has gone straight morally here. Used to be ashamed of it. College friendships.

Success--Comfortable income but not great wealth. Wife and family. Secure business position. Cultural development in music and reading. Some part in civic affairs. The respect of his community.

Lifework choices: None yet

With \$100,000--Invest in business where he could become active manager. Would not go to Harvard.

Major: Economics

Lifework choices in order:

None except major

When made: Not made before college

Origin of first choice:--

With \$100,000--Would change to business

Actual choice:

1. Business

Secretary of Loan Association

Born and lived four years at middle western town of twenty-five hundred. Lived twenty years on middle western farm.

When in the grades he read a book whose name he has forgotten. It was the thrilling story of an engineer on a reclamation project in the west. It involved the building of a dam against the advice of almost everybody else which finally saved a great valley. That engineer has always been his ideal.

In high school he had a friend who was always interested in engineering. Talked much with him. Was always good in mathematics and in building projects. Graduated from high school when there was much talk of engineering as a profession. Enrolled in mining engineering rather than civil because of the oil craze at that time, but finally returned to his first love of civil engineering. Choice helped by difficulty with chemistry in mining engineering and because of the wider field of work in civil engineering.

Folks never encouraged ordinary college work. Urged him to have a profession. Thinks something more cultural might have been better.

Gifted in music both in voice and piano. Began to study very early. Some temptation to turn to music as a career. President of University Glee Club. Cannot whistle a tune. Does not admire general run of musicians. Too temperamental and fussy. Contrast unfavorably with general run of engineers. The engineer is his type of man. Engineers more friendly and approachable.

Employment--Father's ranch. Playing piano for small stock company. River bank maintenance. Tenor soloist and motion picture operator. Garage. Mechanical laboratory assistant.

Honor student at high school. B minus at college.

Favorite studies--English. Mathematics. Astronomy. Physics.

Activities--Music. Track. Class officer. Committees. Thinks them all very valuable.

One hundred percent self-supporting. Borrowed fifty percent. Earned fifty percent chiefly by music. Also worked in hydraulics laboratory.

Most satisfactory experiences--That as an engineer he has as fine an accomplishment as his music. Just a little proud to do both of them well. Both have come very easily. High school record in quarter mile stood for eight years. To have graduated with a creditable record on so little work.

Success--To be a partner in an engineering concern in a city where his music will be appreciated. To be well known and comfortably fixed. Not a large home--not a great lot of money.

Lifework choices: 1. Engineering. 2. Ranching. 3. Not music.

With \$100,000--Would buy a ranch. Might possibly go on with music.

Major: Civil Engineering

Lifework choices in order:

1. Engineering
2. Ranching

When made: Grade school

Origin of first choice; Boyhood book

With \$100,000--Would change to No. 2--Ranching

Actual choice:

1. Engineering

Born and lived fourteen years in Chinese town of thirty Americans and thirty-five thousand Chinese. Lived five years in middle western town of nine thousand.

New factor seem always to be coming up. Going into ministry. Born into Methodist church with preacher for father. This the original reason for choice. Father never urged it. First fourteen years spent in father's missionary home in China. Vocational question first seriously raised on coming to America.

Always went to church and revival meetings. Laughed at some--took others seriously. Christianity always help up to him as the focus of existence. It seemed quite natural that he should spend his life propagating it. The real question was as to the best means for that propagation if it really were the center of life. Never urged by anyone to go into ministry.

Idealized his proposed profession as an adolescent. Found some disillusionment on coming to a so-called Godless state university. Has seen some of the worst side of the ministry as the pastor of a small town church. Courses in psychology and the Philosophy of Religion and student 'bull' sessions have also attacked his ideal.

Original bent a drift. Present decision objective after meeting many arguments against it. Actually tries to measure the contribution that he can make to the church as a minister. Does not accept the all too common theory of the decadence of religion. Sees signs of religious life in many formerly dead religious journals. Deterred somewhat by the fundamentalist-modernist controversy but regards it as temporary. Has never seriously wavered from choice of fundamental objective but has had many doubts as to the best way in which to make a maximum contribution. Often urged by students to go into education instead.

Father a graduate of Minnesota University. Mother of this university. Father Y.M.C.A. secretary at the university one year and State Y.M.C.A. secretary one year.

Employment--Tending weather bureau gauge. Day labor. Truck weeding. Janitor. With county surveyor. Stenographic bureau. Independent typist. Preaching. Selling aluminum ware.

Boyhood interests--Reading. Playing with other children. Imaginative games such as "Indian". Sports. Summers in the Chinese mountains.

Hobbies--Stamps for a little while.

A straight A student in high school. Honor roll two years at the University.

Favorite studies--Psychology. Sociology. Zoology. Philosophy. English Literature.

Activities--Methodist Student Association. Liberal sheet. Cosmopolitan Club. Fraternity. Y.M.C.A. Counts them valuable educationally. Also had scout troop. Is preacher.

Most satisfactory experiences--The ability to handle a number of things simultaneously fairly well and the thought that if he would concentrate on one thing he could do it as well as anyone else. Has some satisfaction in his self-support. Success in preaching. Absence of worry about himself. Interest in others. Finding the real girl. Is somewhat diffident probably from his boyhood in China.

Success--No aim that is entirely satisfactory. Three years ago it was to be a Bishop of the far eastern area for the Methodist church. Now it is to be an expert in the field of the rural church, perhaps after restoring two or three rural churches to their proper vigor and usefulness. He might count himself equally successful to be eventually a teacher in a seminary. Any one of the above plus the following--Good habits and knowledge and a record of achievement. Thorough competence in whichever one he might choose. To be out of debt. To be married and have a family.

Lifework choices: 1. Religious work. 2. Education. 3. Anything else that offers a better approach to the same fundamental objective.

Two chief arguments for choice. First, an opportunity to be associated with a live energetic movement that isn't afraid of anything and which puts personality above organizations, institutions and customs. Second, was brought up with it and therefore feels a

Number Seventy-six, continued Junior--Sociology.

kinship with it which gives it an advantage over other perhaps equally daring and valuable enterprises.

May or may not go back to China. The following fields offer chance for employment.

1. The country church. 2. The city church. 3. Religious education. 4. Teaching in theological seminary.

With \$100,000--Would invest it. Go to Chicago University for Philosophy and Sociology. Would travel and make world study of social conditions. Would simply give new approaches to same objectives.

Major: Sociology

Lifework choices in order:

1. Religious work
2. Teaching

When made: Early

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Ministry

Born and lived on middle western farm.

When he graduated from the eighth grade his brother told him of a job as porter and shoe shiner in a barber shop which he took and kept for a year. Then his father began to talk college to him and told him that he would be unable to help him very much. He therefore urged him to learn the barber business as a means of self-support while at college. His brother joined in this counsel and finally somewhat reluctantly he learned the business. It has been his chief means of support ever since.

On the advice of his father and mother he took the proper courses in high school to prepare for law at the university. Studied latin and history. During his last year in high school he was making good money and spending it pretty freely. Felt also that his father and mother were losing interest in his plans somewhat.

Being somewhat afraid of the cost of education at a large school he and a friend went for one year to a normal school where he took chiefly such subjects as could be transferred to the university. His father agreeing and having had a conference with a friend in the law school he came on and continued his pre-law work.

After one semester he gave up law for the time being and began to work toward his A.B. When a junior he had a long talk with an economics professor and decided to major in economics. When he went home for Christmas he again heard the argument for law and talked with both a junior and a senior in the university law school.

Intends now to complete his A.B. and to take some work in the law school. Is entirely at a loss as to what vocation he will follow. Not barbering.

His father is a farmer.

Employment: Paper route. Herding cattle. General farm work. Porter in barber shop. Barber.

Hobby: Watching sports.

In grades--Average student. High school--somewhat better. College C plus.

Favorite studies--Economics. History. Political Science.

Activities--Dramatics. Baseball. Debating. Fraternity. Politics. Thinks time well spent.

Most satisfactory experience--Success in his fraternity--being president.

Success--Income that will provide for home and family on high standard. To be in good business and to have some fame therein. To help others.

Lifework choices: 1. Law. 2. Business. 3. Teaching.

With \$100,000--Invest. Get LL.B. Travel. Help with home finances. Would hope to find something on his travels at which he could work.

Major: Economics

Lifework choices in order:

1. Law
2. Business
3. Teaching

When made: High school

Origin of first choice: Family advice

With \$100,000--No change

Actual choice:

1. Law

Born and lived in middle western city of five hundred thousand.

Has been good at baseball. Is a high grade catcher. Was captain of the University team. Has worked on a newspaper in western Kansas. Has a coaching offer. Is interested in journalism. Because he can make more money immediately will probably play professional baseball for a few years. Has had professional offers even in high school.

Is interested in real estate and might go into that if he had enough capital. Once lived near a real estate development in a large city and saw the ease with which the promotor made his profit.

Newspaper ownership appeals but is likewise distant because of the money necessary. Father a fireman. Both father and mother favor coaching.

No counsel outside of the family.

Employment: Cleaning and blocking hats. Bricklaying. Screen factory. Gas Company. Harvest fields. News and sport writing on small town paper. Semi-professional baseball. Boyhood interests--Baseball. Hunting. Competition in grocery delivery.

Hobbies--None.

Good student in grades. Average in high school. C in college.

Favorite studies: History.

Activities: Football. Baseball. Fraternity. Politics. Thinks time well spent.

Eighty percent self-supporting thru work and earnings.

Most satisfactory experience: The kind of college career that could honestly be crowned with election to the senior honor society. Winning first letter. Election to baseball captaincy.

Success: To be comfortable financially. To have good home and family. To be the owner of a good newspaper in a town of 15,000.

Lifework choices: 1. Coaching in college. 2. Professional baseball. 3. Journalism. 4. Real estate (For money only).

With \$100,000--Would buy a newspaper.

Major: Journalism

Lifework choices in order:

1. Coaching
2. Baseball
3. Journalism
4. Real Estate

When made: Not clear

Origin of first choice: Athletic ability

With \$100,000--Would change to Journalism--No. 3

Actual choice:

1. Coaching during school year.  
(Insurance and professional baseball in summers.)

Born and lived in middle western town of two thousand.

Son of a small town merchant. Brother, seven years older, went three years to the University of Pennsylvania until the war interrupted his education. Father's store was too small for both of them. Brother will either enlarge the present store or start a new one. Boy is not sure that he would like the store. The store was formerly owned by the grandfather and has been improved by the father. Thinks long association should have revealed the desire to continue with it but that has not happened.

Spent junior and senior high school years at Military School and there began to see the necessity for choosing a life work. While there he took chemistry under a fine young teacher who was intending to go into commercial chemistry. Came here thinking of chemical engineering or of majoring in chemistry. Was advised to major in chemistry. Did so and liked it. However, he began to drift away from it as a vocation and is now in a quandary.

Is hesitating between commercial and professional lines but knows it will not be law or medicine. Has thought of architecture but counts it only a passing fancy. Listed economics this spring as a probable major.

Father has spent entire life in the drygoods store which was started by the grandfather.

Employment--Clerking in father's store.

Boyhood interests--Had a set of tools. Hikes. Camping. Sports. Not an athlete.

Hobbies--Making things. Modelling ships. Printing.

Favorite studies--Mathematics in high school. Thru differential calculus here. Chemistry. History.

Activities--Few in high school because of change to military school. Minor athletic teams at Military School. Liked military work. University Pep Club. R.O.T.C. Fraternity. Annual.

Most satisfactory experiences--Scholastic record. Travel. Salesmanship. Work on annual staff.

Success--To be well up in whatever work taken. To be well known professionally. To be fairly well off financially.

Lifework choices: 1. Architecture. 2. Merchandising.

With \$100,000--Would probably study some one line and try to increase the amount.

Major: Economics

Lifework choices in order:

1. Architecture
2. Business

When made: College

Origin of first choice: Not clear

With \$100,000--No change

Actual choice:

1. Student in Architecture

Born and lived seventeen years on middle western farm. Lived seven years in various small middle western towns. Lived eight years in university town of fifteen thousand.

Because of being a cripple, club foot, he is somewhat limited in his field of choice. Reared on a farm but found he could not do himself justice there. Had trouble convincing his father that he ought to go to school but finally succeeded.

After completing the eighth grade he took the shortest cut to his aim by a course in a business college. Got thru and found employment but found he was too weak at many points. Knew books but was too short on general knowledge. Heard men talking without being able to pass judgment upon what they said.

Kept getting better jobs. During the war he came to the university town. University life appealed to him because of the ultimate satisfactions following proper application--that is, in the way of service and remuneration. When the war ended he saw soldiers returning to their old jobs and the resulting stiffer competition and decided to go to college. First began to finish his high school work before entering the university. Is through with both this spring.

Started with accounting and expects to continue with it. Would be willing to change, however, to something better if it offered. University work has not added directly to his ability as an accountant but it has given a background for the better appreciation of many things. Thinks he will be able to render service outside the field of technical work.

Father, a farmer, is still living.

Employment: Farm work. Bookkeeping. Steward of boarding club.

Hobby--Playing in band. Used to play violin.

In grades--Average. In high school and college combined strong C plus.

Favorite studies--Economics. Mathematics. Law. Sociology. Geology.

Activities--None--too busy.

Most satisfactory experience--Auditing.

Success--Fair dealing. Service rather than remuneration.

Lifework choices: 1. Certified Public Accountant. 2. Big business. 3. Finance.

With \$100,000--Invest for an income. Then try to get into something with the money.

Major: Accounting

Lifework choices in order:

1. Business

A. Accounting

B. Big business

C. Finance

When made: In grades

Origin of first choice: Not Clear

With \$100,000--No change

Actual choice:

1. Business--Accounting

Born and lived two years at Los Angeles, California. Lived eight years in middle western town of nine thousand. Lived thirteen years in middle western city of five hundred thousand.

Father a distinguished engineer. Brother, two years older, in technical work in the navy. Used to daydream with brother. Dreamed of being cast a drift on an uninhabited island and of means for making the most of its resources. This all pointed to engineering.

In high school took much mathematics and did well with it. Until high school graduation thought that his father favored engineering. Then he recommended journalism which made no appeal to him. Meanwhile he had begun to read fiction and read much in which the hero was a young engineer.

His father's philosophy of wealth was that it consisted of three factors: 1. Natural resources. 2. Labor put upon them. 3. Exploitation. The engineer made a large contribution to number two. This all appealed more than did the advice about journalism.

He decided to enroll in engineering seeing quite clearly the great personal advantage of capitalizing his father's reputation and experience. Later he had a little engineering experience and saw how far short of real engineering the university course fails. Saw especially the value of training in fundamentals rather than of specialization.

Employment--Clerical work on a construction job. Driving instructor and demonstrator for a motor company.

In grades and high school a good student. In junior and senior years in high school very good. C in college.

Favorite studies: Mathematics and applied mathematics.

Activities: Class societies. Fraternity. Departmental clubs. Politics.

Has had vocational counsel from family, fellow students and his motor car company employer. No faculty counsel except in high school.

Not self-supporting.

Most satisfactory experience: The urging of his motor car company employer that he stay with him instead of returning to college.

Success: Financial independence. Professional prestige. Some original research.

Vocational choices: 1. Construction engineering. 2. Stage. 3. Business.

With \$100,000: Get degree and travel. Invest in speculative enterprises to increase the amount. After splurge was over would go on with engineering.

Major: Electrical Engineering

Lifework choices in order:

1. Engineering
2. Stage.
3. Business.

When made: Early

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Civil and Industrial Engineering

Born and lived eighteen years in middle western town of twenty-one hundred. Lived three years in middle western city of ninety-five thousand.

Decided on Electrical Engineering without knowing what it really was. County engineer gave him a little electric engine when he was five years old. Played with it and decided on Electrical Engineering while other boys were planning to be firemen and policemen.

When in the fifth grade he bought an erector and started a little electric shop. He hooked up a little telegraph set with a neighbor boy. Spent most of his spare time in the shop. Father worried partly because of the danger with electricity. Five of the boys formed an erector club and met once a week. Eventually he dropped the erector part but stayed with the electricity.

When in sixth grade family moved to Wichita where he gave up electricity because of father's wishes but still clung to the idea of electrical engineering at the University. Thought of the University as a whole, however, without realizing that the electrical engineering department was separate in any way from the rest of the university.

Started High school taking mechanical drawing with electrical engineering still in mind. Could get very little work related to electrical engineering. Lost his perspective somewhat and cut classes considerably. After a year and a half the family returned to the smaller town. Here he could point his work more definitely toward electrical engineering.

During this time a summer job with an Engineering Company at Kansas City, Missouri, on a \$300,000 drainage project under a great engineer gave him his first real conception of the nature of engineering. After graduating from high school his father gave him a trip to the mountains of the northwest where he was greatly impressed with the immensity of things and with the need for further education.

That fall he enrolled at the university in electrical engineering. Did not do so well for the first two years until the second semester of the second year. Then the following summer he worked on a \$3,000,000 project at Tecumseh Central Power Station of the Kansas Power and Light Company. Here he worked with a laboring gang and saw still more clearly the need for a complete college education. Being unknown to the laborers he caught their viewpoint pretty clearly.

Counsel from both father and stepfather. Father has sent clippings, books, magazines, etc. and generally encouraged him. Stepfather has been in insurance, oil, and hotel business and much interested in his choice. Mother and grandmother have urged higher education. In fact, his early decision made counsel superfluous but they have discussed it with him anyway. Had a period of doubt as to decision in sophomore year at the university but is fully satisfied now. Wonders sometimes what he might have been if he had waited.

His own father is a representative of the LaSalle Extension University.

Employment--Paper route. Selling Curtis publications. Chainman. Paving gang. Laborer on construction gang. C.M.T.C. two summers. R.O.T.C. one summer.

Hobby--Electric shop. Stamp collecting. Reading.

Good student in grades. Average in high school. C at college.

Favorite studies: Direct Current Machinery.

Activities: Debate. Publications. Dramatics. R.O.T.C. Athletic fan. Boxing. Rifle team. Fencing. Politics. Fraternity.

Only partially self-supporting.

Most satisfactory experiences: Trip thru the east. Winning a boxing championship.

Success: Especially the right kind of a home. An active income from a good business. Is not interested in research.

Number Eighty-two, continued Senior--Electrical Engineer

Lifework choices: 1. Consulting Electrical Engineer. 2. Personnel work with large corporation. 3. Engineering sales work.

With \$100,000: Would invest most of it. Would see the world. Then with a large corporation for the experience. Then into a firm of consulting electrical engineers.

Major: Electrical Engineering

Lifework choices in order:

1. Engineering
  - A. Consulting Electrical Engineering
  - B. Personnel Work
  - C. Engineering Sales

When made: Age of five

Origin of first choice: Boyhood hobby

With \$100,000--No change

Actual choice:

1. Electrical Engineering Sales

Born and lived one year on middle western farm. Lived five years in southern town of two thousand. Lived sixteen years on southern farm.

Father a Kansan. Grandfather a homesteader. They lived in the open country. Father a cattleman and rancher. Boy has lived on southern stock farm and has spent his life in the open. He has always thought of succeeding his father but sees many uncertainties in the cattle business. Mother has urged a profession as an anchor to windward.

Father, returning from a trip to Kansas City to sell cattle, talked with a civil engineer who spoke in glowing terms of the wonderful opportunities in that profession. Son knew nothing of civil engineering but was influenced by his father's request plus the fact that it looked like a life in the open to which he had always been committed. This was his start in engineering.

Knowing nothing of the prerequisites for civil engineering he took the usual high school course. Came to the University knowing no one. Had travelled upon his athletic reputation in high school and had a very hard time during his first year at the University when it was distinctly up to him to go on his own merits. Finally pulled through. After the first year he did better but slipped again in the later years.

Finds his interest shifting now from civil engineering to geology. This again fits in with his liking for a life in the open. Has found on investigation that it would take more than a year extra now to graduate in geology so is going on with civil engineering. Intends to return later for work in geology. Geology appeals per se. As a boy he studied geologic phenomena while living in the oil country and saw geologists doing their work which included the logging of wells. Has noted the importance given by oil companies to the work of their geologists. Geology also fits in with the side of civil engineering in which he is interested.

After graduation he will take whatever offers, say for three years, and with money earned will return to the university for several years work in geology, law, and business. Then to the Southwest--West Texas country for irrigation work and the great opportunities there in the development of the country. Possibly will go into cattle business as a side line and anchor to windward thus reversing his mother's advise.

Employment--Nothing except helping father on the ranch. Two summers at R.O.T.C. camp.

Hobby--Cartooning. Took a course in it when a boy.

Good student in grades. Very good in high school. Very good at college.

Favorite studies--Geology. History. Sciences.

Activities--Basketball. Football. Track. Glee club. Orchestra. Band. Debating. Dramatics. Politics. Fraternity. Departmental clubs. R.O.T.C. Publications. Considers time well spent.

Most satisfactory experiences--Competition in athletics. Success in politics.

Success--To be fairly well to do. Political achievement. Family of ten or twelve. All happy.

Lifework choices: 1. Civil Engineering. 2. Geology. 3. Cattle raising.

With \$100,000--One-half in ranch in the southwest and get it started well. Then to the university for geology, law and business training. Then into politics in the southwest where the population is largely Catholic.

Major: Civil Engineering

Lifework choices in order:

1. Civil Engineering
2. Geology
3. Cattle Raising

When made: Early

Number Eighty-three, continued Senior--Civil Engineering

Origin of first choice:

- #-1. Father's advice
- #-2. Boyhood hobby
- #-3. Family situation

With \$100,000--Would change to Politics

Actual Choice:

- 1. Engineering

Remarks: Change with \$100,000 reported probably not a real change but an earlier arrival at goal than would be possible without the \$100,000.

Born and lived eight years in tiny middle western town. Lived one year in middle western town of five thousand. Lived sixteen years in another tiny middle western town of five hundred.

On the day before starting to college he had such a fascinating interview with an architect working in his home town that he decided to become an architect. The architect painted a beautiful picture of architecture. Spent a year and a half at the State Agricultural College discovering his mistake. Considers the year and a half practically wasted except that it definitely turned him away from architecture.

Came to the University and took economics. Did not get on well with one of his professors but admits that the blame may as well have been his as the professor's. After a talk with another faculty man he transferred to journalism. If he were younger and had plenty of money he would go on for his A.B. in journalism and then study law. A year's experience as a reporter has shown him the very low wage scale even for successful men in this field and he wishes he were leaving college with a more remunerative vocation. Has been in school so long, however, that he does not like the prospect of spending more time as a student.

Thinks that many students go thru some such experiences as his in being subjected to professional or departmental high pressure methods. Says many high school boys look upon college as the place where they may learn how to make a fortune. Thinks vocational guidance should be in junior and senior high school years. Thinks literature does little good.

Father, a merchant, wants him to be anything else except a merchant but has helped very little in a positive way. His other counsel has been with the architect and the faculty member mentioned above.

Employment--Pulling weeds in a nursery. Driving a haywagon. Threshing machine. Salesman in general merchandise store. Carpenter and railway shops. Selling subscriptions for Capper's Publications. Reporting. In army in the infantry. Commission in the National Guard.

Hobby--Writing.

Average student in grades and high school. C at University.

Favorite studies--Journalism. Botany.

Activities: Politics. Daily paper board. Journalism fraternity. Football. Fraternity. Thinks time well spent.

Self-supporting for the last two years. Newspaper work and savings.

Most satisfactory experiences: Commission in the National Guard. Success in the first year of newspaper work.

Success--Financial independence. To be in executive control of a good paper and free to enjoy the fruits of twenty-five years of work. Home and family.

Lifework choices; 1. Journalism (By compulsion now). 2. Salesmanship. 3. Clerk.

With \$100,000--would invest part in good securities. Buy a newspaper. Run it. With more time to think it over might go into law school. Is tired of school and anxious to be on his own responsibility.

Major: Journalism

Lifework choices in order:

1. Journalism
2. Business
  - A. Salesmanship
  - B. Clerk

When made: College

Origin of first choice: Teacher's advice

With \$100,000--No change

Actual choice:

1. Journalism
2. Business

A. Salesmanship. B. Clerk. C. Salesmanship

Remarks: Might have changed to law with \$100,000.

Born and lived one year in middle eastern town of one thousand. Lived twenty-two years in middle eastern town of twenty-five hundred.

Father, a doctor, always wanted him to be a doctor also. Never had much idea until two years ago about a vocation. Then decided on law. Probably started in boyish liking for history which in turn started with the reading of Indian and other historical novels of early Ohio life. Thru a somewhat accidental situation in making out a class schedule at a large eastern university he enrolled in a course in history under a very fine history professor and thereafter took practically all the history offered there.

Became out of sympathy with the disciplinary and moral ideals of large eastern school and transferred to this University. Had relatives in Kansas and friends at the University. Declared a major in political science as a preparation for law. Has been here one year. Received one D. Not so sure now that his choice is correct.

Is still undecided. Thinking of rubber business in which relatives are interested. Likewise of the oil business. Sees that law may prove of value even in the business world so may go ahead with it. Has a flare for politics and hopes to enter thru law or business or both.

Has a real hobby in archeology. Another in ordnance supplies. Another in coins. Another in old furniture. Has spent much time with the curator of the museum and with a professor of anthropology. Father thinks he has had enough of the study of archeology and discourages his continuing with it for a master's degree.

Has talked lifework problem with father, several judges, politicians, grandfather, other relatives and fellow students.

Employment: Farming. Cooking for road camp. Work around home.

Favorite subjects: Political Science. History. Anthropology. Social Evolution.

Activities: Athletic board. Campus and national politics. Annual. Humorous magazine. Swimming. Sociology club. Various committees. Fraternity. Counts them of real value.

Most satisfactory experiences: Accumulation of his collections. His ability to swim. (Is a champion).

Success--To live comfortably. Nice big den full of curios. To become known as an authority in some field.

Lifework choices: 1. Business. 2. Law. 3. Politics with either of the foregoing.

With \$100,000--Would buy some antiques. Get a good library on history. Build a bungalow and start a garden. Invest considerable of it in bonds. Would go right on to college and take his M.A. in archeology.

Major: Political Science and Law

Lifework choices in order:

1. Business
2. Law
3. One or Two and Politics

When made: College

Origin of first choice: Not clear

With \$100,000--Would change to Archeology

Actual choice:

1. Law

Born and lived in middle western city of five hundred thousand.

Worked his way through high school with very little social life. Faced the same probability at college. He wanted to take something easy enough at the university to allow the possibility of self-support without losing the other values of university life. Therefore, in part, he chose the college of liberal arts rather than engineering or law. In college the economics and history group appealed. Since this tallied with his high school leanings the choice was not entirely dictated by the financial situation. Economics seemed the most practical thing offered in the college and thinks that most students would agree with this point of view. Wanted to force an agreement to this effect with the interviewer.

Has always wanted to go to college but it has looked pretty doubtful. The last summer in high school he worked with a loose leaf concern and talked the problem over with the men at the head of it: Got a glimpse of accounting there and with their help secured a job in a bookstore in the university town. On his arrival, since accounting looked familiar, he took two courses in it. Decided that he did not care for that kind of work and gave it up.

His father is manager of the undertaking department of a large furniture store.

Employment--In father's office. Paper route. Looseleaf store clerk. Boiler-maker's helper in Rock Island Railway shops. Manual labor in shops of Chicago and Alton. Salesman in meat market and grocery store. Salesman for magazines, books and real silk hosiery. Driving and weighing cattle in the stockyards.

Hobby--Music.

In grades--a very good student. In high school--Good until senior year. In college C plus.

Favorite studies--Literature. History. Biology. Economics. Geology.

Activities--Politics. Fraternity. Orchestra. Thinks time well spent.

Most satisfactory experience--Success in management of varsity dances.

Success--To be able to live with ease--ease implying many other things such as business success. Home and family.

Lifework choices: 1. Salesmanship as best chance to prove his worth and win promotion. (Whatever it is it must not be routine. Wants to meet people). 2. Accountancy.

With \$100,000--Would travel for three years and see the world. Would then settle down in some sort of business.

Major: Economics

Lifework choices in order:

1. Business

A. Salesmanship

B. Accountancy

When made: Probably in high school

Origin of first choice: Boyhood employment

With \$100,000--No change

Actual choice:

1. Business

Born and lived in middle western town of five thousand.

Comes from a family of craftsmen. Grandfather a fine wheelwright. None of grandfather's children carried on the ancient craft. Father was slated to become a teacher. Graduated from the University. Resisted pressure from his father to become a teacher and eventually became newspaper man and publisher. Always took opposite track with his own children and put no pressure on at all. Has encouraged likes and aptitudes. Son has always been interested in machinery. Has tinkered with radio. Is expert linotype operator but sees no future there. Above interests turned him naturally to engineering. Friend once talked chemistry for about a year. Likes things mechanical. An interesting uncle, an electrical engineer, may have had some influence on choice.

Went to MacPherson College two years, largely at advice of father and will require five years for degree. Got good work in philosophy at MacPherson. Entered electrical engineering at the University without very clear idea as to nature of it. Now puzzled about it. Sees that the field is so immense that the probability of success seems very remote. Somewhat awestruck now. Has talked vocation with engineering school teachers. After the University he wants to go to Massachusetts Institute of Technology or Harvard Business School.

Made good grades in high school without studying very hard. Worked on things he liked and got by in the rest. College grades are B.

Activities--Tennis. Fraternitiy. Y.M.C.A. Engineering school affairs.

Summers in newspaper print shop. Vacations in mountains. Next summer to be with a Power Company.

Greatest satisfaction--Possession of linotype trade. Gives a feeling of security.

Success--To make good. To make a contribution to the world's welfare. To be comfortably fixed. To have a family. To be an expert in his own line.

Lifework choice: 1. Electrical Engineering.

With \$100,000--Might loaf a while. Would probably make safe investment and use income. Would keep on with electrical engineering. After Massachusetts Institute of Technology or Harvard would go into large industry as an electrical engineer. Then, with sufficient experience, might invest his \$100,000 in an industry.

Major: Electrical engineering

Lifework choices in order:

1. Electrical engineering

When made: Early

Origin of first choice: Boyhood hobby

With \$100,000--No change

Actual choice:

1. Electrical Engineering

Born and lived four years in tiny middle western town. Lived nineteen years in middle western town of twenty-five hundred.

His ambition in high school was to be a lawyer. Got sidetracked from this in his junior year because his health failed. Barely able to pass his senior work because of his health. Ever since then his health has bothered him until very recently and his ambition seems to have vanished. Has been inclined to drift.

Drifted thru college giving up law for economics partly because of the difficulties in the way of taking law and partly because the crowd seemed to be taking economics and it was easy to go with the crowd.

Really does not know what he will do on graduation. May go back with his father who is in the lumber business and with whom he has worked some. It will depend in large part on his health.

Employment--Peddling ice cream. Paper route. Lumber yard. Selling real silk hosiery.

Hobby--None.

Average student in grades. Good in high school until health failed. C in college.

Favorite studies--Mathematics. Physics. Chemistry. Makes A in sciences and C and D in economics. Kept out of science as a profession because of the long hours required in laboratory.

Activities--Church affairs. Thinks time well spent.

Counsel--None except from students.

Not self-supporting.

Most satisfactory experience--Election as a delegate from his church to the church convention at Ann Arbor.

Success--Financial ability to care properly for his family. To have the confidence of the community as an outstanding business man. To make money in the right way.

Lifework choices: 1. To be an honest business man.

With \$100,000--Invest in substantial securities after setting father up in business in small way. Would then study law.

Major: Economics

Lifework choices in order:

1. Business

When made: College

Origin of first choice: Family situation

With \$100,000--Would change to Law

Actual choice:

1. Business

Born and lived three years in Canadian town of eight hundred. Lived seventeen years in middle western town of twenty thousand. Lived two years in southwestern town of twenty thousand.

Parents had nothing to say regarding lifework choice except to set him from to make his own choice. Father, a doctor, did not urge medicine.

Has always travelled much and often with his parents.

Early in high school science attracted him. Took much of it there and planned for something scientific. Even in the third grade he became interested in the formation of coal and determined to know more about it. While in Arizona he spent much time in prospecting and otherwise exploring the hills. Read mining and geology and found his interests in it growing. Talked much with miners and came to like prospecting.

When he came to the University he started on mining engineering but had a terrible time with his mathematics. Failed in analytics and calculus and had trouble with chemistry all of which were required for the engineering degree. Saw that it would take many years for the engineering degree and failed to see the value of physics, mathematics, etc. and decided to transfer to the college for a major in geology where these things would not be required. Is doing that now.

Does not expect to practise engineering. May go into oil or mining business. Has a friend in Columbia, S.A., who has promised help with a mining position down there. Thinking pretty seriously of going there.

Employment--Farming. Mining. Prospecting. Mucking. Timbering.

Hobbies--Hiking. Canoeing. Out-of-doors. Botany. Things military. Travel stories.

In the grades--Not so good a student. In high school--Good first and last years--not so good second and third years. In college--not so good.

Favorite studies--Geology. Biology. Science. Spanish.

Activities--Track. Football. National Guard. Fraternity. Thinks time well spent.

Most satisfactory experience. Walking forty miles in one day. Bumming to Dallas, Texas from college.

Success--To be independently wealthy. To be able to live decently and to travel. Good health.

Choices: 1. Mine owner. 2. Prospector. 3. Army Officer.

With \$100,000--Would invest it. On to the University this next semester. Travel, e.g. hiking through Europe. Get degree here and go to Columbia University for M.A. in geology. Then--see the world. Might write.

Major: Geology

Lifework choices in order:

1. Geology

A. Mine owner

B. Prospector

2. Army Officer

When made: Early

Origin of first choice: Boyhood hobby

With \$100,000--No change

Actual choice:

1. Geology

Born and lived in middle western city of five hundred thousand.

On entering high school took a course in chemistry. Did poorly in it but liked it better than the grade indicated. Decided then to take more chemistry. Bought some apparatus and chemicals and built a laboratory at home. Read books and worked out experiments there. Then came to the University. Has a chance for a future with his father in the stove business but prefers chemistry. Has taken chemistry here and wants to go on with it.

Brother worked his way thru school. Boy has gone home every weekend to work in a stove foundry and has thereby earned his way. Worked twelve to fourteen hours a day on Saturdays and Sundays. Now his father is willing to pay his way without the work and son feels that for the first time he has an opportunity to show his merit.

Employment--Paper route (nine years). Stove foundry. Stock clerk at Stationery Company. Furnace installations.

Hobby--None.

Fair student in the grades. Average in high school. C minus at college.

Favorite studies--Chemistry. English. Literature.

Activities--Wrestling. County club work. Literary societies. Radio.

Most satisfactory achievement--Self-support through school.

Success--To be up with the average financially. Home and family. To discover something and win renown in research mentioned above.

Lifework choices: 1. The Chemistry of iron and steel. 2. Stove foundry.

With \$100,000--Would go into research in the chemistry of iron and steel and perhaps copper.

Major: Chemical Engineering

Lifework choices in order:

1. Chemistry
2. Stove manufacturing

When made: High school

Origin of first choice: High school course of study

With \$100,000--No change

Actual choice:

1. Still a student of Chemical Engineering

Born and lived in middle western city of five hundred thousand.

First ambition as a child was to own a livery stable. Family bought him some ponies and the ambition gradually left him.

Then became office boy for a metallurgical company of which a Harvard man was the head. This man became his ideal and he decided to become a metallurgist. In his junior year in high school the Harvard man himself talked him out of it by reciting his own first twelve years in a mining camp in Colorado. Told him that there was very little chance for a man of ordinary ability to succeed and that he would probably always be working for someone else.

Then he turned to law--somewhat selfishly he thinks. Father is a successful lawyer. Has been federal judge and is now county counselor. Father has a fine library and a good practise. Son thinks he can succeed as a lawyer. Sees law, however, as a jealous mistress and expects to devote himself to it very carefully. Has some political hopes. Thinks of Robert M. LaFollette as a good type of the success for which he hopes. When he graduated from high school he set down his ambition to become Chief Justice of the United States. That sort of an ideal still lurks with him although the particular job seems less likely. Sees little chance for a lot of money but is sure of a comfortable living which is enough. Father left him free until choice was definite. Then he approved quite heartily.

His father has given very generously of his time in the leadership of public and semi-public affairs without much remuneration except many friendships. Two years ago he thought his father was wasting his time but sees things quite differently now.

Has worked--Office boy for smelting and refining company. Soda fountain clerk. Auto oiler at a filling station. Selling life insurance. Chauffeur for board of public works. In his father's office.

Boyhood interests--Not school. Things mechanical. Toy railways. The usual sports. Hobbies--None.

Average student in high school and college with the curve now pointing upward.

Favorite subjects--History. Political Science. Geology.

Activities--Fraternity and politics. Counts time well spent.

Has talked vocation with employer, father, a professor of political science and fellow students.

Most satisfactory experiences--Going to college. Travel.

Success--To be held in esteem by his fellows. To handle large legal cases in federal court. To have been of some service to his country in the field of politics. To care comfortably for his family.

Lifework choice: Corporation law.

With \$100,000--Would invest it safely. Go right on with law.

Major: Law

Lifework choices in order:

1. Law

When made: High school

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Law

Born and lived in middle western town of fifty thousand. Father in the laundry business. Has left him free to make his own choice.

Is lost vocationally. College has opened up so many new interests that all definiteness is lost. Diversity of college curriculum both an advantage and a distraction.

Has worked--Chore boy. Delivery wagon for father's laundry. Plays drums in an orchestra. University band. Semi-professional dancer and dancing teacher. Correspondent for International News. Clothing store. Soda fountain. Candy store.

Hobby of photography gave him trip to Pacific coast with crowd of tourists. Hobby of dancing gave similar trip to New York.

Well above average in high school. Just slightly above average in college.

Favorite subject--Journalism.

Activities--Band. Orchestra. Daily paper. Dramatic club. Follies. Director of musical comedy. Christmas program. Not sure but thinks them of value. Got an overdose, however, and flunked out of school one semester. Thinks scholarship should come first.

Most satisfactory experience--Directing musical comedy. Writing acceptable news stories.

Success--Amiable friends. Contented home and family. Enough wealth to provide the necessities and some of the luxuries of life. To help society individually and as the owner of a newspaper.

Lifework choices: 1. Journalism--Editorial work. 2. Journalism--Management. 3. Father's laundry business.

With \$100,000--Invest in best securities. Then get job as cub reporter or something better in newspaper field. Ultimate goal--ownership of newspaper.

Major: Journalism

Lifework choices in order:

1. Journalism
2. Business

When made: Probably at College

Origin of first choice: Not clear

With \$100,000--No change

Actual Choice:

1. Business

Born and lived in middle western town of nine thousand.

Has no definite choice yet. His large family has needed his help. Has been out of school four years in gas company to help. Hopes this not his permanent work.

Certain instructors have interested him in their particular fields. Since coming to college has been greatly attracted to music and dramatic criticism. Suggestion from professor of dramatics that he might succeed at dramatic criticism made a deep impression.

His first and earliest choice is law. Has no high school diploma and is without funds. Has allowed these two difficulties to keep him from law. Father and older brother both accountants. This appeals and he is taking some accounting. University has enabled him to see service and entertainment in many vocations. Is still more or less at sea altho attracted by many things for which he thinks preparation impossible: e.g. Law and the teaching of aesthetics, behavior and philosophy.

Father and mother both born in Scotland. Father a mechanic. Son is of the first generation here. Has been influenced by the old country background. Father had but little play life in Scotland.

Employment--Sweeping walks. Chores and errands. Paper route. Shoe and clothing store. Two years in army in machine gun company. Accounting in gas office. Book salesman in store. Steward of boarding club. Treasurer of fraternity.

Boyhood interests--Playing with the neighborhood gang.

Hobbies--None.

Good student in grades and high school. C plus at college.

Favorite subjects: Theatre. Music. Ethics. Aesthetics.

Activities: Fraternity and general social affairs. Thinks time well spent.

Has had counsel from father, mother, brother and fellow students. None from faculty.

Most satisfactory experiences--General war record and achievement. College record including many non-academic affairs.

Success: To be moderately successful in finance. Surrounded with the best of literature, music, theatre and athletics. Children well educated. A competency for old age.

Vocational choice--1. Law. 2. Dramatic Criticism. 3. Music. 4. Teaching of philosophy.

With \$100,000--Would invest safely. Get high school diploma and A.B. in philosophy. Then to Yale for LL.B. and postgraduate work in international law. Then travel for a year. Then the practise of law.

Major: Economics

Lifework choices in order:

1. Law
2. Dramatic Criticism
3. Music
4. Teaching

When made: College

Origin of first choice: Not clear

With \$100,000--No change

Actual choice:

1. Business--Bookkeeper

Born and lived thirteen years on middle western farm. Lived four years in middle western town of twenty-five hundred. Lived four years in university town of fifteen thousand.

Only brother twelve years older. Has been very much alone in the home. Read much. Talked very little with parents about lifework. He and his father have not been intimate altho intimacy is now growing. Has had no financial help from his father for last eight years.

Father grew up with very little money and has never been able to see value of money spent for recreation. Son played at various high school sports but has never had a normal play and recreation life. Has found little comradeship at the fraternity. Has few intimate friends if any except fiancée with whom he has talked about vocation a great deal.

Came to college intending to take law. Thought of going to Harvard or Yale. Took prelaw studies in the first year. Got into one course in advertising and liked it so well that he went on with similar work and eventually majored in Journalism. Felt that he spoke in public with difficulty and began to feel doubtful of his success in law.

Analysed his abilities carefully and found that he had always enjoyed salesmanship. Advertising seemed to offer the best opportunity for the use of this liking. Wants eventually to get into executive work in a large business. Got along well with the employees on the daily paper when he was manager and thinks he can succeed in executive work.

Expects to go to Harvard Business School after teaching here one year. Has thought some of foreign service with the government for the sake of the cultural opportunities it would offer but gave it up because it would take them both away from his fiancée's father who is failing somewhat. Sees the same opportunity at Harvard anyway.

Has rights to outdoor advertising machine and is now selling the necessary advertising. Will operate it himself if he does not secure job as teacher. Otherwise will employ man to operate it and share in the profits. Has always made good at earning something. While on the farm he was given one-twelfth interest in the chickens for taking care of them. Left the farm at twelve with two horses, two cows, and a calf, a sow and a litter of pigs and some machinery. Took a trip to the coast with the proceeds.

Employment--Chore boy. Hardware store. Drug store during high school and college. Life insurance. Salesman and general agent for aluminum company. Business manager for University Daily Paper.

Almost valedictorian in high school. B average in college. Favorite studies--History and Economics.

Activities--Daily paper. Politics. Member Student Political Party. Men's Student Council. Dramatics. Counts them valuable.

Most satisfactory experiences--Success in editing a high school annual after a lapse of six years and against the advice of all the elders. Success with the management of the University Daily Paper.

Success--To provide comfortably for wife and family. To have a real home life free from misunderstandings for the sake of the children. To be firmly established in business. To get genuine satisfactions out of life. To become an expert in some task in which he finds continual delight.

Lifework choice--1. Executive in large business organization. 2. Advertising. 3. Salesmanship.

With \$100,000--Would invest it and go right ahead as planned.

Major: Journalism and Economics

Lifework choices in order:

1. Business

A. Business Executive

B. Advertising

C. Salesmanship

When made: College

Origin of first choice: College course of study

With \$100,000--No change

Actual choice:

1. Business--Advertising

Born and lived on middle western farm.

Father, a farmer, not especially fond of it. Did not want son to be a farmer. Boy an only son, with one older and one younger sister. Parents always left important decisions to him. Thus he chose his high school and University and his major in journalism almost without reference to them. Father gave him checking account at the University and was in general well satisfied with the way in which it was handled.

All vacations spent on the farm.

Graduated from high school with commercial diploma thinking he might not go to college. However, he ran with gang of boys who were going to college. One morning his father asked him where he was going to attend college assuming that he was certainly going somewhere. He chose this University because most of his friends were going there.

Entered mining engineering thinking an outdoor occupation would be good for him because of a tendency to tuberculosis. A week and a half convinced him that he would not like it because of his weakness in mathematics.

Transferred to college and after careful consideration majored in journalism. Is skillful in writing. Likes to meet people and to be where things are happening. Solicited advertising for the daily paper and developed a liking for advertising. Likes to persuade people that they should advertise. Editorial work seems too lonesome and secluded.

Advertising art appeals to him. Has especially enjoyed some courses in design. Would probably enter school of fine arts if doing it over. Advertising art appeals because it is creative work. One is alone responsible for the result. Likes to produce an effect that is truthful, artistic, and persuasive.

Average student in high school without having to study much. B minus in college. Favorite subjects--English. Sociology.

Activities--Various publicity committees. Management of dramatics. General and journalism fraternities. Counts activities valuable.

Thinks freshmen know too little of nature of courses chosen.

Most satisfactory experience--Success as an actor in high school dramatics. Is actor enough to mix well with any social class.

Success--Enough money to be relieved of worry. Happiness. Home. Wife and children. To live up to community standards. Regard of neighbors and business associates. To give instead of receive orders. To be manager of the advertising department in a paper or a store or to have an independent advertising agency.

Lifework choices: 1. The art side of advertising. 2. Creative writing.

With \$100,000--Would give half to family and invest the rest in good bonds and go right ahead. Might go to design or art school.

Major: Journalism

Lifework choices in order:

1. Advertising

2. Writing

When made: College

Origin of first choice:

Natural liking for the work.

With \$100,000--No change

Actual choice:

1. Advertising

Born and lived in middle western city of five hundred thousand.

Father in X-Ray and extractive dentistry. Does not want son to do that. Grandfather a lawyer without formal education but successful. Suggested law to him and was supported by father. Grandfather in politics.

Took Latin and certain other subjects looking to law while in high school. During his senior year in high school and first year in college father was thinking of going into the insurance business and wanted him to go along. Was thus lead away from law. Death of grandfather caused this to be given up so insurance was abandoned.

Came to the university headed for business of some sort. Took advertising with that in view and thought of law as an excellent preparation for business. Job as manager of annual had much to do with development of liking for advertising. Has already had all of the advertising courses at the University.

Now intends to combine journalism course with work in business school and go into business at first good opening. Wants to start with young company with good name and good future and grow up with it. May still complete law work with idea of going into business. Might, however, be attracted by corporation law.

Has been approximately seventy-five percent self-supporting. Saved money for first two years and worked on annual for small salary third year. Has worked in stockyards and as blacksmith's helper for the Union Pacific Railway. Has spent seven summers with the Kansas City Gas Company. Was delivery boy once for a supply company.

Boyhood interests--all sports. Has liked music. Learned the piano. Pole vaulted in back yard. Took city championship in high jump.

Got thru high school too easily. Worked very little. Slightly above average in grades. In the University C plus. Favorite subjects--Advertising. Economics.

Has talked lifework choice with father, grandfather, some business men of Kansas City and with students in 'bull sessions.' Also with high school principal.

Most satisfactory experiences--managing annual--especially laying out advertising section. Work on daily paper. Winning city championship with eighth grade basket ball team.

Success--Wife and family and home. Reliable job. To be comfortably fixed financially. Manager and part owner of good business. Friends.

Lifework choices: 1. Advertising side of business. 2. Management side of business. 3. Not dentistry.

With \$100,000--Would buy share in printing company in Kansas City and go on to school. On second thought--might invest in good bonds and go on to law school.

Major: Journalism

Lifework choices in order:

1. Business
  - A. Advertising
  - B. Management in business

When made: College

Origin of first choice: College activity

With \$100,000--Would change to law

Actual choice:

1. business--Printing salesman and manager of Department

Born and lived in middle western town of three thousand.

Just now hesitating between a year of graduate work and a year of experience. Has just about decided on the graduate work, probably at Stanford.

Lived eighteen years in an oil field. Father and brother both actively interested in the production of oil. Decided in second year of high school to study geology. After graduating from high school decided to do it in the engineering school rather than in the college. Took lots of mathematics in junior and senior years of high school as preparation.

Feels now that his education may have been too narrow and wishes that he had taken more of the cultural subjects.

Father has been both driller and construction man. Brother is now with an oil company.

Father is not especially enthusiastic over his choice but brother approves quite heartily. Has had virtually no vocational counsel except from these two.

Employment: Driving truck for father. Chauffeur for construction company. Carried ice. Stationary engineer. Commissary clerk with large construction company.

Boyhood interests--Athletics. Machinery.

Hobbies--Reading fiction.

Good student in grades and high school. B plus in college.

Favorite studies: Mathematics. Geology.

Activities: Politics. Athletics. Departmental clubs. Fraternity. Thinks time well spent.

Most satisfactory experiences--School work. Reading.

Success: Continued study all through life. Professional integrity. "Geologist's luck."

Lifework choices: 1. Consulting geologist. 2. Corporation geologist. 3. Teaching geology.

With \$100,000: Take Ph.D. in geology. Decision as to lifework would depend upon the petroleum situation at that time. Would probably continue as consulting geologist.

Major: Mining Engineering

Lifework choices in order:

1. Geology

A. Consulting geologist

B. Corporation geologist

c. Teaching of Geology

When made: High school

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Corporation Geology

Lived in middle western town of twenty thousand except first four years.

Has always idolized an uncle who owns a chain of railway ice plants with a growing business. Would have good chance to start there with fine prospect of advancement. Likes engineering projects. Has worked much at surveying. Uncle has talked up engineering to him. Family, that is, two aunts have joined with him. Always sorry when quitting time comes on a surveying job. Likes to work toward a definite end. Can see in surveying what the outcome should be. Can see steady progress. Last semester another uncle died in the midst of a city hall job. Dropped out of school and carried on for him. Saw the job thru to completion. Seeing that job finished is the happiest memory he has at all related to the choice of a vocation. Likes out door work.

Uncle has been sort of fairy godfather. Has sent gifts. Lives at Chicago. Is putting him thru school. Mother died when he was six. Has been reared by two aunts. Father has helped a little with money recently. Father in real estate business. Brother a salesman for a Chicago art gallery. Very successful. Such work no temptation.

Has always expected to be an engineer. Ran with son of manager of Electric Light Plant and was familiar with elements of engineering in that business. Two teachers from the University have lived with his aunts for many years. From the age of eight thru high school they talked college and especially the University to him. It was his boyhood that that education could be complete only with work at college. It was assumed that he would go to college.

Wants to be respected by community as for instance two recent student council presidents are respected at the University. Financial aim to have enough for a competence.

Fairly good student in high school. Not so good at college. Suspended once for poor work at college. Often encouraged by Dean of Engineering School. Did not study much here first year. Things came pretty easily in high school. Expected same at college. Doing better now. Likes mechanics and surveying. Dislikes non-mechanical part of physics but thinks it may be due in large part to dislike for teacher.

Great mathematics teacher in high school revealed the beauty of engineering to him.

Employment: Paper route. Grocery delivery. Selling pop at chautauqua. Farm chores. Ice house. Truck driver. Selling in toy department of store. Harvest. Road survey. City hall job mentioned above. Needed outside work because of health.

Boyhood interests--Outdoor things. Boy scouts. Athletics.

Hobbies--Stamps. Birds. Scouting. Track.

Activities--R.O.T.C. Politics. Industrial Engineering Society. Track. Cross country. Member of Scabbard and Blade, honorary military fraternity, and of the inner circle of a political party.

Most satisfactory experience--Completing the city hall job.

Success--To retire from business in comparative luxury. To have attracted attention by some especially good work in his field. Friends and reputation.

Lifework choices: 1. Engineering. 2. Law. 3. Dramatics. Best student friend is a law student.

With \$100,000--Would travel abroad. Graduate study including history. Then be free to experiment for right job for life.

Major: Industrial Engineering

Lifework choices in order:

1. Engineering
2. Law
3. Dramatics

When made: Early

Origin of first choice: Family situation

With \$100,000--Might change to something.

Actual choice:

1. Engineering

Born and lived four years in tiny western town. Lived ten years in tiny middle western town. Lived three years at western town of fifteen thousand. Lived five years at middle western town of three thousand.

Is majoring in economics. His interest in that subject dates back to a course in economics in High school. That it good preparation for business. Engineering did not appeal although he had seen it around mining camps for many years. In fact seeing it from the inside was what turned him from it.

After four years of economics he has come to feel that he has had too much specialization. Thinks now that only the fundamentals of economics should be taught in college. Has seen this most clearly in the course in Advanced Principles of Economics. Thinks it should be taught from two different angles--that of the expert and as a cultural course. Appreciates the course in advanced Principles because of the breadth of the course. The course might be law, psychology or economics.

He thought of law but as a training for business rather than as a profession.

Father was a mine engineer and is now owner of a hardware store.

Employment: Running tramway in zinc mine. Ore crusher. Timekeeper and manager of a sludge mill. Running air compressor in mine managed by his father. Clerk in father's hardware store. Raising wheat on his own responsibility.

Hobby--None.

Pretty good student in grades and high school. C plus at college.

Favorite studies--Economics.

Activities: National and campus politics. Fraternity. Thinks time well spent.

Counsel: Father. Fellow students. Has been free to make own choice.

Ninety percent self-supporting thru his wheat crops.

Most satisfactory experience--Self-support at college thru wheat crop. Election to Men's Student Council.

Success: A moderate income. To live in a pleasant place with leisure time to read and travel. To go gradually from management to ownership position in business.

Choices: 1. Administrative work with large corporation, preferably in a foreign country. 2. Same thing in U. S. A. 3. Farming.

With \$100,000--Would go on to college and law school. Then travel. Then administrative work in America. Really his first choice above.

Major: Economics

Lifework choices in order:

1. Business

2. Farming

When made: High school

Origin of first choice: High school course of study

With \$100,000--No change

Actual choice:

1. Business--Sale of agricultural implements.

Born in southern town of twelve thousand. Lived six years in small middle western towns. Lived eighteen years in university town of fifteen thousand.

Has been somewhat sidetracked vocationally by proficiency in athletics particularly basketball. Never gave lifework choice much thought before high school. Mother always wanted him to be a lawyer.

Father in piano business. Mother a milliner.

Took mechanical drawing in high school and liked it immensely. Took all the drawing courses offered and tutored other athletes who needed help in it. Read books on architecture and finally decided on architecture. When it came time to select an engineering course at the University he found it more difficult. Stopped for almost an hour in the registration line and finally gave up architecture because he thought too much native talent necessary for success in it. Still drawn toward engineering but wanted something not too technical in its nature, so chose industrial engineering. It seemed to offer the broadest training.

On becoming a champion athlete he has been tempted by coaching offers. Talks with other coaches have discouraged him as to the future in coaching.

Is going with a city power and light company for a few years at least and may then go into coaching after he has established a home base in engineering to which to return to if coaching proves undesirable.

Employment: Paper route. Manual labor. Farming.

Pretty good student in grades. Not quite so good in high school. Just fair at college.

Activities: Athletics. Fraternity. Y.M.C.A. Politics. Departmental affairs. Thinks time well spent.

Has talked lifework decision with mother, dean of engineering school, coaches and men at Athletic Club.

Partially self-supporting thru summer work and savings.

Most satisfactory experience--Success in basketball.

Success: To be comfortable financially. No great desire for wealth. To live right and have the respect of the community. To be manager or owner of an industry.

Lifework choices: 1. Commercial side of industry. 2. Coaching. 3. Administrative side of industry.

With \$100,000--Probably would not go at once with large power company. Would invest in business and switch to the administrative side of industry.

Major: Engineering

Lifework choices in order:

1. Business side of Engineering
2. Coaching

When made: College

Origin of first choice: Study of his own abilities

With \$100,000--No change

Actual choice:

1. Business side of Engineering
2. Coaching

Remarks: Shift from business to coaching indicated in interview.

Born and lived in middle western town of one thousand.

Grandfather a wheelwright in Sweden. Father also a wheelwright and came to America after reaching maturity. Quite naturally he went into the lumber business here. Son therefore has always been in touch with the lumber business. Has spent his Saturdays working for his father. Has found it interesting and has continued with that employment ever since. Father has always especially wanted him to succeed him in the business.

Father died the year he graduated from high school. Three older brothers were in the army at the time so he stepped in and took charge of the business for three years. Then one of the older brothers returned and the two of them ran the business together for two more years. Then the older brother, who had had three years of college, wanted him to have the same privilege.

Meantime the business has expanded from the one yard left by the father to three yards at the present time and further expansion is contemplated.

Employment: Paper route. Clerking in general merchandise store. In poultry business. Then the lumber business without a break.

Boyhood interests--On the river. Fishing. Trapping. Swimming.

Went straight thru grades and high school as an average student. Then worked five years before going to college. C plus at college. Took business courses at nights during first year out of high school.

Favorite studies: Business Organization and Management. Business Finance.

Activities: Politics. Athletics. Fraternity. Thinks time well spent. Football probably kept him in school beyond the first year. Entered as a special student and intended to stay but one year. Became interested in freshman football and decided to return.

Fully self-supporting thru earnings and investments.

Only vocational counsel with father and brother.

Most satisfactory achievement: His 1925 record in football in going from a second berth to a place in the Missouri game. College activities. Men's student council. Interfraternity council. Senior honor society.

Success: The management of eight or ten lumber yards. Family. Nice home.

Lifework choices: 1. Lumber business. 2. Milling and elevator business.

3. Banking.

With \$100,000--Would buy a string of retail lumber yards and go right ahead.

Major: Economics

Lifework choices in order:

1. Lumber business
2. Milling Elevator Business
3. Banking

When made: Very early

Origin of first choice: Family situation

With \$100,000--No change

Actual choice:

1. Lumber business