

Oakland O&E papers have new retail ad boss

A realignment and a new manager in Observer & Eccentric Newspapers' retail advertising department were announced this week by advertising director George Hagan.

Daniel Chovanec, 33, has joined the group as retail advertising manager for the six Oakland County papers. He will begin work April 1 in the Birmingham office, where he will supervise the sales staff, plan and promote retail advertising sales.

Moving from Oakland County to the six Wayne County papers as retail advertising manager is Bob Kolb, whose headquarters will be the Livonia office.

The realignment was occasioned by the resignation of Robert Delaney, who left to go into business in Lansing.

"I'm expecting Dan Chovanec to be active and visible in community and civic activities in his new post," said Hagan. "That kind of involvement is part of our policy."

A native of Alma, Chovanec graduated from Claremont High School in Livonia, earned an associate degree at Scholastic College, received a bachelor of business administration degree at Eastern Michigan University and attended Wayne State University graduate school.



DANIEL CHOVANEC
Oakland retail manager

Most recently, he had been director of sales and promotion for the Globe and Advertiser in suburban Washington, D.C. From 1975-77 he was at the Macomb Daily, rising to assistant advertising manager. He has sold advertising at the Dearborn Press and the Daily Record Leader in Alma.

A two-year Army veteran, Chovanec enjoys such outdoor sports as skiing and hunting.

Teacher surplus never existed, says educator

Within the next few years, the country is going to experience a severe shortage of teachers, says Richard W. Morshead, associate dean of the University of Michigan-Dearborn's division of education.

The so-called teacher surplus, which has existed for the last 10 years, is about to come to an end, Morshead said. In fact, he added, there are signs throughout the country that it already has ended.

He suggests the impending shortage can be attributed to a nonexistent pool of surplus teachers, a limited number of replacements from teacher's colleges; a new flood of pupils from the "echo" baby boom and teacher retirement.

Morshead contends the market for newly trained teachers was never quite as bad as once believed. This is especially true in Michigan where State Superintendent of Public Instruction John Porter has said the fear and doubts concerning the loss of jobs and the dwindling demand for teachers were not substantiated.

"The information we now possess shows that, even as enrollment was plummeting and schools were being closed, enough new positions elsewhere in school systems developed to accommodate both those teachers who were displaced and most of those who were seriously seeking teaching positions for the first time," Morshead said.

As a result of this perceived glut of teachers, an increasingly larger number of college students, have chosen to prepare for other careers. During the

1960s, Morshead said, almost 22 percent of all new freshmen entering college were planning to become teachers, while now only about six percent of them have that goal.

Another factor is a predicted new baby boom, which peaked in 1957, this one is occurring as the women born during the earlier boom now begin to reach child-bearing years.

"If this estimate is accurate and there is no reason to believe it is not," said Morshead, "then we can expect the first wave of this 'echo' to enter kindergarten in 1982. This new flood of pupils will continue throughout the 1980s making it necessary in some cases to reopen schools which recently have been closed or mothballed."

"While this 'echo' baby boom is not expected to generate as many births as were recorded during the post-war years," he added, "it will begin to make demands on our schools precisely when many of those who entered the teaching profession at the end of the war were ready to retire."

"This all points to a growing demand for qualified teachers," Morshead said. "Young people who desire a career in teaching should be encouraged. The odds are greatly in favor of ample job opportunities being readily available to them when they graduate from college."

However, Morshead cautioned against over compensating for the shortage. He would like to see only enough new teachers produced to maintain a balance of supply and demand.

Congressman as tour agent?

If you're taking the tourist route through Washington, D.C., skip your travel agent. Let your fingers do the walking through the Congressional Directory instead.

By contacting your congressman, you can be booked into preferential tours to most of Washington's most popular landmarks and several out-of-the-way, little-known attractions. Thousands annually visit Capitol Hill, the White House, the Washington Monument, the Lincoln Memorial and Arlington National Cemetery. But considerably fewer take advantage of special congressional tours.

The congressional tour of the Capitol Building, for example, will provide more detailed explanations and gives

you entrance to both the House and Senate Chambers. While House and Senate sessions are generally open to the public, visitors passes can be obtained through any congressman's office, though you should contact your own congressman.

CONGRESSMEN CAN also arrange special tours of the White House, usually a must for every District of Columbia tourist. These tours are usually smaller, allow entrance to rooms not on the typical tour agenda and let you beat long waiting lines.

Each congressman is allotted 10 White House visitors' passes a week, so requests for the special White House tour bookings must be made several months in advance.

Stagflation

Sour economy seen for rest of '79

University of Michigan economists continue to predict "near recession" conditions with low economic growth and high inflation for the balance of 1979.

Prof. Saul H. Hyman and Harold T. Shapiro, with researcher Joan M. Porter, draw this conclusion in a recent update of the economic forecast made last fall at the university's annual Conference on the Economic Outlook.

The U-M forecast expects the unemployment rate at year end to be 6% percent and rising, and predicts that inflation will continue at a rather high level throughout 1979.

"It appears unlikely," the U-M economists said "that any substantial slowdown in the overall rate of inflation will become evident much before the closing months of 1979."

They still expect "essentially zero growth of real GNP (gross national product) during the middle two quarters of 1979, followed by a pick-up in the growth rate at year-end and continuing into 1980."

While President Carter's Council of Economic Advisers (CEA) has predicted a 2 to 1 1/2 percent growth of real GNP for the year beginning in the fourth quarter, 1978, the U-M forecast

based on the Michigan Model of the U.S. Economy suggests the growth of real GNP in 1979 will be just under one percent.

This "Control Forecast" includes a number of factors like the recent and projected increases in fuel and food prices, particularly in oil; inflationary pressure expected from the farm sector; a Federal Reserve Board tight money policy to continue for at least the first half of 1979, and to ease midway through the third quarter 1979 in response to a very weak economy; no new tax cuts other than those contained in the Revenue Act of 1978; a \$47 bil-

lion increase in federal expenditures; and exports to increase at an annual rate of six percent in real terms through mid-1979 and thereafter at a rate of 6 1/2 percent.

"Our forecast is clearly a good deal more bearish than the CEA's on the outlook for private investment, particularly homebuilding," the U-M economists said.

They say the near-recession they are forecasting for 1979 manifests itself most strongly in:

- A decline in the housing market, with housing starts at a rate of about 1 1/2 million units from the fall of 1979 through the early months of 1980.
- A weakening in the automobile market with new car sales (domestic plus imports) declining to an annual rate of 10 1/2 million units in the fall of 1979 and then recovering for the 1980 model year.
- A progressive weakening in business capital purchases which begin to decline in real terms after mid-1979 and continue to decline in 1980.

IRS talks taxes on Ch. 56

WTWS-TV, Channel 55, and the Internal Revenue Service will present "The Tax Clinic," a three-hour program to help taxpayers prepare their federal tax returns, at 3 p.m. Sunday, March 25.

A panel of IRS representatives will

lead viewers step-by-step through Form 1040A as well as Form 1040 and Schedules A and B. The panelists will also answer questions. "The Tax Clinic" will explain some commonly overlooked deductions such as the cost of uniforms or, in some cases, rental of a safety deposit box for storage of

income-producing securities.

Viewers who have questions as they go through their returns can call local IRS offices. IRS tax assistants will answer regular taxpayer service phones during the three-hour program. Local phone numbers will be flashed on the screen.

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