

Job market brightens for college graduates

For the first time in three years, college graduates will find an improved job market awaiting them in 1984. Hiring quotas are up about 5 percent, according to a national survey of employers.

Jack Shingleton, director of Michigan State University's Placement Service, announced that his annual Recruiting Trends Survey also shows that starting salaries will be up about 2.5 percent.

But that's just slightly below the 2.9-percent rate of inflation, meaning in real dollars salaries are just keeping pace with the Class of 1983.

GRADUATES WITH bachelor's degrees will receive an average starting salary of \$19,306, while master's degree graduates will receive an average of \$22,094, and doctoral graduates will receive \$23,850.

This is the 13th year Shingleton and Patrick Scheetz, assistant director of Placement Services, have conducted their annual Recruiting Trends Survey. It includes responses from 617 businesses, industries, government agencies and educational institutions which employ new college graduates.

"What we're seeing here is a very gradual improvement in the employment picture," says Shingleton. "The recession has bottomed out. Employers are increasing their salary offers, and they are increasing the number of offers to graduates."

"But you have to realize this is a very gradual increase. We see no evidence that there will be a sudden burst of demand."

EMPLOYERS IN the national survey report that they hired 12.8 percent of the people they interviewed during the 1982-83 school year—just slightly

more than one out of every 10 candidates. Employers spend an average of \$1,733 in recruitment costs per hire, according to the survey results.

The survey also shows that, as in the past, technical graduates will be among the most highly recruited by employers this year. Electrical engineering and computer science graduates in particular will be in demand.

"In both electrical engineering and computer science, the demand for these graduates seems insatiable," says Shingleton.

But even in the technical fields there are some softer spots, says Shingleton. According to the employers, demand will be down somewhat from last year for graduates in chemical engineering and petroleum engineering (both hurt by the oil glut), as well as graduates in civil engineering, metallurgy and materials science and packaging.

Electrical Engineering	\$26,643
Computer Science	\$25,849
Physics	\$22,852
Accounting	\$18,084
Marketing/Sales	\$17,550
Social Science	\$16,769
General Business Administration	\$16,650
Hotel, Rest., Inst. Mgmt.	\$15,447
Education	\$14,779
Human Ecology	\$13,917

Average starting salaries for the Class of 1984 with bachelor's degrees.

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What you should do and who you should call when your phone's in a fix.

It isn't very often that you need to deal with telephone repairs, but when you do, you want them taken care of as fast as possible. Now that Michigan Bell has separated from AT&T, there are some changes in the way repair problems are handled.

We have some suggestions for you on how to identify your phone repair problems so that you can get them handled as quickly as possible. But first it's important to know who will make specific telephone repairs. For example, effective January 1, 1984:

1. AT&T assumed ownership of the phones Michigan Bell had been providing you for a monthly fee. AT&T will continue to lease those phones to you and will offer repair services.
2. AT&T will also offer repair service for phones that you purchased from Michigan Bell prior to January 1, 1984.
3. Michigan Bell will continue to service and repair the lines that lead to your home or business.

Now let's talk about how you can tell if it's your phone that needs repairing or your phone lines.

Here's how:

- ☒ If you have plug-in or modular service, make sure all of your phones are properly plugged in.
- ☒ Check all phones for physical damage or frayed cords. If you find damage, it's probably an instrument problem.
- ☒ If you have more than one telephone, check them all for a dial tone. If you don't hear a dial tone on any of the phones, you may have a line problem. If you do hear a dial tone on at least one phone, the problem is probably in one of your other instruments.
- ☒ If you determine that the trouble is isolated to one instrument at one location, and you have modular service, try that instrument at another outlet or possibly at a neighbor's (if both you and your neighbor have similar one-party service). If the instrument works at another location, the problem may be with a specific outlet. If the instrument does not work at another phone outlet, the problem is probably with the instrument.
- ☒ If you have only one phone and it does not appear to be damaged, but cannot be moved to another outlet for testing, call Michigan Bell Repair Service. We will help you determine whether you have an equipment or line problem.

We suggest you clip and save the following phone numbers and keep them near your telephone.

LINE PROBLEMS... On all line problems, call the appropriate Michigan Bell Telephone Repair Service:

Residence	221-2121
Business	221-3131

AT&T INSTRUMENT PROBLEMS...

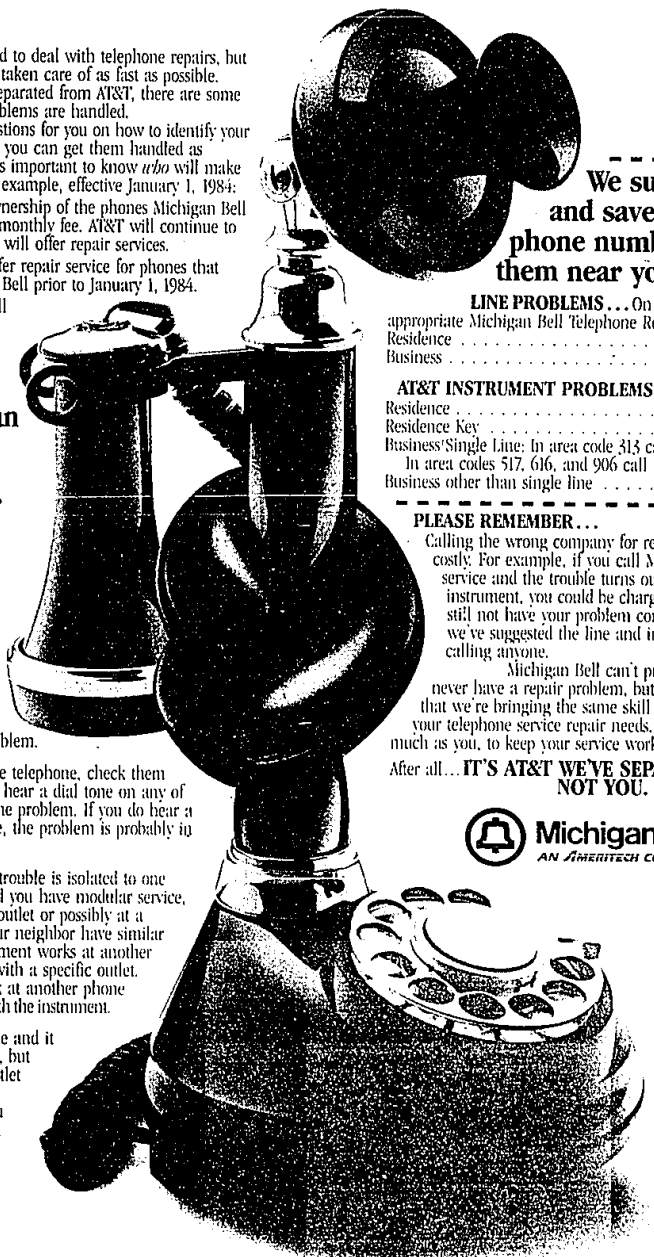
Residence	1 800 555-8111
Residence Key	1 800 526-2000
Business/Single Line: In area code 313 call	1 800 992-2772
In area codes 517, 616, and 906 call	1 800 248-2772
Business other than single line	1 800 526-2000

PLEASE REMEMBER...

Calling the wrong company for repair service could be costly. For example, if you call Michigan Bell for repair service and the trouble turns out to be in a telephone instrument, you could be charged for a service call and still not have your problem corrected. That's why we've suggested the line and instrument checks before calling anyone.

Michigan Bell can't promise you that you'll never have a repair problem, but we can assure you that we're bringing the same skill and experience to your telephone service repair needs. We want, just as much as you, to keep your service working as it always has.

After all... **IT'S AT&T WE'VE SEPARATED FROM... NOT YOU.**



Facts down the line. Because your telephone business office is busily engaged in normal, day-to-day telephone service matters, we are providing this toll-free number as a source for answers to the questions you may have about your changing telephone company. We also suggest that you watch for our informational messages in your newspapers and in your monthly telephone bills. 1 800 555-5000