

What's outlook for graduates?

Unemployment will not affect 1975 college graduates as severely as their blue-collar counterparts and minorities and women will continue to have an employment edge, according to a 1974-75 Recruiting Trends Survey completed by Michigan State University's Placement Services.

Reflecting on the survey, John D. Shingleton, MSU placement director, says a seven percent decrease in campus visits by employers is expected for 1974-75.

"The economic squeeze," Shingleton says, "has not affected the college graduates' job opportunities nearly as much as those of the blue-collar worker."

"COLLEGE GRADUATES will still be underemployed, especially those in the nontechnical areas."

"But graduates who recognize the work ethic, roll up their sleeves and try harder, will get jobs."

According to the survey of 220 businesses, industries, governmental agencies, and educational institutions, employment opportunities definitely favor minorities and women, especially in the technical and business disciplines.

Almost twice as many employers, though, have recruitment programs specifically designed for minorities than for women.

When employers were asked if fewer good employment opportunities are offered to equally qualified minority candidates than to white candidates, 174 of 194 respondents said this was not so.

Although only 49 of 202 employers said women are offered fewer good employment opportunities

than men, the ratio of men to women in administrative and professional positions was seven to three, or greater in 53 of the 79 organizations that responded.

"With the large number of employers emphasizing the recruitment of minorities and women," the report states, "the white male's bargaining position is further eroded."

"In a tight economy, this segment of the working force may become more vocal."

Only 45 of 143 respondents indicated that a policy existed regarding the hiring of handicapped college graduates.

"Some employers," the report notes, "are beginning to ask how far they can go in developing specialized hiring programs for various groups."

BUSINESS AND industry continue to hire a large number of lib-

eral arts and social science graduates, but the number hired in relation to the supply is not as favorable as for graduates from the business, engineering, and science areas.

Employers suggest that liberal arts and social science majors enhance their job potential by taking cognate courses in business or related subjects.

Most employers feel that college faculty members can help future graduates by placing a greater emphasis on the practical and less on the theoretical. Employers also recommended developing a closer liaison between faculty and employers.

In today's job market, the survey says, the payoff will be the quality of education and the ability to produce a product or service.

"Graduates who took the easy courses just to get a degree and

have no work experience will find the going tough," according to the survey.

But college students are going to find it difficult to get that experience by working during the summer. Of 192 employers, 107 say they will not have summer jobs available.

OVERALL, EMPLOYERS feel that college students today are better prepared for the world of work than those of 10 years ago. Only seven of 201 felt they were not.

Respondents were equally divided when asked if college graduates hired today are different than those hired during 1965-70. Those who say they are think "today's graduates are better prepared technically and in their communication skills," and that they are more mature, more appreciative, more humble and more creative.

Ad executive urges optimism

"There's nothing wrong with American business that a little good mouthing can't cure."

Thomas B. Adams, board chairman of Campbell-Ewald Co., called the nation's current economic problems temporary and cyclical and told an audience of insurance representatives it was time to speak out for business.

Adams, a resident of Bloomfield Hills, recently addressed a Detroit conference of the American Mutual Insurance Alliance, a national trade association of more than 100 mutual property-liability insurers.

"Despite certain problems of a temporary and cyclical nature, the American economy is sound," said Adams.

"Our business mechanisms work as well as ever, our people have lost none of their skills, our earth is still fertile," he continued. "We still have all the ingredients we had before, and have ridden out harder times than these."

Adams said an indication of the country's basic health is that "more people have a piece of the

action than ever before."

"More people use their own homes, more own stock in American business, more people own insurance, more people work less to buy more than at any time in history."

Adams called on his audience to speak out, "to let the public know what we are doing right in the business community."

"We must also admit our mistakes," he said.

He said it was up to business to dispell the public attitude of "negativism." "It is increasingly clear that the public has lost faith in American business. This loss of confidence goes hand in hand with a similar decline in the prestige of government."

Fred and Pitcher getting together

Two Birmingham barber shops — Fred's and Pitcher's — have merged and will continue as Fred's Barber Shop at 1496 S. Woodward.

"We just aren't getting their hair cut as often these days," said Pete Brenner, owner of Fred's, "so we decided to put our two five-chair shops together. We've also cut down to three chairs."

Fred's Barber Shop has been in Birmingham for 37 years. It was started by Fred McCullough in 1938 and was located at the corner of Brown and Woodward.

Brenner went to work for McCullough in 1947 and when he died in 1965, Brenner purchased the business.

"We were at Brown and Woodward for 30 years," said Brenner, "and moved to our present location in 1968."

Pitcher's, owned by Bill Pitcher, was located at 1846 S. Woodward for 18 years.

The third chair at Fred's is "manned" by Bud Davis, who has been working for Brenner since 1966.

"We change the standard prices for hair cuts," said Brenner, "\$3.75 for children and \$4 for adults. We

do hair styling for the entire family and charge according to the individual job."

Education ups income

More education still means more household income according to a 1973 Census Bureau Survey.

Reported in Finance Facts, a monthly report on consumer behavior, the survey reveals the average American household's income was \$12,157 in 1973.

But for those households headed by a breadwinner with four or more years of college, the mean income was \$19,042, almost 57 percent more than that of all households. The largest group of household heads was the 32.7 percent who completed only their high school education. Their mean income was 29 percent above that of all households.

LUNCHEON SPECIALS
(Daily 11 a.m. to 2 p.m. Mon. thru Fri.)

CHILI BREAD CRUTCH MEAT 1.19
INCLUDES BAKED POTATO, BONA FIDE TOMATO, (Choice of Salad, Cottage Cheese or Jello)

LUCKY CRUTCH MEAT 1.19
BONCHI STEAK 1.19
INCLUDES BONA FIDE TOMATO & SALAD (POTATO EXTRA)

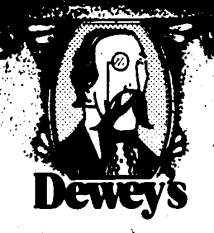
SENIOR CITIZENS AND FRIENDS
OR ABOVE LUNCHEON SPECIALS ARE SERVED ON MONDAYS WITH 10% OFF 11:00 AM. TO 2:00 PM.

SENIOR CITIZENS ONLY
NO CHARGE FOR BEVERAGES

TUESDAY NIGHT
(6:00 p.m. to 8:30 p.m.)

25-471 1.49
LSC CRUTCH MEAT 1.29
INCLUDES BAKED POTATO, TOMATO & SALAD

EVERYDAY FOR THE KIDS 48¢
MON. THRU FRI. 11:00 AM TO 5:00 PM



Dewey's

Now appearing:
Cold Steel

Michigan Inn
A WESTERN INTERNATIONAL HOTEL

LIVE COUNTRY MUSIC THURS.-FRI.-SAT.-SUN.

AT CORSI'S

IN PERSON ON STAGE NO COVER NO CHARGE

CASEY CLARK BAND

27910 W. 7 Mile Rd. West of Industrial Rd. Livonia

ATTENTION: Businessmen's Luncheon
Open 11 A.M. Closed Tue

SPECIAL EVERY DAY \$1.99 Including Salad Bar


ALSO Your Favorite SANDWICH & PIZZA KE-14880

ROMAN CHARIO

ENJOY **PEACE OF MIND**
WITH BOB BUCK. THURS.-FRI.-SAT.
AN EXCEPTIONAL MUSIC GROUP

BUSINESSMEN'S LUNCHEON COCKTAIL HOURS DINNER SERVED
EXCELLENT FOOD MON.-FRI. 5-6 NIGHTLY

28236 Plymouth Road, Suite 100, Farm. Rd.



BY POPULAR DEMAND

'GOOD OLD DAYS'
HAVE BEEN EXTENDED TO INCLUDE TUESDAYS
AS WELL AS MONDAYS

• AND HERE'S THE BEST PART — Look at this menu (which we found in our attic and decided to use.)

DINNERS INCLUDE: A Crisp Green Salad served with your choice of Dressing and a Loaf of Hot Freshly-baked Bread and Butter. Baked Potatoes with Sour Cream, Gravy.

ENTREES

STEAK BITE 4.99
Tender 4 oz. steak, served with a large baked potato.

NEW YORK STRIP STEAK 4.99

OVER FILET MIGNON 4.99
Tender, fully fried, served with a large baked potato.

ROAST PRIME RIB OF BEEF 4.99

LAMB CHOPS 4.99
Served with a large baked potato.

LOBSTER TAIL 4.99

BROILED WHITE FISH 3.99

WHOLE ENGLISH DOVER SOLE 4.99
Albacore

BUTTER FRIED SHRIMP 2.99
Hand breaded and deep fried to a golden brown, served with a large baked potato.

SOFT SHELL CRAB 2.99
A large specialty — Served in butter and served with lemon.

SANKA TEA MILK 1.99

VARGO'S OF LIVONIA 261-3000
30325 West Six Mile Rd. (Between Middlebelt & Merriman)

GOLDEN LANTERN

2221 FIVE MILE ROAD
SUITE 100, FARMINGTON ROAD
421-1012
OPEN 7 DAYS

A Happy Meeting Place

Grand Opening

SPECIALS

Dine Aboard the Riverboat

Cast Off

Menu Item	Price
Stew Away	1.99
Port and Starboard	2.99
From Our Ship's Galley	1.99
Orders From the Bridge	1.99
Life Savers	1.99
Anchor Away	1.99

Welcome to the

From the Captain's Table

Magnifying Tender U.S.A. Chutes Ready

THE MONITOR

STYAN KARAO

BUCKLE UP

TON SAWYER

BUCKY WEAVER

THE HERRICK

THE DELTA CROWN

THE SOUTHERN BELLE

From the Dock of the Bay

Our Boatloads are Hand-Dipped in Our Own Special Butter

THE FIRST HATCH COMBINATION

SUCKER LEAVE

SALMON DELICIOUS

COUPON

Grand Opening Special
50¢ off
of the dinner of your choice
Expires January 9, 1975

COUPON

Grand Opening Special
50¢ off
of the dinner of your choice
Expires January 9, 1975

COUPON

Grand Opening Special
50¢ off
of the dinner of your choice
Good from Jan. 10 to Jan. 15

COUPON

Grand Opening Special
50¢ off
of the dinner of your choice
Good from Jan. 16 to Jan. 21

COUPON

Grand Opening Special
50¢ off
of the dinner of your choice
Good from Jan. 17 to Jan. 22

COUPON

Grand Opening Special
50¢ off
of the dinner of your choice
Good from Jan. 23 to Jan. 28

*Open Daily From 7 a.m. to 11 p.m.

29420 Grand River
(Corner of Middlebelt & Grand River)

Child's menu
Carry-out Service