

Record Demand For College Grads, U-D Says

Campus disorders failed to diminish college recruiting in 1968-69—at least at the bachelor's-degree level.

Instead, the volume of activity rose to an all-time high, according to Donald C. Hunt, University of Detroit placement director.

U. of D. is one of the 135 colleges and universities participating in the College Placement Council's Salary Survey.

The total number of bachelor's offers reported in this year's CPC Survey went up 11

per cent over last year and nine per cent over 1966-7, the former peak year.

In sharp contrast, volume at the master's and doctoral levels continued to decline. The number of master's offers was 35 per cent below last year and 41 per cent under two years ago, while the doctoral volume dropped 31 per cent from last season and 43 per cent from 1966-67.

THE COUNCIL'S data are based on actual offers being

made to male students at the three degree levels at representative institutions from coast to coast.

Of the 16 types of employers covered in the bachelor's study, only four made fewer offers than in the former record year of 1966-67, while several stepped up their recruiting tempo substantially. Paradoxically, of this latter group only public accounting and research firms were at the top in percentage increase of dollar value of offers.

Public accounting firms, continuing a trend of five years, recorded the largest percentage increase in dollar value, raising their average offer 10.7 per cent since last June and 20.3 per cent since June 1967.

As might be expected, accounting majors experienced the largest increases in beginning salary offers, finishing with a monthly average of \$761, a gain of 10.4 per cent this season and 19.5 per cent since 1966-7.

NEXT WAS THE physics-chemistry-mathematics group which went up 7.7 per cent to \$784. Chemical engineers followed at 7.5 per cent, putting them at \$849 per month, the highest average by far at the bachelor's level. Electrical engineering was second dollar-wise at \$826. U. of D. engineers averaged \$853.

The over-all average for technical students rose 6.8 per cent to \$819 while the average for non-technical students rose

pulled up by the stable accounting increase, advanced 8.2 per cent to \$711.

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CARL WESTENBERG has been named for general sales manager for Mills Products, Inc., of Farmington, a major manufacturer of oven doors and other hardware for the appliance industry. Westenberg, 32, of Pontiac, joined the Mills staff in 1961. He is a graduate of Ferris State College.

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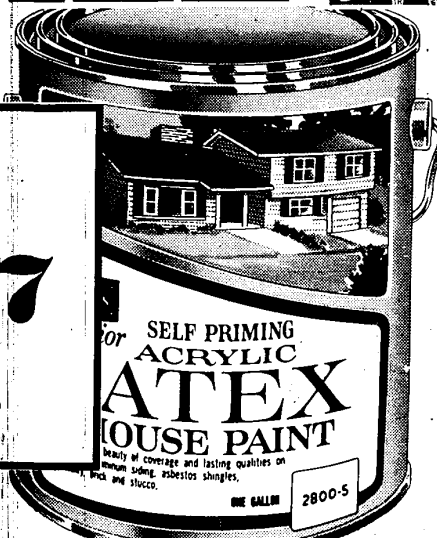
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