## COMMENTARY: **Prospects Appearing Better For College Grads**

Job prospects for this year's college graduates appear "significantly better cent. than in the two previous years according to an early season survey by the College expected in engineering curricula with a Placement Council. More than 600 em- 24 per cent increase. Next, with a 13 per ployees in an annual survey by the coun- cent gain, is the "science and other techcil indicated that, overall, they expect to nical" category, with the prospects for hire twelve per cent more new college Ph.D. candidates being even better at 19 graduates than in 1975-76. At this same per cent. Business disciplines are expecttime last year, a five percent decrease ed to experience the least improvement, was forecast. However, conditions have with a seven per cent increase for all deimproved during the recruiting season gree levels. However, a 17 per cent gain and the CPC year end survey in June is anticipated for candidates with a mas-

Private-sector employers remain the most optimistic. They estimate they will have sixteen per cent more jobs available this year. In contrast, Federal Agencies foresee an increase of less than one per

By discipline, the strongest ursurge is

showed a decrease of only two per cent. ter's degree in business administration.

It would seem that many students enrolled in higher education should again look diligently at their present disciplines and seek to meet the changing job needs of the future.

## Wise Toy Shopping Important

As Christmas fast approaches and Santa's list grows longer, parents and guardians of children should give considerable thought to the selection of the many available toys.

Children need playthings they can relate to - beginning at a very early age. Toys of all kinds expand children's horizons and heighten their aspirations.

All toys are educational, not just those that say they are, so parents and guardians must make wise choices.

The important thing to remember is WHAT toys teach. Guns and war toys teach children to destroy and fight. Thought-provoking toys and games wil will help sharpen their learning skills.

Further positive toy selection can teach racial pride at an early age as well as show that our society is multiracial and multi-ethnic. These toys will help children to love those of all races and especially those who may be different from themselves.

Try not to be sexist. Let little boys plays with dolls and little girls play with cars. These are important - if children are to take on responsible adult roles.

Mrs. Douglas' We have reprinted an article on our Page 11 this week which was taken from a recent issue of the United Negro College Fund Newsletter. It is a poignant example of well-placed valuessomething black folk tend to forget so

easily and quickly.

Buy toys the child wants. Children have likes and dislikes similar to adults. One might even ask the child for suggestions.

Try to remember to buy toys that are appropriate for the child's age. As children grow, their interests change often rapidly - for we do live in a well oriented media atmoshere and children learn quickly.

Be a smart shopper. Don't buy on impulse; compare prices if you have the time; for prices often vary from store to store. Many popular toys are sold out early, so it is wise to plan the toy selections if possible.

Remember toy safety - both in purchasing and in subsequent use. Check beforehand for sharp edges, points and broken parts. Don't buy toys made of either flammable or highly toxic materials. Repair or destroy damaged toys immediately so that the little ones can be safe.

Most important, buy toys you can enjoy with your children. Toys can teach a lot, but the most valuable item we can give our children this Christmas is some of our time.

Mite

be a reminder that black folks, no Corner Dowd & Elizabeth St matter how comfortable financially, Glendale Grocery Corner Glendale & Hargrove St don't control one tittle of economic

University Drive

Handy Food Market

Mr. John's Grocery **719 Hopkins Street** Dowd Street Market

McCall's Snack & Grocery

1912 South Alston Avenue

Forest Hills Shopping Center

BUY

B & G Pipe Shop 303 E. Chapel Hill Street



A piece of tin can become a collectors' item if it somehow avoids the scrap pile for half a century. R. J. Reynolds Tobacco Co. found some tin plates used 50 years ago to imprint brand names on plug chewing tobacco. Now collectors are buying the plates as nostalgia items and craft material.



## AT., DECEMBER 25, 1976 Vorth Their

WINSTON-SALEM

Hundreds of years ago sorcerers tried to turn base metals into gold - and failed. But plates of fin salvaged from a North Carolina factory could become worth their weight in gold without the help of wizardry.

The key to the value of these tin plates is their rarity. The merchandising division of R.J. Reynolds Tobacco Co., discovered a group of tin plug tobacco plates that last saw service fifty years ago. They are embossed with brand names and were used to imprint the brand logo on plub chewing tobacco.

Reynolds Tobacco operates two souvenir stores which began selling the plates in August. "Our original idea was to give our employees an opportunity to purchase a special memento or R. J. nolds," says Gordon DeHaan. manager of the merchandising division.'

However, DeHaan soon found that many people purchasing the plates were not R. J. Reynolds employees.

'The plates appeal to people because of their he said. There's strong interest in this country today for nostalgia and collectors' items, and people realize there is a limited quantity of these particular plates."

DeHaan believes the supply run out by Christmas.

Imaginative buyers use the plates as craft material. Many customers mount and frame the plates for wall plaques. Deflaan says that one man purchased a large quantity and informed the sellers that he was going to use the plates like wallpaper.

The R. J. Reynolds merchandising division offers the plates at a minimal cost to those who relish tokents of a bygone era. DeHaan says, however, that some customers intend to use the limited supply of plates to make a quick profit by re-selling them.

"One man wanted to purchase our entire inventory of plates which would have cost him thousands of dollars. He obviously was looking for an investment, not souvenirs." DeHaan declined so that employees would have a chance to purchase the plates.

The souvenire stores sell plates that were used for Brown's Mule, Schnapps and Sweepstakes tobacco brands. Sweepstakes was discontinued in 1966 and Schnapps was last made in 1974, but Brown's Mule is still manufactured.



The significance of the action of Maria Catherine Douglas looms large. She gave all she had that someone else may have. In the vernacular of the street, Mrs. Douglas "had her head on straight". Here is a black woman who, because of circumstances of her birth perhaps, could not avail herself of educational opportunities, but who had an appreciation for education and an understanding of its importance to black youth.

One can but muse at the countless days Mrs. Douglas must have spent in household drudgery while her thoughts carried her to horizons far beyond her power to achieve for herself. She must have thought: if I can't myself, I'll make it possible for some black youth, somewhere, sometime, to have an opportunity I could not have.

What a woman! What an example! We hope those blacks in all walks of life - and particularly those who believe they've "got it made" - will read and take serious note. Mrs. Douglas has set an example before us which should also

you lay your eyes on, including the clothes on your back? Can we answer 'yes' to one? two? three? Until we are able to answer 'yes', resoundingly, to at least one fourth of the items we see - WE ARE STILL SLAVES!

goods. Look around you, where you

are at the time you read this and ask

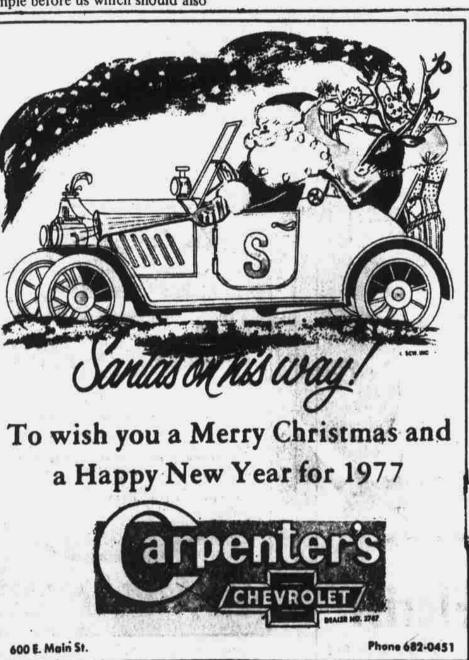
yourself if black folks control the pro-

duction or manufacture of any item

In her last will, Mrs. Douglas has further said to black youth everywhere that the sacrifices of those who went before are something to be taken seriously - to be used as a foundation for advancement, not to be squandered by joking around in school and falling prey to every sucker-bait fad that comes along.

We salute Maria Catherine Douglas. Thank God for her life and her final gift. If one among us recognizes the ramifications, then her sacrifices will not have been in vain.

We hope the United Negro College Fund will not allow the significance of Mrs. Douglas' gift to simply be entered on a ledger sheet somewhere and eventually forgotten. It deserves more - it's a modern day "widow's mite".



Harris' Shoe Shine Shop Gattis Street

Garrett's Biltmore Drugs 332 E. Pettigrew Street

Tate's Scafood & Grocery 1301 North Alston Avenue

South Square Shopping Mall Durham-Chapel Hill Blvd. Upper level, Center

2516 Fayetteville Street

**Coleman Grocery** 

Speight's Auto Service 433 E. Pilot Street Neighborhood Store

Corner l'ayetteville & Duprec Mitchell's Produce

Walker's Grocery Corner Carroll & Morchead

Knox Street Grocery 1307 Knox Street

East End Avenue

Davis Grocery & Beverages Corner Enterprise & South St.

Self Grocery 2133 S. Roxboro Street

Hoods Food Market West Cornwallis Road

Shaw Valet Shop & Corp. East Corporation Street

Evan's Food Market Burlington & Fayetteville St

A & P Broad Street Byrd's Lo Mark

N. Miami Blvd. Dillard's Food Pantry

Fayetteville Rd

Family Dollar Wellon's Village Shopping Center

Hood's Food Market Fayetteville St. & Burlington Ave.

The House of Clean Graham St., Chapel Hill

Ken's Quickie Mart **Trinity & Washington St.** 

Ken's Quickie Mart University Square Chapel Hill

King's Wellon's Village Shopping Center

Midway Barber Shop Rosemary St., Chapel Hill

Price's Kwik Mart Gann St. & S. Alston Ave.

Quickie Shop Rosemary St., Chapel Hill

Shoney's Franklin St., Chapel Hill

Smith's Produce Linwood Ave. & Alston Ave.

Town 'N Country Airport Rd., Chapel Hill Winn-Dixie Alston Ave. & Liberty St. \*\*\*\*\*

We hope your Christmas is bright with flove and joy.

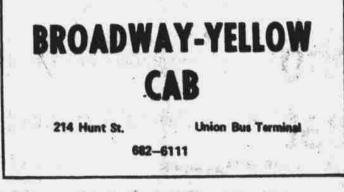
DURHAM, N.C.

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Like the star that guided the shepherds and Wise Men, may the love and warmth of the holiday season light your way to a truly blessed Christmas! Greetings to all!

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