

COMMENTARY: Prospects Appearing Better For College Grads

Job prospects for this year's college graduates appear significantly better than in the two previous years according to an early season survey by the College Placement Council. More than 600 employees in an annual survey by the council indicated that, overall, they expect to hire twelve per cent more new college graduates than in 1975-76. At this same time last year, a five percent decrease was forecast. However, conditions have improved during the recruiting season and the CPC year end survey in June showed a decrease of only two per cent.

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

cent. By discipline, the strongest surge is expected in engineering curricula with a 24 per cent increase. Next, with a 13 per cent gain, is the "science and other technical" category, with the prospects for Ph.D. candidates being even better at 19 per cent. Business disciplines are expected to experience the least improvement, with a seven per cent increase for all degree levels. However, a 17 per cent gain is anticipated for candidates with a master'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 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 multi-racial 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 play with dolls and little girls play with cars. These are important - if children are to take on responsible adult roles.

Mrs. Douglas' Mite

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 values - something black folk tend to forget so easily and quickly.

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

be a reminder that black folks, no matter how comfortable financially, don't control one tittle of economic goods. Look around you, where you are at the time you read this and ask yourself if black folks control the production or manufacture of any item 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!

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".



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.

Plates of Tin Could Become Worth Their Weight in Gold

WINSTON-SALEM
Hundreds of years ago sorcerers tried to turn base metals into gold - and failed. But plates of tin 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 plug 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. DeHaan 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 tokens 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 souvenir 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.

BUY THE CAROLINA TIMES AT THESE LOCATIONS

Handy Food Market
Corner Bacon & Lawson Streets
McCall's Snack & Grocery
1912 South Alston Avenue

Mr. John's Grocery
719 Hopkins Street

Dowd Street Market
Corner Dowd & Elizabeth St.

Glendale Grocery
Corner Glendale & Hargrove St.

Forest Hills Shopping Center
University Drive

B & G Pipe Shop
303 E. Chapel Hill Street

Harris' Shoe Shine Shop
Gattis Street

Garrett's Biltmore Drugs
332 E. Pettigrew Street

Tate's Seafood & Grocery
1301 North Alston Avenue

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

Coleman Grocery
2516 Fayetteville Street

Speight's Auto Service
433 E. Pilot Street

Neighborhood Store
Corner Fayetteville & Dupree

Mitchell's Produce
East End Avenue

Walker's Grocery
Corner Carroll & Morehead

Knox Street Grocery
1307 Knox Street

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.

GREETINGS of the season
to our many good friends!
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bright with love and joy.

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Merry Christmas

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Santas on his way!

To wish you a Merry Christmas and
a Happy New Year for 1977

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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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