

## A New Work Ethic

by Charles T. Byrd, Jr.  
[C.P.A.]

The recession, the midst of which is upon us, has definitely given the advantage to the employer. Because of the tight labor market, the employer has plenty of able and willing workers from which to choose. However, that is not to say that the has available status. This recessionary period

requires careful planning if the bottom line is to show a profit.

The employer also has another problem that will exist even after the recession passes. Employee morale or even the lack of it poses a serious obstacle to maximum profitability. Many of the young workers are turning their backs on the tedium to be performed and expecting a self-fulfillment inherent to their efforts.

The chances of securing a personally rewarding career are better for the college-educated, but blue-collar workers are demanding this opportunity also, and rightfully so.

The schism in the young generation is serious and is widening. Employers who do not act to humanize their plants and attitudes are headed for trouble. It cannot be said that this dilemma is only encouraged by the young. A new social and personal awareness is taking place among the young and old, black and white, male and female.

New cultural trends are changing the American work ethic. A new concept of success has subordinated the pursuit of money, status, and possessions. The emphasis is on self and its unrealized potential that demands expression, and a change in one's moral obligations to others.

The demands by women for equal pay, equal work and equal opportunity have served to weaken the division of labor based on sex. The male and female traditional roles are no longer accepted as guidelines by which to base economic pursuits.

The American people are also questioning the concept of efficiency. The use of statistics and other objective methods of controlling costs and people are criticized in favor of attaining the excitement, pleasure, and mystery of life. Rather than attempting to minimize costs, employees are seeking to maximize individual contentment.

The stirrings of discontentment do not effect the work force uniformly, nor has the full impact been felt. The prudent employers are recognizing the vibrations and reaction with the implementation of more humanistic relations with their workers.

## Do Colleges Help Grads Find Jobs?

Do colleges get involved in helping their graduates find jobs or do the students get jobs on their own?

This is one of the questions expected to be answered during a year-long national research project in which A&T State University has been selected to participate.

The study of the involvement of selected college placement offices is being conducted for the U.S. Department of Labor, Manpower Administration by the Ultrasystems of Newport Beach, Calif.

Joseph Ross, a researcher for Ultrasystems, said 15 predominantly-white and 15 predominately black colleges,

mostly in the Southeastern part of the nation, have been selected for the study.

"We are concerned about career counseling and job counseling and placement and what impact colleges have in placing students on jobs, if any," said Ross.

He said while in Greensboro, he will talk with faculty about their role in job placement, and with administrators, and graduating seniors. Also included in the study will be companies who recruit students at A&T.

Ross also said that it might be possible to determine if black graduates are as likely to find jobs upon graduation as their white counterparts.

## The Trained Mind Wins

by Naomi C. McLean  
Business Writer

There are no accidental successes in business. Luck or chance may put a person in a responsible position for a

Here is a question that every beginner in business should ask himself: "What do I intend to do day by day, week by week, month by month, year by year to build up my personal assets, my business knowledge, my producing ability?" To that question there is one answer and only one - know more than others know.

Today, as never before, it is the person with the best-informed, best-regulated

mind who wins in business. Other things being equal, the man with the trained mind always wins. The person who applies constant stimulus to his mind through the continual acquisition of more sound knowledge is the one who goes

today a little more than his work demands, he knows too little for the more responsible work that may come tomorrow. Opportunities are only

for those who have prepared themselves.

We must have a mind for ideas-ideas have revolutionized our whole economy. Because a certain thing has been done in a certain way for a long time does not prove that way is best. It should be

known more. If we want more knowledge, we must acquire what it takes to know more, and that is "genius for hard work."

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Continued from Page 4

Some include sharing the work with everyone working a shorter week to avert layoffs; voluntary layoffs for workers with seniority in companies whose jobless benefits almost cover their take home pay anyway; rotating periods of unemployment for all with guaranteed rehiring; incentives for companies to keep up fringe benefits in shared work plans.

All these and others ought to be considered and steps taken to insure that this recession does not lead to total disaster for all working people.



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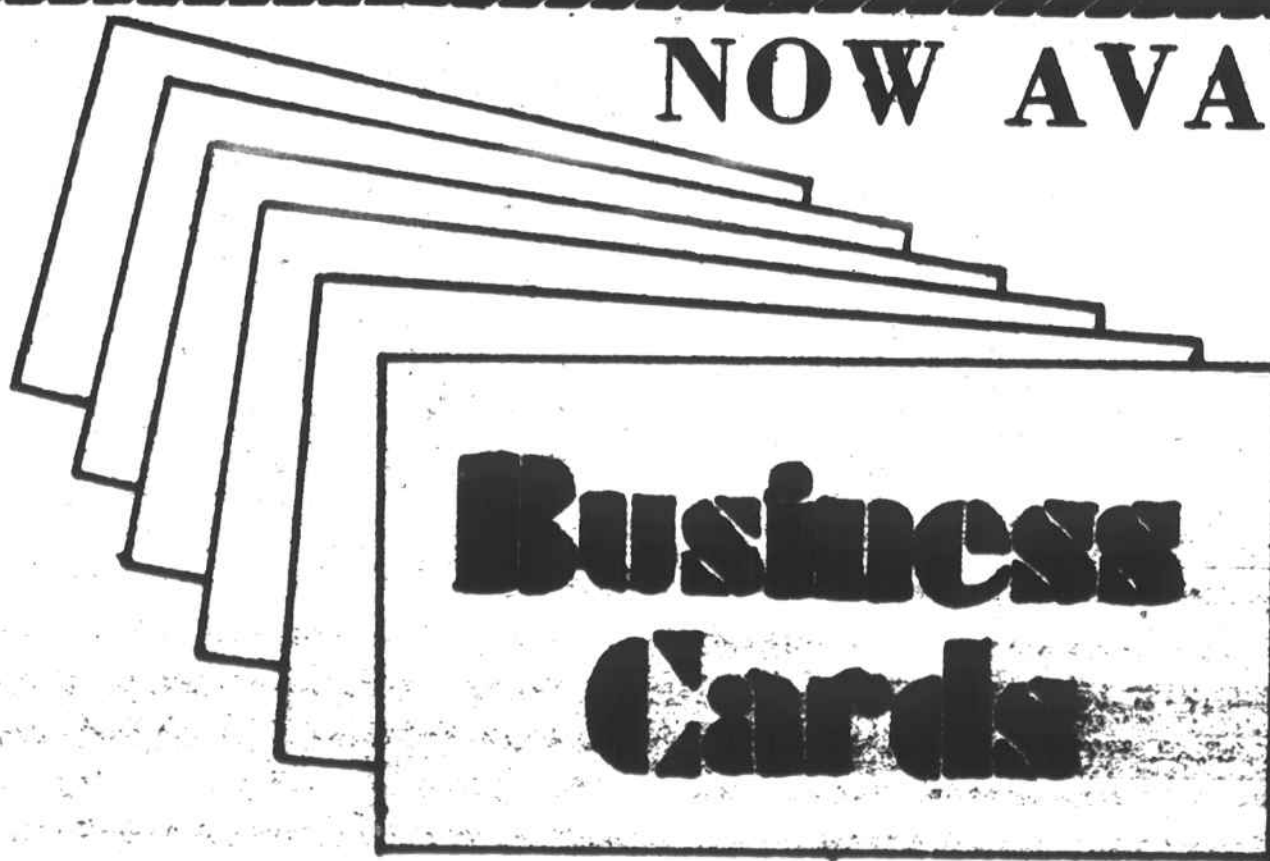
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