

UPI Interviews Placement Directors To Evaluate Collegiate Job Market

Editor's Note - Every year, college graduation time signals the start of a massive talent hunt by business and industry for bright young men and women. For many students, the talent hunt was over and their new job assured long before graduation. For many others, it is still in progress. United Press International reporters throughout the country interviewed college placement directors to discover the state of the collegiate job market. This is their report.

By DAVID SMOTHERS
This year, the job-hunting college graduate might do himself a favor by shifting President Kennedy's words around a little and telling himself:
"Think not for what the company can do for you but what you can do for the company."
The chances are good that the graduate who steps out into the world in this frame of mind will wind up with a better job, better pay, and a better future.

In the month before graduation, UPI reporters interviewed university and college placement directors throughout the country.
The findings were almost universally optimistic. Starting salaries for qualified college graduates were generally up from 2 to 7 per cent. Talent scouts from industry and government had been thick as flies on the campuses. Some schools said they would be surprised if one of their better pupils failed to take home \$600 or thereabouts.

Band Students Are Reminded of Class

Students in Medford schools who have registered to take part in summer band sessions have been reminded that the classes will begin Monday, July 2.

All classes will be held in the Medford High school music building. Monday classes include elementary band students in the intermediate class which will meet at 8 a.m. Junior students taking band classes should be there at 9 a.m.

Beginning band students will meet for their first class at 8 a.m., Tuesday, July 3.

Any student who has not registered may do so at the first class sessions.

Returning college students and high school students are invited to play in the summer high school band which meets Tuesday, July 3, at 7 p.m.

I. A. Mirick, high school band instructor, is in Eugene attending a summer band camp at the University of Oregon. He will return Sunday. A concert by three bands composed of students at the camp will be held Saturday, June 30, in McArthur court.

Oregonian Fire 'Definitely' Arson

Portland - UPI - One of four recent fires in the Oregonian Building was "definitely arson," a fire investigator said Wednesday.

Lt. Ken Johnson, investigator for the city fire marshal's office, said a fire that started June 18 in a first floor broom closet was deliberately set with clean, wadded paper not normally found in the area.

Johnson said he was continuing the investigation. He said that so far no witnesses to the start of the fire have turned up.

He said he was investigating also a press room fire of June 12, a ventilator fire of June 8, both in the Oregonian, and a fire in the Journal section of the building, also on June 8.

Hawaiian Islands Jarred by Quake

Honolulu - UPI - A sharp earthquake apparently centered on the big island of Hawaii, jarred the 50th state Wednesday night but there were no reports of injuries or serious damage.

The tremor, followed by a rolling shock, toppled a cliff into the sea on the Kona coast of Hawaii and knocked dishes from shelves in Hilo and other communities on the big island.

The quake was felt throughout the island chain.

Seismologist Harold Krivoy at the Volcano Observatory on Hawaii said the movement occurred along the Katoiki fault and registered a Richter scale intensity of 2.3.

Krivoy said there was no danger of a tidal wave, as the earthquake originated on land and not in the ocean.

after his first month on the job.
As in recent years, the students who had specialized in chemical or electrical engineering were off to flying starts on their new careers. Graduates with training in accounting were considered increasingly hot prospects.

Industry Enthusiastic

Most universities reported that industry representatives were more enthusiastic than ever in going after the brighter boys. But a few college officials noted a difference this year. Business, they reported, was getting a little picky. And the more alert graduates knew it.

Charles J. Marino, Director of Placement and Personnel at St. Louis university, was the most emphatic.

"The number of companies that visited the campus this year was increased over last year," he said. "However, they were exceptionally selective in the type of graduate they were looking for."

It used to be, Marino said, that the typical college graduate was most interested in

what a prospective employer could promise in the way of retirement and other fringe benefits.

This year, Marino said: "I think I've noticed a great deal of seriousness on a graduate's part. They are very, very serious as to how they can progress in industry."

"The graduate asks himself 'what can I do for the company?' He asks 'If I do this what will be the result?'"

Industry likes this attitude, Marino said.

By comparative standards, St. Louis is a small university and perhaps its experience is not typical of the nation's big educational factories.

Such could not be said of

Salem Man Appointed To Accident Post

Salem - UPI - The Oregon Industrial Accident Commission has appointed George Hesseveck, Salem, as general manager of the department. It is a new post created by a reorganization announced in May.

the University of California at Berkeley or of Stanford university. Yet Robert Calvert Jr., manager of the Student and Alumni Placement Center at Berkeley, and R. Dudley Boyce, Stanford's Director of University Placement Services, agreed that this year's graduate needs something extra going for him.

Advanced training is becoming increasingly important, they said. More students in both universities are going

after master's and doctor's degrees and more employers are hunting for the students who get those degrees.

Calvert boiled it down to statistics. In 1940, he said, 3 million persons had college bachelor's degrees. Now he said, 8.6 million persons have them. The conclusion, Calvert said, is that a mere bachelor's degree is of less value on the job market.

Protest Vessel Sails Into Restricted Zone

Honolulu - UPI - The nuclear protest vessel Everyman II and its crew of three California pacifists have entered the restricted testing area of Johnston Island - and the government hopes to do something about it.

U. S. Atty. Herman Lum said he would go into federal court to seek an amendment to the court's restraining order which would enable the Coast Guard to remove the ketch from the area.

Other Trends
The college placement directors noted other new trends in this year's job recruiting. They included:

-The emergence of big government as a bidder for college talent.

The University of Portland said the government had been offering jobs in the engineering and science fields. At the University of California at Los Angeles, the federal government was able to offer the few overseas "glamor" jobs going.

-Competition by middle-sized businesses for top college graduates.

W. H. Cato, Placement Di-

rector at Virginia Polytechnic Institute, credited most of a 25 per cent jump in recruiters to "more middle sized companies getting further from home in recruiting, a field once left mainly to the larger companies."

Donald Laboskey, Placement Director at UCLA, said "recruiting is at an all-time high and this year is being extended into medium and small industries who are now attempting to get their share of graduates."

-A heightened search for graduates with training in accounting.

VPI's Cato called the demand for qualified accountants "critical." Fifteen schools in the New York metropolitan area listed accounting as one of the major fields in high demand and Northwestern university said it didn't have enough good accountants to meet industry demands.

'Golden Boys'

Graduates in the sciences and technical fields remained the golden boys of the college job market. However, the students who didn't have to worry about getting on a payroll most often had degrees in electrical and chemical engineering, mathematics, aerospace, applied science, biology and chemistry.

At Georgia Tech, where all 1,179 graduates had technical training, Placement Director Neil DeRosa said: "Graduates have never come into a market where their services were bid for at such a competitive pace. Our boys - and that means every one of them - have been sewed up and sold out for at least three months."

At St. Louis university, college officials urged their liberal arts graduates to take a graduate course in business

to make themselves more attractive to the talent hunters.

"This seems particularly appealing to businesses," Placement Director Marino said. "They like this combination and more particularly the Bachelor of Science in Engineering with a Master's degree in Business Administration."

Grades Important

Most of the placement directors agreed that the college students with the best marks got the best jobs.

Leo A. Eason, Placement Director at Washington university in St. Louis and Pres-

ident of the National Institute of Teacher Placement associations, said "the good college student doesn't have any problem."

"It's the student at the bottom of the class that you have to worry about," Eason said. "Often his lesser grades are based on the fact that the student had to work and he becomes a problem placement-wise."

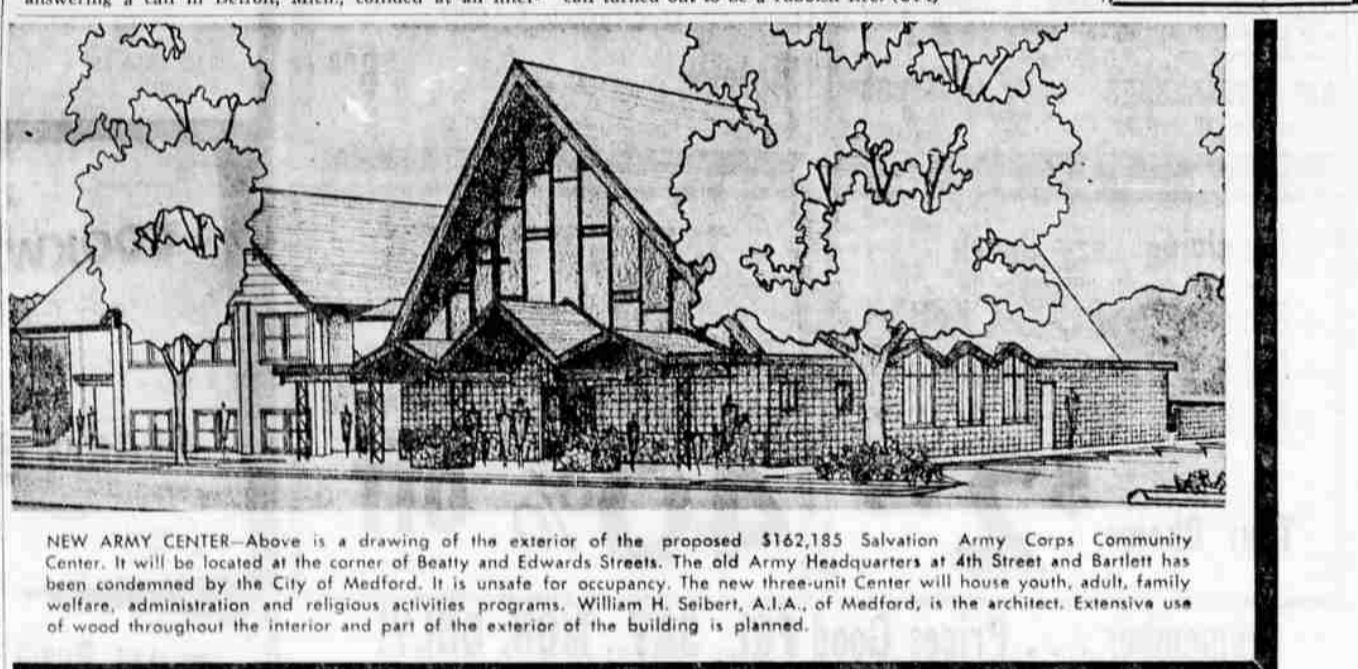
"This is a hard thing to explain to big industries - that people with B or less averages are just as good or better than those with high grades."

PORTLANDER NAMED
Chicago - UPI - Mrs. George Prentiss Lee of Portland, Ore., has been elected regional vice president of the women's auxiliary to the American Medical association.

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FIREMEN INJURED—Three firemen were injured when the battalion commander's car and a fire truck, both answering a call in Detroit, Mich., collided at an intersection. Injured were Capt. Roderick Page; his driver, Thaddeus Coeski, and the truck driver, George Wiggle. The call turned out to be a rubbish fire. (UPI)



NEW ARMY CENTER—Above is a drawing of the exterior of the proposed \$162,185 Salvation Army Corps Community Center. It will be located at the corner of Beatty and Edwards Streets. The old Army Headquarters at 4th Street and Bartlett has been condemned by the City of Medford. It is unsafe for occupancy. The new three-unit Center will house youth, adult, family welfare, administration and religious activities programs. William H. Seibert, A.I.A., of Medford, is the architect. Extensive use of wood throughout the interior and part of the exterior of the building is planned.

The Salvation Army Building Fund Campaign is a once-in-a-lifetime appeal to the people of Jackson County for funds to provide a new Corps Community Center and Headquarters, and to repair and remodel the Transient Shelter on Crews Road. For the first time in the 72-year history of the Army in this area, the public's aid is requested. \$137,185 are needed to continue the Army's work of helping people until they can help themselves.

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- Sat., June 30 • 10 a.m.-2 p.m.

And Have Fun While Helping!

The Advisory Board of the Salvation Army in Jackson County invites you to join your friends and neighbors for coffee and donuts on Friday or Saturday, June 29th or 30th. Four of Medford's Service Clubs, the Medford Musician's Union, several civic-minded business organizations and members of the Salvation Army will be your hosts for the two days. This will be your opportunity to help the Salvation Army BUILDING FUND Campaign which will provide a new Corps Community Center and repair and remodel the much-used Transient Shelter.

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