

# Help wanted sections:

Employers avoid classified advertising; summer job hunters need to have other outlets to use

By Dave Dulberg  
Of the Emerald

Pres. Ronald Reagan shuffles newspaper pages over the nation's airwaves and proudly shows off the "help wanted" section of a Washington, D.C., area paper. This, he wonders aloud, is unemployment?

But a student, looking for summer work in a Eugene area paper, doesn't have to wonder. This is unemployment. At least it is if one only looks at the classified advertisements for work.

"Want ads are for commission positions," says Ken Masterson, an employment specialist at the University, "and demand positions — like tool and dye workers."

For those too young to "tool and dye" the help wanted section of the Eugene Register-Guard is a skimpy three to seven columns. And most of those ads are for nurses and accountants, not part time or summer work.

"The help wanted section is a resource, but only one resource," says Masterson. "Employers already have people they know; people with good job records."

Employers in the Eugene area agree.

Agripac employs up to 600 workers at the end of the summer, yet this large labor void is filled without advertising.

"With the people who've worked for us before and those who walk in off the streets, we have plenty of applicants," says Bill Gilliam, from Agripac's personnel division.

Weyerhaeuser, a paper mill that employs a large number of people, also finds it unnecessary to advertise. "It's just a very rare thing (to advertise)," says a Weyerhaeuser spokesperson.

The reason is simple, Masterson says. "Why should an employer place an ad when he can fill the job without it?" he asks.

Ads in the help wanted section also may bring in too many applicants.

When Harry's on the Canal advertised for a person to wait tables, almost 100 people applied.

"We had all kinds of people just milling and sitting around the place," says Darlene Goodwin of Harry's on the Canal.

Another 100 people applied for a similar job at O'Callahan's.

Most smaller businesses react the same way as larger companies to surplus labor.

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"We just don't need to advertise for workers," says John LaBranch of Rennie's Landing. "We usually know someone who will fill an opening."

Most people involved in hiring don't need to advertise in the "help wanted" sections of local papers. In fact, eight of ten employers contacted said they don't advertise for help, and Goodwin said she hoped Harry's on the Canal wouldn't advertise again. Only O'Callahan's will continue to advertise, restricting their interviewing to people who apply in person and during slow business hours.

Masterson suggests using classified ads "with a realistic eye." Manuals that give resources such as employment offices and job listings by the city and state are available at the student employment office at 1511 Agate St.

"The person who will get the summer job is out there now, gathering information and deciding where he will apply," says Masterson. This is especially true in today's labor market.

"Someone who wants a job has to do their homework. They must be aware of the company they are applying to and their own qualifications," he says. "A person must learn something about the company, have a specific job in mind and have a job history tailor made to fit the company and job."

The "help wanted" section can help, but "don't devote a lot of time to it," says Masterson.

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