

Secretaries in Short Supply; Employers Offer Attractions

By GAY PAULEY
United Press Correspondent
New York — U.P.—The girl who wants a secretarial position these days can just about write—or type—her own ticket. Employers, employment agencies and business schools report a national shortage of the indispensable Girl Friday. And employers are offering all sorts of attractions, including money, in their efforts to fill the jobs.

Starting salary in New York, for instance, averages \$65 a week, most agencies said. In a couple of years, a girl should be earning \$80 to \$85, and if she is executive secretary caliber eventually may earn \$125 to \$150. Salaries in other cities probably run a little lower, most sources said.

Miss Martha Rosamond, Spokane, Wash., president of the National Secretaries association, in town for observance of National Secretaries Week, told of some of the lures employers offer prospective secretaries.

One firm even advertised that its offices were furnished with "eligible bachelors," said Miss Rosamond.

Women's World
Companies have re-decorated offices in attractive pastels, installed the newest of equipment, even put in snack bars. A check of personnel departments in several New York firms, for instance, showed the prospective secretary often demands, or the employer offers, her, coffee breaks, air-conditioned offices, time off to go to the hairdresser or dentist, her own office, even shopping time.

A check through the long lines of secretary-wanted ads in New York newspapers produced these samples. . . . Free coffee or tea at lunch; "Modern plush office, profit sharing plan for employees, free hospitalization and life insurance."

One Wall Street firm, seeking a secretary to the president, offered "\$85 to \$90 a week to start, plus a 30-40 per cent bonus."

"I'm amazed at the number of girls who ask about retirement plans," said one corporation executive — female — in charge of the firm's 1,800 women employees. "Imagine worrying about retirement when you're 17."

"Most employers carefully re-rite the fringe benefits the company offers," said Miss Barbara Loblein, principal of the Eastman school, one of the oldest business schools in the nation. "About the only thing left out

is the depth of the pile in the office carpet."

The Katharine Gibbs schools, which place its students in cities from New York to San Francisco, reported 400 to 500 job openings always on file.

"It used to be that girl sold the employer on hiring her," said Mrs. Aline Standish of Gibbs. "Now, the employer sells the girl on working."

Employers and business schools listed these reasons for the shortage . . . despite the fact there are close to two million girls in secretarial type jobs secretaries, stenographers and typists compared to the 988 thousand at work in 1940.

The nation's expanding economy has tripled the demand. The low birth rate during the depression years lowered the amount of "girl power" available today. Girls marry younger these days—the median age is 20. And some employers are reluctant to tap one source—the over-45 age group.

Luncheon Given By Secretaries

The annual employers' wives luncheon at Rogue River chapter, National Secretaries association, was held on National Secretaries day, April 24, at Rogue Valley Country club. Twenty-four members and guests attended.

Guests of the local chapter were Mesdames Vernon J. Robinson, Walter Garner, John Garner, Bill McCulley, Bill Duhaime, Manville Heisel, Ben Evans, Dick Alley, Robert Shaw, Charles Cray, Florence Best and Bren Starcher.

During the luncheon a medalion bearing the National Secretaries emblem was presented to Mrs. Marion Langley, who is the only remaining charter member in the local chapter, which was granted its charter in 1950. Mrs. Langley is a secretary employed by Duncan, Brophy, Wilson and Duhaime.

Entertainment was furnished by a girls' trio from Medford High school. Chairman of the event was Mrs. Glenn Caster, and members of her committee were Mrs. Jeanne Rose, Mrs. Gloria Smith and Miss Norma Denault.

Such a variety of jackets this year! . . . from Empire and cropped jackets to long riding types. The classic 3-button Ivy League remains the number one separate jacket.

Potpourri

Since hearing Dr. Brock Chisholm talk Thursday night we've been wondering. We've wondered if Americans don't really believe what speakers like Dr. Chisholm say, or if we don't care, or if we think that there isn't anything we can do about the conditions he described.

Dr. Chisholm asked his listeners to imagine that they lived in Czechoslovakia, or one of the South American countries or one of the Middle East nations, where people are born, live and die without ever once having what a North American would call a good square meal; where babies cry incessantly because they are hungry and where little children don't run and play because they don't have the strength.

"If you were starving, how would you feel if you learned that North Americans waste so much food that millions could live out of their garbage cans? How would you feel if you learned that North Americans curtail production of food because the starving people can't pay for it? How would you feel if you knew that the North American peoples have used up more of the world's irreplaceable natural resources since World War I than all the rest of the world put together, and that the rate of usage is increasing yearly?"

Dr. Chisholm made some strong statements. He believes that unless people learn how to change their patterns of thought and their prejudices we may end the human race. He believes that unless we quit having loyalties that "end with the border" the results will be disastrous.

"We (North Americans) cannot survive at any one else's expense," he said. "No part is greater than the whole." Dr. Chisholm should know what he's talking about, too, for he at one time was head of the World Health organization, one of the UN agencies. He has traveled all over the world, and has seen the millions living in direst poverty. Dr. Chisholm, like Dr. Frank Laubach, Muriel Lester, Eleanor Roosevelt and some other world leaders, believes that the Americas cannot remain forever "an island of prosperity in a sea of misery and want." (This quotation is not Dr. Chisholm's, but remains in our mind from a lecture years ago by a Presbyterian minister whose name we've forgotten.)

Dr. Chisholm said Thursday night that the United States, and the other world powers, didn't help to create the United Nations just out of altruism for the rest of world; that in reality it was created in an effort to stem the tide which some day may engulf the "have" nations if we don't learn to share with the "have nots" what may after all be as much rightfully theirs, as it is ours.

Recent letters from the Army wife in Brooklyn told about attending the World Trade Fair, a trip to the zoo, the changeable weather on the Atlantic seaboard and other bits of news.

"Saturday we went to the World Trade Fair at the Coliseum," she wrote. "My feet haven't been so tired since the last time I went shopping with Aunt Muriel wearing heels. Some of the things that we found interesting at the fair were the beautiful fabrics from many different countries. Kokura china from Japan (designed by Americans), furniture from England and the different foods. We were handed samples of Swiss chocolate, English toffee and matte and coffee from Brazil. Both of us agreed that the Brazilian coffee is far too strong. If you think that the back-shop coffee can stand alone, you should try this stuff."

"We saw King Farouk's jewel collection and weren't too impressed. It appeared cheap and gaudy. We also drooled over the foreign cars, mainly the Mercedes-Benz models."

Earlier she wrote that "the violets you sent are probably the only real ones I'll see this spring. Even the florist shops back here sell artificial flowers." (The violets had been tucked in a letter — a delightful custom Potpourri learned from pappy and his West Virginia relatives.) However, another letter said that while there was hardly a garden to be found in Brooklyn, she had seen daffodils and forsythia in bloom.

Describing the Bronx Zoo the letter said "I know now where the animals-looking-at-the-people jokes originate. It must be there. Hordes of people were leaving, but even so, many of the houses were so crowded it was impossible to see the exhibits. All of us came to the conclusion that the zoos on the west coast are more pleasant, if not offering as much. One feature that impressed me as being quite sensible was this: they have coin machines located throughout the zoo that dispense special food for the animals. Even so, some of the cages were littered with popcorn and peanuts."

The biggest news was that the Army husband had been advanced to a PFC in the band, which means \$15 a month more pay, and that the wife's civil service rating had been advanced from GS-2 to GS-3, a difference of about \$200 a year in pay. This makes her a property and supply clerk.

The society editor went to so many parties and meetings last week that by this writing we can hardly remember which was which. We started with the Easter Monday luncheon, and progressed through the National Secretaries association luncheon, the Cancer society tea, the Nevita Social club style show and the annual meeting of the Child Guidance Clinic association. Everyone was kind and hospitable, fed us far too well and we are now richer for several new acquaintances, a beautiful red carnation corsage, lipsticks, perfumes and a plastic gadget which is either a trowel or a pie server.

This week brought two good stories, too. One was the cut lines under a cartoon in the Secretaries' publication, Riffle Ramblings, showing a group of plump wives talking. It reads: "Ed's secretary has everything; no looks, no figure, no personality."

And then there was the policeman who watched a bride-to-be struggle from church to car two or three times carefully carrying her lovely wedding dress, her bridesmaids' gowns, her going away ensemble and other finery and then asked, politely, "Is the church having a rummage sale?"—O.S.

Medium Shades Will Be Dominant in Hats

Men's hats this Spring will be mainly in medium shades. Grey and brown colors will be dominant although shades of green are due to enjoy more popularity than in many a year. Mixtures will challenge solid colors for the favor of buyers.

Many novelties have come into the hat fabric picture, including a "crushable" fur-nylon blend felt number, but felts will not be budged out of their Number One spot.

The recent highly favored "flat-top" model, however, may have passed its zenith and may be replaced this Spring by the variation of the pork-pie model with the pre-blocked crown known as the "tight telescope" and the new drop-tip felts.

Hat shapes are growing narrower and narrower, with brims no wider than 1 1/2 inches no longer considered a rarity.

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Miss Kay Asquith and Miss Phyllis Briggs modeled for the annual luncheon and fashion show given Thursday in Central Point by Nevita Social club. Miss Asquith (at left), an officer of Central Point Bethel, International Order of Job's Daughters, is shown modeling a pink cotton and lace dress with white accessories and Miss Briggs is shown wearing a frock of powder blue with white accessories. Miss Briggs is senior princess of the Shady Cove Bethel.

Fashion Review Is Large Event

Central Point — Women from many Southern Oregon cities attended the Blossom Time style review and luncheon Thursday at the Junior High school gymnasium presented by Nevita Social club.

More than 250 persons attended the event that featured spring clothing from Mann's store. Music was provided by Mrs. Edna Daughterty from Ashland with the organ furnished by Purrucker's Piano House of Medford. Mrs. Wyles Berry was commentator.

Large baskets of spring flowers arranged by Raun James of Mann's, primroses by Delman Smith of the Crater Rock Museum, and miniature spring hats decorated the room for the luncheon and review.

The Crater High school choir sang under the direction of Norman Carothers.

To Speak

Dr. John T. Weisel, ophthalmologist, will be guest speaker at the Monday, April 29, meeting of the Licensed Practical Nurses' association. The meeting will be held at 7:30 p.m. in the Rogue Valley hospital penthouse.

Tests are now underway at OSC to compare the rate of growth rats make when fed a combination of low and high quality protein.

Many high empire-waisted coats and dresses show ribbons, bows, and belts, with deep pleats

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Chemist Says 'High Protein' Term Sometimes Misleading

Corvallis — Certain so-called "high protein" foods may have high values when added on paper, but may actually short-change the human system in terms of nutrition, says an Oregon State college chemist.

Edward Bubl, in a report to the ninth annual research conference of the American Meat Institute at Chicago, suggested that protein values of animal and plant origin need to be re-examined experimentally because claims of "high protein" foods are sometimes misleading.

In experiments made on rats at OSC, Bubl found that the amount of protein in a food is not always a sound measure of its value to the body. It's important, he noted, in the diet of rats that all the essential amino acids, or protein building

blocks, be present at one time to be effective.

In OSC tests, rats fed a cereal without milk did not grow at all during a 30-day period. Rats fed dry milk solids with the cereal, however, showed normal growth.

The nutritional value of the protein found in foods such as cereals, bread and breakfast foods, depends on the number and type of amino acids present at a time.

In other words, Bubl explains, when you eat one meal deficient in these amino acids, you can't catch up at the next one. Unlike fats and carbohydrates, proteins are not readily stored in the body.

He points out that a combination of medium and high quality protein in a meal is a good way

only the best will do



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