

Most Firms Reported To Be Seeking Executive Talent

By ELMER C. WALZER
UPI Financial Editor

New York—UPI—Just about every average sized company today is on the prowl for executives and they're willing to pay from \$10,000 to \$40,000 annually—with fringes here and there.

Executives most in demand are sales experts. Then come engineers followed by manufacturing production executives. It seems that financial and marketing executives are the least sought after.

William A. Hertan, president of Executive Manpower Co., management recruiting firm, discovered these facts in a survey of firms with sales ranging from \$1 million to \$40 million annually.

Difficulty With Executives
The smaller businesses find difficulty in getting the right executives. They practically are unanimous in reporting scarcity of available people to man the jobs they have open or plan to have open.

"A small firm such as ours," says the head of a company with \$8 million annual sales, "is handicapped in being unable to select executive personnel from a large number of younger employees, as substantially large firms can."

"Among those available from outside, many are, of course, the rejects of these large firms."

Another complaint that it is difficult to find executives with engineering background coupled with administrative talent.

"You still have to gamble"

in selecting executives, says another company head.

Hertan found in his survey that nearly 88 per cent of the job openings for these average-sized firms falls in the \$10,000 to \$20,000 salary category.

Some 10 per cent will pay \$20,000 to \$40,000 and 2 per cent will pay \$40,000 or more for top executives.

Sixty-nine per cent of the management jobs will be newly created and the remainder will be replacements.

Last year the firms surveyed reported they had to go outside the company about half the time to fill posts paying from \$10,000 to \$100,000.

Most firms of moderate size were found to have no management development program. Here is how they find

executives: Promotions within the company, 18.5 per cent; advertising, 17.4 per cent; employment agency, 14 per cent, and management recruited, 12.2 per cent.

Seven per cent of the companies admitted they raided competitors for their executives.

Varied Compensation Plans
Most favored compensation arrangements for new executives is salary plus bonus. Next came straight salary. Salary plus merit raise was in third place, and salary plus commissions, fourth.

Two other methods—salary plus deferred payment and salary plus stock options—were tied for fifth place in the survey.

The companies reported on the age of their executives: Age 45, 35.5 per cent; age 50, 29.6 per cent; age 40, 14 per cent. Only 2 per cent went as low as age 35 and only one company reported a staff averaging 65 years old. Less than 4 per cent gave top management as 60 years.

A majority—about 62 per cent of the companies—reported they had no mandatory retirement age. Of those that did, 83.3 per cent set retirement at age 65. A smattering of replies ranged from 58 through 70.

Big Firms Surveyed
Hertan surveyed big corporations last summer. They, too, held a majority of their executive positions in the \$10,000 to \$20,000 range.

Most of the big companies, unlike the smaller ones, have internal development programs for executives, although they admitted that more than one-fourth of the executives placed in the \$75,000 to \$100,000 salary category had to be found outside the companies.

Among the big companies, engineers come first in the group of executives in demand. Then come sales executives followed by manufacturing—production men. Like the smaller companies, financial talent is way down on the list.

Complex Mixture
As a result, scientists have decided that the smog which plagues Los Angeles and some other urban areas is a complex mixture of gases, minute solids and liquid droplets. Some of these start out as harmless chemicals but turn into new and highly irritating compounds when irradiated by strong sunlight, "Oil Facts" reports.

The institute has established 14 projects at such places as the Franklin Institute, the Universities of Wisconsin, Illinois and California, the Stanford Research Institute, the Industrial Hygiene Foundation and the Armour Research Foundation. Nine projects have been completed. Work on the others is still in progress.

Air Pollution May Be Solved By Research

New York—Highly significant scientific data which may eventually lead to a solution to air pollution have been developed through research financed by the American Petroleum Institute, according to the magazine "Oil Facts."

The institute has invested more than \$1.3 million in air pollution studies since 1952. During the same period individual oil companies spent an additional \$66 million in the development of controls designed to provide purer air in the communities where they operate and the U.S. government also has conducted intensive studies in the field, the new API publication said.

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Winter Driving Cautions Urged

Chicago—UPI—The National Safety Council says that winter need not be a dangerous time to drive if you:

1. Winterize your car, your driving techniques and your attitudes. Normal speeds often are too fast for winter conditions.

2. Use good tires, preferably snow tires. For more severe conditions, use reinforced tire chains.

3. Keep windshield and windows clear and wiper blades, heater and defroster in proper operating condition.

4. Get the feel of the road as soon as you start out (but away from the hazards of other cars). Cautiously try your brakes or gently press your accelerator to learn how slippery the road surface is. Then adjust your speed accordingly.

5. Keep well back of the vehicle ahead to give yourself plenty of room for an emergency stop.

6. Pump your brakes to maintain best steering control when braking on ice or slippery snow. Jamming on the brakes will throw the car into an uncontrollable skid. The trick is to slow the car by rapid and intermittent brake applications and at the same time maintain rolling traction that gives steering control.

Van Doren for Teacher Favored

Boulder, Colo.—UPI—A poll of teachers in the English and speech department at the University of Colorado indicates many would favor hiring Charles Van Doren as an instructor.

The student newspaper, "Colorado Daily," conducted the poll of more than half the teachers in the department. They were asked: "If Charles Van Doren applied for a teaching position at this university, do you think he should be hired?"

Van Doren, a former English professor at Columbia university, testified recently that his appearances on a TV quiz show had been rigged.

Half of the Colorado teachers questioned answered in the affirmative, but some had reservations. Another 33 per cent were against hiring Van Doren and 17 per cent were undecided.

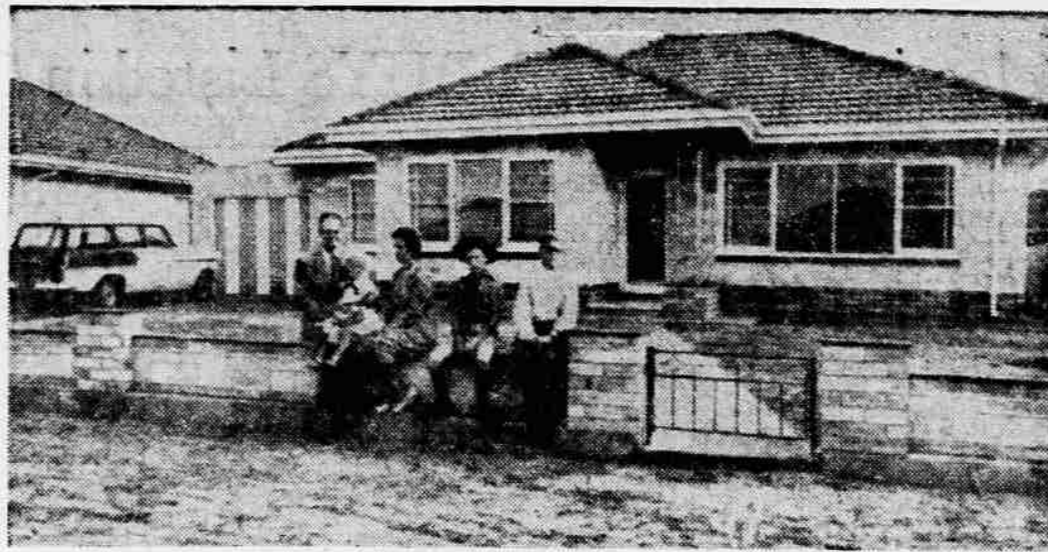
Cushion Reduces Breakage of Eggs

University Park, Pa.—UPI—A professor of poultry husbandry at Pennsylvania State university has developed a "cushion" for hens that reduces egg breakage and handling.

Dr. Glenn O. Bressler says the cushion keeps the eggs cleaner than litter in a nest and also reduces the time needed for collecting eggs after they are laid.

The eggs land on the cushion and roll out the back into a collection tray. The innovation, he says, works equally well with conventional nests or with mechanical egg collection systems.

The cushions, made of a fibrous material, will last for several years.



REBEL FARMER RELOCATED—Stanley Yankus, the rebel farmer who fled from his Dowagiac, Mich., farm to find freedom, is pictured with his family outside their home in Grange, a suburb of Adelaide, Australia. Yankus sold his farm in April, 1959, and left the United States rather than submit to federal wheat controls. Yankus holds his daughter, Karen, with him are his wife, Mildred, and sons Russell and Dennis.

(UPI Telephoto)

New Fruit Machine Speeds Harvesting

Chicago—(Science Service)—Fruit growers can harvest as many as 60 trees per hour with a crew of only three men by using a new fruit collecting machine described to the American Society of Agricultural Engineers here. The

apparatus consists of two low-profile, self-propelling catching conveyors positioned on either side of a tree. A boom shaker extends over the catching conveyors and clamps around and shakes the tree limb to remove the fruit. The

machine was described by P. A. Adrian of the U. S. Department of Agriculture, and R. B. Fridley and C. R. Kaupke of the University of California's agricultural experiment station at Davis.

Battleships of the U.S. Navy are named for the states.

ROYAL NAMES

Washington—Six states—Georgia, Maryland, North and South Carolina, Virginia and West Virginia—were named in honor of British monarchs.

In 1887, Henrich Hertz showed that waves emitted by an electric spark produced another spark in a nearby loop of wire. These "Hertzian Waves" are the basis of radio.

NEW MAIL ROUTE

Washington—The first airmail from the U.S. mainland to Hawaii was flown as the route opened on Nov. 23, 1935.

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4 Large No. 2 1/2 Tins **\$1⁰⁰**

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