

Help Wanted Index Is Aid To Business Analysts, Says National Industrial Board

By HENRY J. BECHTOLD
 United Press International
 New York - (UPI) - The National Industrial Conference board has come out with a new tool for business analysts - a help wanted index.

The index is based on the number of help-wanted ads published in the classified sections of leading newspapers, one in each of 33 cities representing 33 major labor market areas.

Underlying the use of help-wanted data for business analysis is the belief that the level of help-wanted advertising at any given reflects employers' demands for labor, the NICB said.

Timeliness is a big feature of the help-wanted information. While the NICB index

is presently calculated on a monthly basis, it is feasible to run such a series on a weekly basis.

Flexibility also was listed as an advantage of help-wanted data. The index is put out on a national level but can be arranged to cover geographical areas.

Local Groups Interested

These data could be of great interest to a local marketing, banking or utility organization, the board noted.

The NICB gets the basic data from B. K. Davis and Bro. advertising service in Philadelphia and then adjusts the figures for monthly variation in the number of Sundays typically heavy help-wanted advertising days, and for seasonal effects.

The board also devised a monthly measure of diffusion which reflects how wide-spread, in a regional sense, are increases in help-wanted advertising.

In terms of its current behavior, the NICB index of help-wanted advertising declined during last year's steel strike, advanced sharply in the two months following the strike, and has since fallen to about its pre-strike level.

The board noted that the sensitivity of help-wanted advertising to the relative tightness of the labor market apparently reflects the fact that the higher the proportion of the civilian labor force employed, the fewer potential applicants there are for a job vacancy.

Trend Backs Conclusion

Consequently, it added, more advertisements for more days are required to fill a vacancy under tight labor market conditions than when the labor market is slack.

The board's conclusion also is backed up by the generally declining trend of advertising over the 1951-60 period as the civilian employment rate has declined.

The board also has found that in the late stages of expansion of employment, such as prevailed in 1952-53 and 1956-57, forces were at work which tended to cut down the volume of help-wanted advertising several months before employment itself started to decline.

However, it added, the situation has been considerably different at recession low points. Here, no indication of a systematic lead of the help-wanted index over trends in employment has been apparent.

In 1954, the employment low-point preceded the low in the help-wanted index by one month, and in 1958 the help-wanted index turned up only one month before employment turned up.

"In view of its extremely pronounced cyclical movements," the NICB stated, "the help-wanted index appears to be a useful tool for appraisal of current business conditions, apart from any question of its value as a leading indicator."

Small Worlds Around Us

By Lynn M. Watkins

Was This a Case Of Suicide?

For some unknown reason she was an oddball. She was a member of a small flock of tame ducks, but she was a member only in a strange sort of way.

If the other ducks found a worm or a handful of grain they gobbled it up without calling her; but they always called one another. When she came close they walked away.

At first she didn't seem to care, at least she never showed any resentment, but continued to search for food alone and wherever she could find it. Of course she had to roost alone, too.

There were six of them against her, five female ducks and a drake. This "unholy six," her real sisters under the feathers, also exerted an unprecedented influence on

the drake. He'd evidently been informed, in some mysterious but positive manner, that he was to ignore the oddball. He treated her with a haughty disdain.

These conditions continued for a year, during which time the oddball was a duck apart. She was friendless and gave every indication of being heartick. The summer waned and fall spread a colorful canvas over the landscape. The people who owned the estate decided on the purchase of several truckloads of rich topsoil.

Truckloads of soil were hauled in and dumped. After the trucks left, the oddball waddled up on the dirt piles.

In the soil were hundreds of fat juicy worms, all swimming to get their flexible bodies back under the protecting cover of the newly dumped earth.

The oddball duck, in the excitement of the moment, lost her head and gave the "food-call." The snooty ducks and their male companion were some distance away but they heard the call and came pell-mell. But unlike the duck that walked alone, they had not forgotten. They were as resentful as ever.

Oddball Attacked

Instead of gobbling the fat worms they flew into oddball in an angry series of wing-blows and flashing beaks. Feathers flew, oddball squawked in terror. By the time she finally escaped their combined wrath, her feathers were ruffled and her head was bloody.

She hid in a clump of bushes and the "flock" returned to the dirt piles and greedily ate the reward of their selfishness and deceit.

Two days later the oddball duck was found, hanging by her neck where two wires came together in a wire fence. The obvious explanation seemed to be that she was accidentally caught but the V in the wires was some distance above the ground. It was the only place in the entire length of fence where any two wires came together in such a manner.

There must have been a less obvious reason why she hung there. Had the circumstances surrounding her life and her despondency been unknown, it would have appeared to have been an accident, but knowing of her troubles confuses the issue somewhat. Perhaps it's not always the wisest or the dumbest who choose the easy way out of their troubles.

(Released by The Register and Tribune Syndicate, 1960)

Funds Set for Forest Highways

Washington - (UPI) - The secretary of commerce Tuesday announced allocations effective Aug. 1 to Oregon for forest highways for the fiscal year of 1962. Oregon's apportionment was \$4.5 million, second highest of all the states.

The total apportionment for the country was \$33 million, according to Rep. Walter Norblad (R-Ore.).

Trim, Slim, Smart



9225 SIZES 14½-26½
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Send FIFTY CENTS (coins) for this pattern—add 10 cents for each pattern for first-class mailing. Send to Marianne Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS with ZONE, SIZE and STYLE NUMBER.

JUST OUT! Big, new 1960 Spring and Summer Pattern Catalog in vivid, full-color. Over 100 smart styles... all sizes... all occasions. Send now! Only 25c.

Oregon Drivers To Be Reminded About Renewals

Salem—Conversion to punched cards in preparation for full-scale electronic data processing at the Oregon Department of Motor Vehicles will soon make it possible to remind Oregon car owners to renew license plates 30 days prior to expiration.

The new service will be launched on registrations due to expire at the end of October 1960 with reminders going in the mail in mid-September, according to Vern L. Hill, department director.

Under the new system the renewal notice will be a two-part form which the owner will receive in the mail. One portion, then validated, will be retained as the new registration card. The other is a punched card application which will be entered in the files at the department of motor vehicles.

When taken to a department field office with payment, the registration card will be validated and given to the applicant immediately for display in the vehicle. This procedure will eliminate need for temporary permits.

Renewal may also be handled by mail with processing expected to take about a week.

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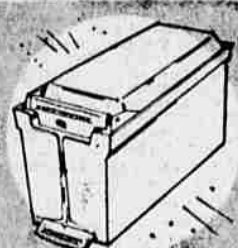
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