

Statistic Approach No Longer Means To Recruit Executives

New York—UPI—The statistical approach may once have been enough to bring a bright young college prospect into the corporate fold, but it no longer is a sure-fire means of recruitment, according to Robert L. Smith.

Getting the right man and making sure that employer and employee are mutually satisfied is an art, Smith believes; there are standards for any recruitment program among colleges but the overall concept of the individual man for the individual job is beyond a specific formula.

"The competition for bright young men from the college graduating classes is terrific," Smith said. "The good ones have lots of choices they can make, and the success that a company has depends on its preparatory work, and the impression that makes on the potential job-holder."

"I recall one case where—as is often the practice—the president of a company which was a client of mine insisted on the final interview always with a prospect. I had a good man for him, but he walked out of the interview and went away completely, no longer interested."

Image Not Enough

"Then," continued Smith, who is vice president of Executive Manpower Corporation, "I had to have my own interview with the executive. I had to tell him what he was doing wrong, and how life had changed. But he took it in good grace, and the recruiting program at that company profited by it."

In the past, Smith said, it was perhaps sufficient for a company to explain what it was its "corporate image"—to a young man by citing starting salaries, physical surroundings, fringe benefits, retirement programs, stock options, training programs. But these things are not enough. "A change has been occurring," Smith said. "The companies which have fared best in the marketplace of talent have kept the tools above, but have directed their attention to the art of recruitment as well."

"The more sophisticated a company becomes at this art, the more glowing the effect upon its employment image."

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MEDFORD TRIBUNE

SECTION B MEDFORD, OREGON, WEDNESDAY, JULY 25, 1962 PAGES 1 to 10



FACES DEPORTATION—Mrs. Peter Sparangis, of Milwaukee, Wis., a Greek emigrant, faces deportation with her American-born son, George, 7 months. She emigrated from Greece to Canada and then obtained a visitor's visa to come to the United States in 1960. She met and married Peter Sparangis and the son was born the next year. Sparangis filed for divorce and the Immigration Service told her she must leave the country within 30 days. (UPI)

Seismographic Station To Be Part of World Network

Corvallis — Oregon State University this month will become a part of a worldwide network of seismographic stations that soon will be providing the most detailed information ever on earthquakes around the globe.

The network will include 125 similar or "standard" stations in every section of the world.

President James H. Jensen and Dr. Wayne V. Burt, chairman of the department of oceanography, said the OSU station will be one of four located along the west coast of the United States. All stations in the network will have the same type instruments so that correlation of data will be significantly improved, it was pointed out.

New Equipment Installed

Seismographic equipment valued at more than \$20,000 is being installed now in the concrete seismographic vault built by the university 10 years ago in a hillside 1½ miles northwest of Corvallis. The new equipment is expected to be ready to start constant data gathering by the end of July.

OSU has had a seismograph — only one in the state — for more than 10 years, but the new equipment is markedly better. Additional special instruments are included that will give considerably more accurate information on earthquakes in the region and that will facilitate basic research in seismology by OSU scientists.

Funds for the equipment at the various stations is being

Average Weekly Wage \$104.02

Salem —UPI—The State Employment Department said Tuesday that the average weekly wage of production workers in Oregon in May, \$104.02, held about even with April, and was up \$2.33 from May, 1961.

Contract construction workers continued to have the highest average weekly wage among all production workers. In May they received \$135.78 on the average, up 68 cents from the previous May.

Still at the bottom were apparel industry workers, with \$68.12 a week average.

Veterans' Affairs Loans Set Record

Salem —UPI—The Oregon Department of Veterans' Affairs said Tuesday it granted \$48.2 million in farm and home loans in 1961-62, an all time high.

It was \$3 million more than the previous record year of 1959-60, and nearly \$5 million greater than 1960-61.

The number of loans granted in the past fiscal year totaled 4,622.

Director H. C. Saffeld said the record was set with five fewer employees on the department's payroll.

Saffeld said the department still has a large loan fund, and it is expected to last through mid-1963.

The state GI loan program began in 1945 and since then 39,432 veterans have borrowed \$315.9 million.

Dependent May Earn In Excess of \$600

It is possible to claim a son or daughter as a dependent on federal income tax returns even if they earn more than \$600 in summer employment, according to A. G. Erickson, district director of the U.S. Internal Revenue for Oregon.

Erickson suggested students call their local internal revenue office to get information on how their parent can claim them as a dependent.

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Faulty Gestures

College Students Suggest Kennedy Make Use of More Forceful Motions

By DICK WEST

Washington —UPI— Back in May a couple of North Carolina State college students



made a trip here to offer President Kennedy some advice on how to improve his forensic style.

The students, Edwin S. Cain and Stanley W. Mason Jr., said they had made a three-month study of the President's platform manner and found that he was woefully short of forceful gestures.

For the most part, they said, the President limited himself to "the fish-stabbing movement with finger extended and the downward chopping motion with the open hand."

They reasoned that his speeches and public statements would be far more effective if he would expand the range of his gesticulations. Toward that end, they presented to Commerce Secretary Luther H. Hodges, for transmittal to the White House, 10 placards illustrated with arm and hand movements recommended for Kennedy's use.

When I first read about their mission, I had a feel-

ing that the youths, one of whom was only a freshman, were perhaps being a mite presumptuous in appointing themselves as presidential elocution advisers. But in the light of subsequent events, I am beginning to think that maybe they were prophets in disguise.

As everyone knows, the President's legislative program has been taking a beating in Congress lately. And, at the same time, the public opinion polls indicate that his popularity rating has slipped.

Can this be because he isn't getting his message across to Congress and the people? And can that be because his gestures are faulty?

Seeking an answer to these questions, I tuned in Monday on the President's televised news conference and carefully made notes on the gestures he employed.

It was my observation that the President is not as devoted to the fish stab and chop as the Macon-Cain study indicated. His most commonly used gesture is what I would classify as the "tweak."

It is accomplished by putting the thumb and forefinger together and giving a little tweaking motion. No speaker could stab a fish with that gesture, except possibly a red herring.

The President also made

could profit from a few rostrum-pounding and arm-whirling lessons.

Gestures like he uses would never persuade a high fee shyness specialist to campaign for medicare.

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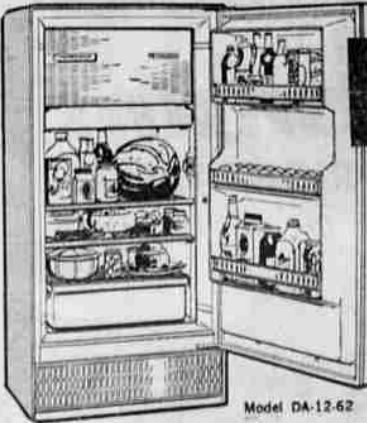
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