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ADVERTISEMENTS FOR ENGINEERS

MANY people have commented upon the great growth in the use of newspaper advertisements to recruit engineers, and often interpret this growth as evidence of shortages. We have not investigated this phenomenon in detail, but a few remarks can be made.

The growth of display advertisements for engineers has been truly enormous; it is illustrated by a few measurements of Sunday issues of the *New York Times* in the past decade (see Table I-1). The square inches of display space rose from 30.6 in the spring of 1950 to 2248.1 (or 15.6 square feet) in the fall of 1955.

TABLE I-1
Advertisements for Engineers, *New York Times*

	<i>May 5, 1946</i>	<i>May 7, 1950</i>	<i>Nov. 5, 1950</i>	<i>May 1, 1955</i>	<i>Nov. 1, 1955</i>
Classified (entries)	18	31	74	174	164
Display					
Space (sq. in.)		30.6	163.0	1216.8	2248.1
Defense industries		12.8	114.4	1173.6	1926.8
Other		17.8	48.6	43.2	321.3
Per cent defense		41.8	70.1	96.4	85.7
Insertions		6	25	76	143
Defense		2	17	70	111
Other		4	8	6	32
Per cent defense		33.3	68.0	92.1	77.6
Companies		6	22	56	101
Defense		2	14	50	69
Other		4	8	6	32
Per cent defense		33.3	63.6	89.3	68.3

Source: Sunday issues of the *New York Times*.

We have classified the advertisements according to whether the company was engaged in defense work or normal civilian work; where we were in doubt, the company was put in the latter class. Even with this conservative bias, something like nine-tenths of the space, seven-eighths of the insertions, and four-fifths of the companies are working on defense contracts. It may well be that this type of employment is relatively less attractive to engineers, because of security provisions, uncertain tenure, etc., so recruit-

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ment is more difficult. Moreover, recruitment costs are fully reimbursed by the government.

In the nondefense industries, hardly any expansion of this method of recruitment took place up through May 1955. Increased use of this method of recruitment appears to have taken place by November of 1955. This increase may be temporary, or strongly influenced by sampling fluctuations.

The volume of advertisements cannot be assumed to vary with the unsatisfied demand for engineers at going salary rates. The newspapers are a relatively new source of recruitment for a trained profession. One may assume that the advertisements have been growing as this method of recruitment has become more widely imitated, and that there has been growth in periods when the unsatisfied demand for engineers fell. Thus the growth of advertisements between May 1946 and May 1950 (which of course precedes the Korean emergency) took place while relative earnings of engineers were not rising but falling.