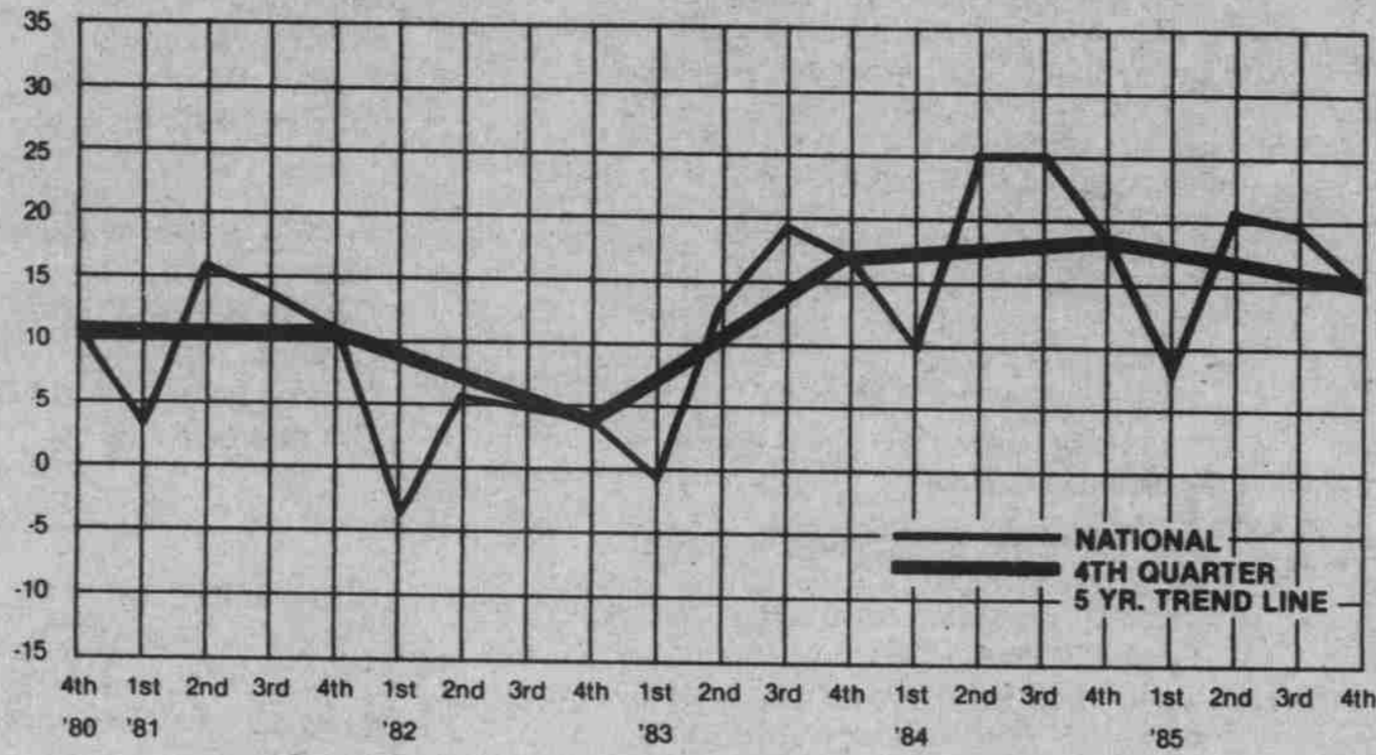


MEASURE OF HIRING EXPECTATIONS*



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.

*The Measure of Hiring Expectations is the difference between the percentage of employers predicting staff increases and those planning to decrease hiring activity.

THE NATION

Jobs will be harder to find for December graduates this year compared with last year, but the South is the best place for graduates to look for jobs, according to Manpower Inc.'s Employment Outlook Survey.

In the final quarter of 1985, the employment picture is softening, the survey said. Of more than 12,000 employers interviewed in nearly 400 cities, 25 percent intend to add to their work force in October, November and December.

Ten percent expect to cut back employment. An additional 62 percent plan no change, and three

percent are not certain.

Although the fourth quarter is customarily the weakest of the year, the present situation extends beyond seasonal patterns, according to the report.

Wholesale and retail trades are the most optimistic, anticipating an aggressive Christmas season. The outlook in the manufacturing sector is weaker than in past years.

Opportunities appear stronger than seasonal patterns in finance, insurance and real estate.

THE SOUTH

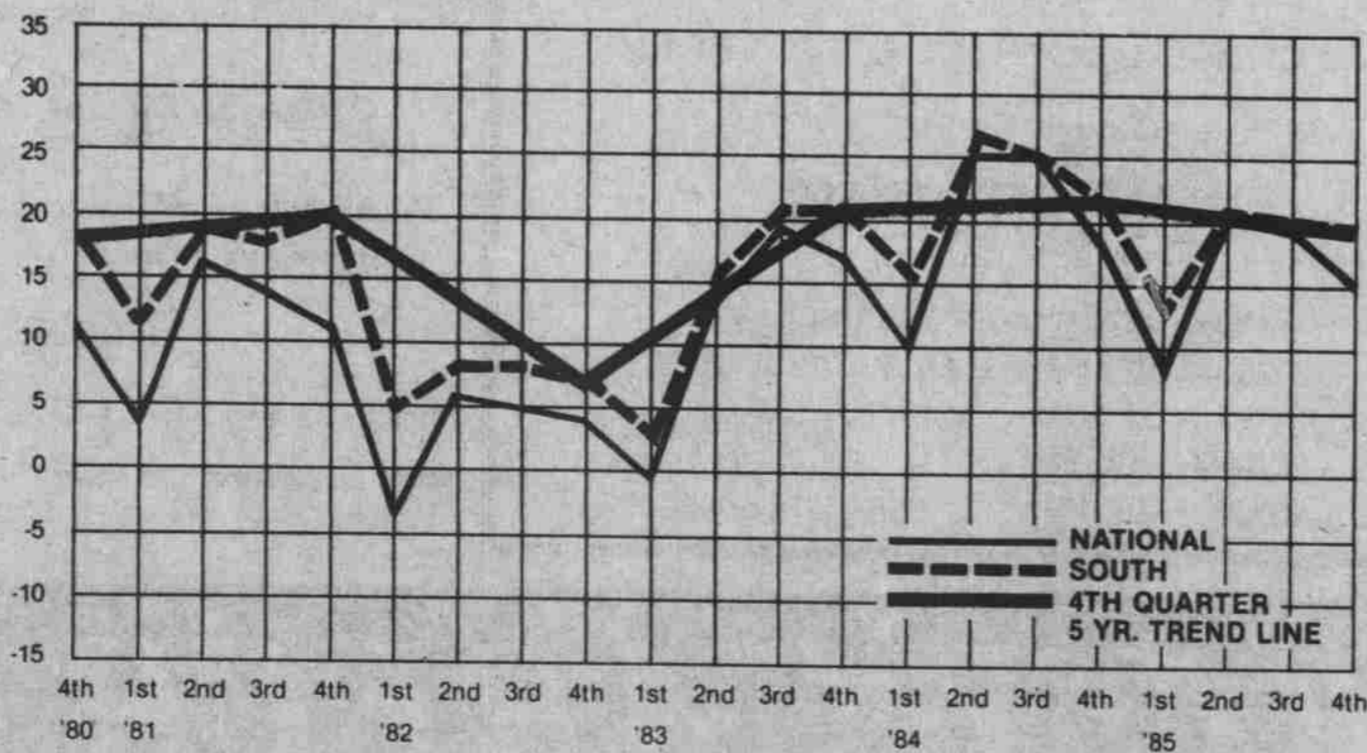
Southern employers lead the nation in hiring in the fourth quarter, according to the Man-

power report. Only durable-goods manufacturing lags behind hiring of the past 10 quarters.

The strong performance anticipated for wholesale, retail, finance, insurance and real estate carries into the South. Public and private education facilities also are hiring more college graduates, although they are slightly behind the last quarter and last year.

Thirty-six percent of wholesale and retail trade owners said they would hire new college graduates in the last quarter, while 26 percent of financial institutions plan to hire new graduates. Twenty-eight percent of education employers said they would hire new college graduates.

MEASURE OF HIRING EXPECTATIONS



Note: The annual trend line represents net employment expectations for the current quarter in relation to the same periods of previous years. These figures are not adjusted for seasonal variations.