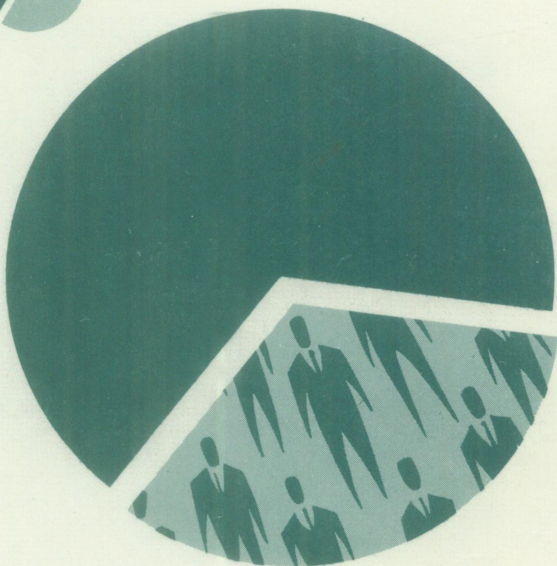





MR. BUSINESSMAN—



*are you cutting yourself
off from one-third
of your labor supply?*



*are you
getting your
full share of
worker skills
and experience?*

The competition for qualified employees is reaching an all-time high. Many realistic employers are meeting this challenge by hiring the skills, experience, knowledge, judgment, and reliability of workers 40 and over.


ARE YOUR AGE LIMITS REALISTIC?

Are you hiring 40-plus workers — the kind that the National Association of Manufacturers calls “the cream of the crop”?

Scientific studies made in the past five years and borne out by the experience of major industries show that...

■ *Mature workers excel in job performance.*

■ *Mature workers are way ahead on loyalty, judgment, and other desirable characteristics.*



*what is the
real story
about workers
past 40?*

Comparisons prove that older workers really produce. Recent on-the-job studies show that many workers over 40 have output rates higher than the average for younger workers.

The mature worker's ability to avoid distractions on the job, his experience, plus interest in a job well done, account in part for the excellent productivity record of workers past 40.

ARE THEY A GOOD HEALTH RISK?

Yes. Thanks to the advances of medical science — the average worker sustains health and vigor on the job throughout his productive years. Proof of this can be found in U. S. Labor Department studies of older workers. The hale and hearty older worker, according to those studies, is the rule — not the exception.

Think about this — and remember that a worker's most productive years extend into middle-age and beyond.

ARE THEY FLEXIBLE, WILLING TO CHANGE?

If you're talking about changing jobs, the answer is, “No.” The average worker past 40 is not a job-hopper.

But if you mean ability to adapt to new employment, new work requirements, new job settings — the answer is an emphatic, “Yes.” The older-worker's knack of adjusting to new work is proved in studies revealing that nearly half of the mature workers sampled willingly changed the nature of their jobs.



Adaptability — plus steady work habits — plus good job performance — no wonder more and more employers with high productivity requirements hire workers past 40!

WHAT ABOUT PENSION COSTS?

Costs are no higher in the long run. Even in the short run you will find that any slight increase in costs is far outweighed by the job assets of the new employee past 40.

Basically, the cost of a pension plan is the amount finally paid out to employees during their lifetime after retirement. These costs are often lower for the newly hired worker past 40. In fact, insurance companies point out that there are many ways to avoid or offset any added pension costs of hiring mature workers.

HERE'S WHAT YOU GET WHEN YOU HIRE WORKERS PAST 40:

- Stability that comes with maturity
- More reliability
- Less absenteeism
- A sense of responsibility and loyalty
- Steady work habits
- A serious attitude toward the job
- Less tendency to be distracted by outside interests or influences.

Noting these advantages, many employers now make a practice of including older workers in every working unit. They find that each such mature employee has a stabilizing influence on the group as a whole.

to solve your skilled manpower shortage...

give job applicants past 40 an equal opportunity to compete. You draw upon the largest single source of know-how and experience in the labor market today—you secure your manpower future.

- *Improve your work force*
- *Reduce costly turnover*
- *Cut down on absenteeism*

Next time you're hiring, remember . . .

ABILITY IS AGELESS

YOUR PUBLIC EMPLOYMENT SERVICE

is trained in worker selection and placement. Experienced employment interviewers refer only applicants who are qualified for the job you want done. *You* make the final selection. Your call to us will bring you qualified workers, regardless of age.

STATE OF CALIFORNIA

DEPARTMENT OF EMPLOYMENT

EDMUND G. BROWN, Governor
IRVING H. PERLUSS, Director

LOCATIONS AND TELEPHONE NUMBERS OF LOCAL OFFICES

Office	Phone	Office	Phone
Alameda.....	LA 3-3736	Palo Alto.....	DA 6-6590
Alhambra.....	AT 2-6145	Pasadena.....	SY 3-7111
Alturas.....	6351	Petaluma.....	PO 2-4501
Auburn.....	TU 5-3775	Pittsburg.....	HE 9-9186
Bakersfield.....	FA 4-6041	Placerville.....	NA 2-2525
Berkeley.....	TH 3-1389	Pomona.....	NA 2-1074
Bishop.....	2701	Porterville.....	SU 4-2740
Burbank.....	TH 6-7401	Quincy.....	162
Chico.....	FI 2-3581	Red Bluff.....	LA 7-1835
Compton.....	NE 2-7181	Redding.....	CH 3-1652
Crescent City.....	IN 4-2111	Richmond.....	BE 4-5351
Culver City.....	VE 8-2171	Riverside.....	OV 3-7560
Dunsmuir.....	CE 5-4865	Sacramento.....	HI 4-6252
El Centro.....	EL 2-1801	Salinas.....	HA 2-4731
El Monte.....	GI 3-4171	San Bernardino.....	TU 9-8341
Escondido.....	SH 5-6211	San Diego:	
Eureka.....	HI 3-0801	Commercial.....	BE 2-4292
Florence.....	LU 2-8631	Industrial.....	BE 2-4292
Fort Bragg.....	YO 4-4081	San Fernando.....	EM 1-1251
Fresno.....	AM 8-4511	San Francisco:	
Fullerton.....	LA 6-6651	Commercial.....	PR 6-3850
Gilroy.....	VI 2-2164	Industrial.....	PR 6-3850
Glendale.....	CI 6-1721	Maritime.....	PR 6-3850
Grass Valley.....	273-8471	Service.....	PR 6-3850
Hanford.....	LU 2-2571	San Jose:	
Hayward.....	LU 1-7211	Commercial.....	CY 7-7822
Hollister.....	ME 7-3776	Industrial.....	CY 4-8424
Hollywood.....	HO 4-9121	San Luis Obispo.....	LI 3-5300
Indio.....	DI 7-3495	San Mateo.....	FI 1-6111
Inglewood.....	OR 4-2541	San Pedro.....	TE 2-6441
Lancaster.....	WH 2-1146	San Rafael.....	GL 4-0355
Lodi.....	EN 9-2753	Santa Ana.....	KI 7-6141
Long Beach.....	HE 7-0171	Santa Barbara.....	WO 5-7063
Los Angeles:		Santa Cruz.....	GA 3-5475
Apparel.....	RI 8-6511	Santa Maria.....	WA 5-8686
Commercial.....	RI 8-6511	Santa Monica.....	EX 3-0454
East Los Angeles.....	AN 8-7266	Santa Rosa.....	LI 5-1250
Industrial.....	RI 8-6511	Sonoma.....	JE 2-3138
Professional.....	RI 8-6511	South San Francisco.....	JU 8-7820
Service.....	RI 8-6511	Stockton.....	HO 5-0271
Madera.....	OR 4-4683	Susanville.....	2330
Marysville.....	SH 3-1561	Torrance.....	FA 8-2611
Merced.....	RA 2-8025	Turlock.....	ME 4-4927
Modesto.....	LA 4-7921	Ukiah.....	HO 2-2904
Monrovia.....	EL 9-6601	Vallejo.....	MI 3-7607
Monterey.....	FR 5-4191	Van Nuys.....	ST 2-1350
Napa.....	BA 6-3777	Ventura.....	MI 3-2291
Norwalk.....	UN 8-3713	Visalia.....	RE 4-7411
Oakland:		Watsonville.....	PA 4-3855
Commercial.....	GL 1-3782	Whittier.....	OX 8-6771
Industrial.....	GL 2-1716	Wilmington.....	TE 4-3481
Oceanside.....	SA 2-8255	Woodland.....	MO 2-2887
Ontario.....	YU 6-3811	Yreka.....	VI 2-4317
Oroville.....	LE 3-1535		