

older workers - California



EMPLOYMENT SERVICE IDEA EXCHANGE

The older worker in a changing labor market

JULY
1965



"Older Worker? Who--me?" Family Aide Elsie Holderman asks Arthur Clayman, Van Nuys OWS. (Story on Page 36)

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DIVISION of PUBLIC EMPLOYMENT OFFICES and BENEFIT PAYMENTS

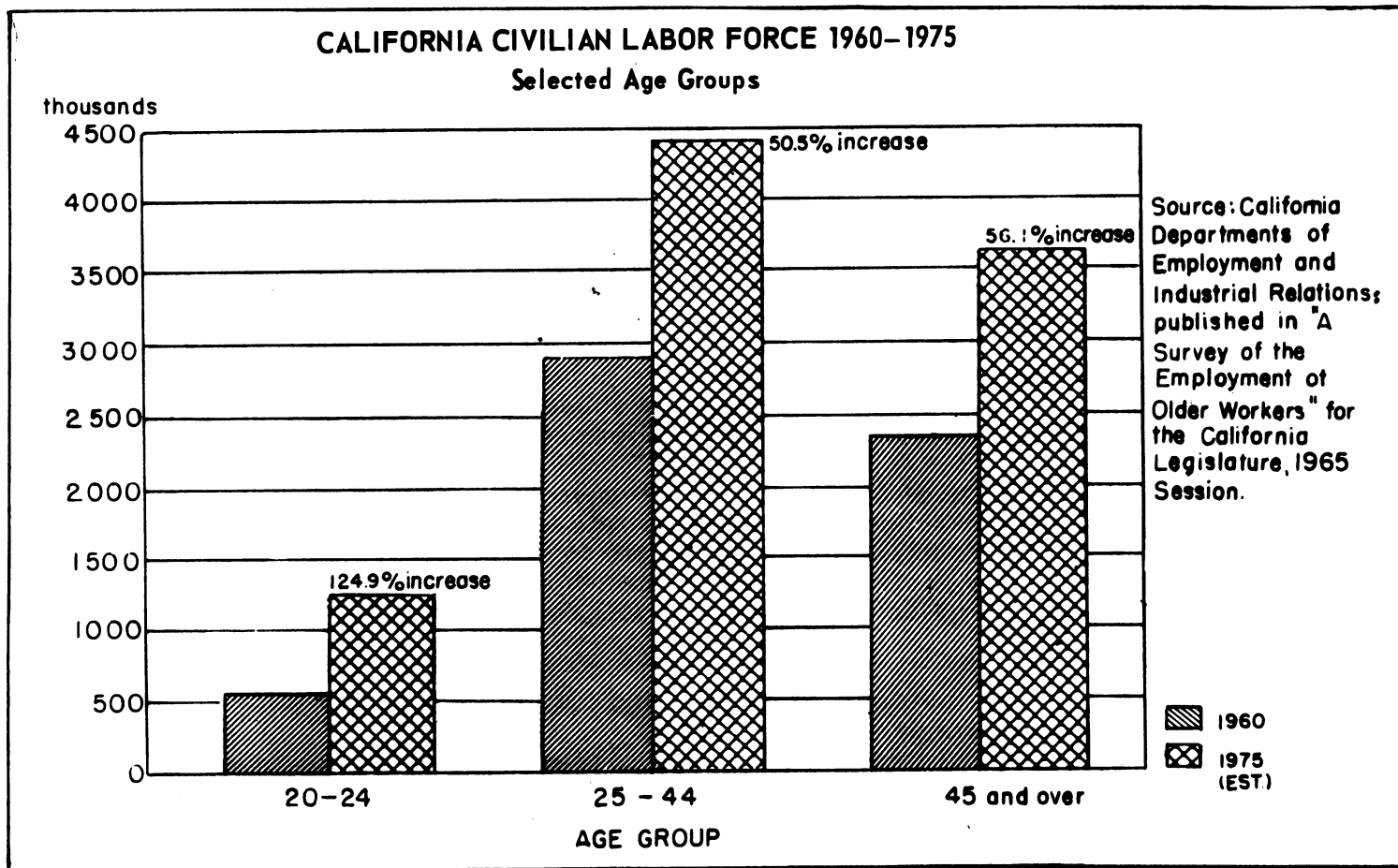
Sacramento? July 1965

THE OLDER WORKER IN A CHANGING LABOR MARKET*

by Eleanor Fait, State Supervisor,
Older Worker Program

WHO ARE THE WORKERS?

In 1960, Californians 45 years of age and older comprised 29 percent of the total civilian population, 37 percent of the civilian labor force and 36 percent of the unemployed. But they constituted 43 percent of the workers covered under the California Unemployment Insurance Code who had been unemployed for 15 weeks or longer. The future offers no relief: The State's total civilian labor force is expected to grow from about six million to 10 million between 1960 and 1975, an increase of two-thirds; those 45 years old and older will increase by over one and one-fourth million people.



*Excerpted from the 1964 "Older Worker Program" report to Governor Edmund G. Brown

As is evident from the chart on the preceding page, the age distribution of the labor force will not materially change in the next decade, in spite of the so-called "baby boom". This chart points up the fact that, although the 20-24-year age group is increasing rapidly, and includes all youth who were five years of age and older in 1960, numerically youth will continue to be a small fraction of the State's labor force.

WHERE ARE THE JOBS?

California's manpower position is characterized by the same irregularities which beset the rest of the nation: steady economic growth with most business and industrial establishments showing employment gains; acceleration from "blue collar" to "white collar" job opportunities; and spectacular increases in output per man-hour and increasing long-term unemployment.

One of the roots of American industrial success is the never-ending drive to develop newer machines and newer techniques. As these machines grow more complex, they demand new skills and knowledge from the worker who is operating them--or else they eliminate him completely. Estimates as to the U.S. rate of job displacement by automation range from 4,000 to 40,000 per week. A disproportionate number of older workers are affected and many have come to regard automation as "silent firing" or "industrial retirement".

There is statewide, as well as national, concern about the economic, social and psychological consequences resulting from this so-called computer revolution, and it is evident that employment practices are not accommodating at a sufficiently rapid rate the profound industrial changes which are occurring.

The theoretical solutions to the manpower problems posed by these changes vary from the "aggregate demand theorists" (who hold that unemployment will solve itself if the total demand for goods and services is at high enough levels) to those who say the machine can produce all we need and therefore a "guaranteed income" should replace the link between job and income. Scattered across this theoretical spectrum are "solutions" involving far more public works, flexible taxes, broader unemployment insurance coverage, student subsidies, expanded vocational education, welfare rehabilitation and earlier retirement.

The Research Institute of America sees "unemployment" taking such forms as shorter hours, longer schooling and earlier retirement. The worker will be relegated to simple tasks for which machines are too expensive. And the Institute predicts that the day is not far off when "man-hours" will be a meaningless measure of output, since the gains in productivity will be attributable to machines and not to men.

But seldom do these theorists envision using our creative energy to restructure existing jobs or create new ones.

Hardest hit in the tremendous changes in the industrial structure of our State are the workers in their forties and fifties. It is obvious that work-life expectancy is decreasing and more and more firms are setting earlier arbitrary ages for leaving work. Loss of a job in the fifties is sentencing more and more workers to lifelong unemployment. They will exhaust their unemployment benefits and savings, yet be ineligible for social security benefits. They will be able and willing to work, yet forced into an early, unwilling, uncompensated withdrawal from the labor market. These people are not found in unemployment statistics.

There are those who believe that a new program of income maintenance must be established to bridge this gap. However, there is risk in developing a new form of income maintenance which may be used to force capable, experienced workers who are not encountering employment difficulties to leave the labor market.

WHAT ABOUT EARLY RETIREMENT?

In the seemingly headlong rush to establish early retirement as a panacea for an apparent lack of jobs, it is time for employers, unions and pension experts to examine the economic impact on California if this trend continues.

California, now the most populous state in the union, had a mid-1964 total population of 18,234,000. The rapid growth experienced by the State since 1950 shows no signs of abating, and the present outlook is for a population of 21,787,000 in 1970, of 24,909,000 in 1975 and of 28,205,000 in 1980.

The post-retirement population will, of course, increase, but if the modal age of retirement is reduced to age 55 by 1980, the post-retirement population will double--to 4,902,000--and in fact, constitute 17 percent of the population.

In California, the average monthly social security payment is \$70.00.

In the March 1963 Survey of the Aged conducted by the Social Security Administration, it was shown that earnings were still the largest single source of income for persons aged 65 and over. About one-fourth of all persons aged 65 and over were employed at some time in the year of the survey. The total earnings for persons aged 65 and over in that year were about 10 billion dollars, a factor important both to themselves and to the national economy. This study also noted that workers 65 and over constituted a slightly higher proportion of the total work force in 1962 than they did in 1950.

An increasing number of employers and unions are imposing restrictions which prevent the retiree from working in the occupations in which he has the most competence. The placing of restrictions of this type in order to continue to draw a pension is an effort to keep experienced older workers out of a free and competitive labor market. Since many retirees must work to augment their pensions, such practice is forcing this group further down the economic ladder.

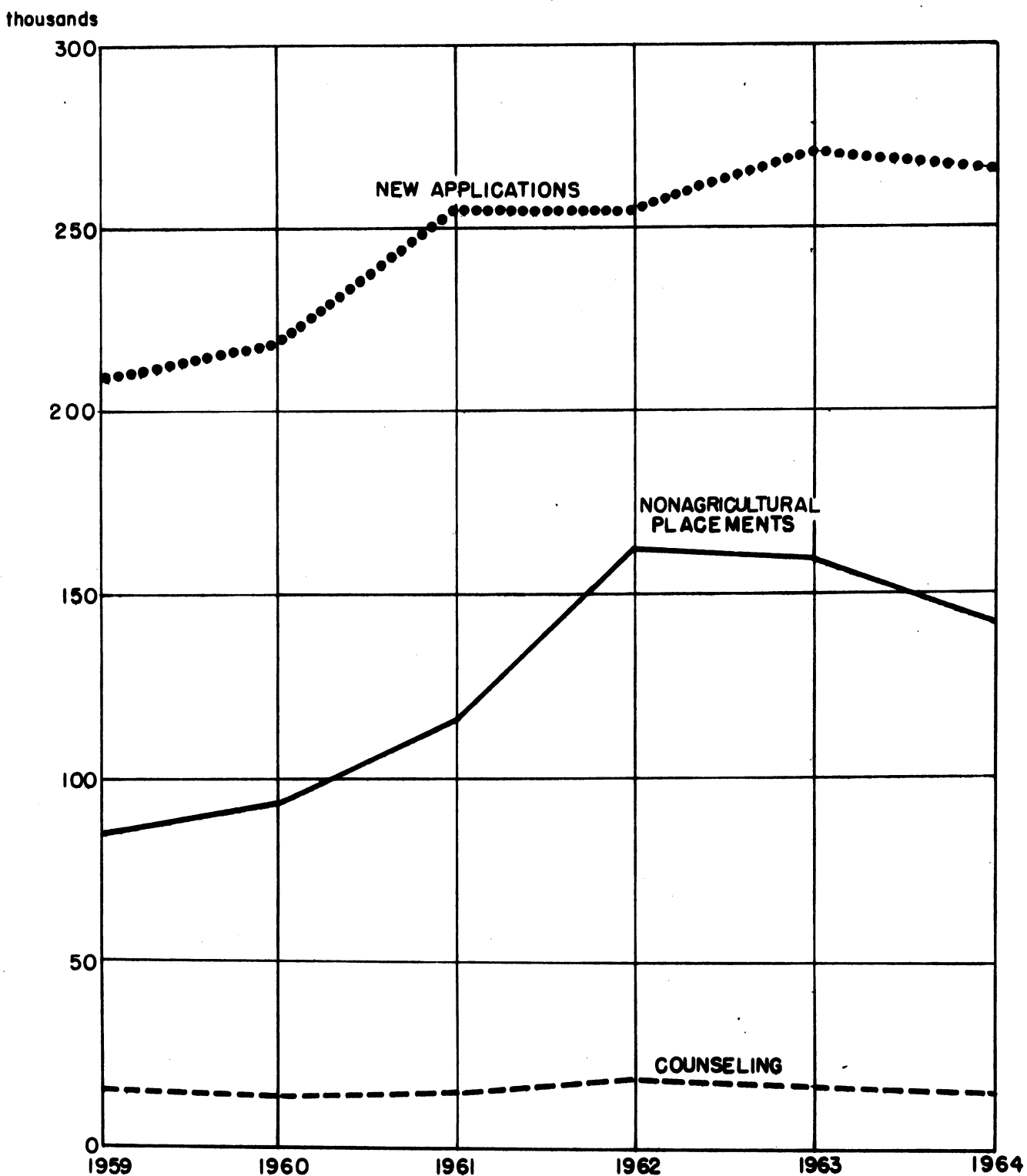
BROAD IMPLICATIONS FOR THE EMPLOYMENT SERVICE

The very number--present and projected--of older workers demands that more of the State's resources, time and attention must be devoted to assisting older workers in their efforts to remain productive citizens. Experts agree that the plight of the middle-aged worker in California can become the most serious economic and sociological problem in our State, unless more adequate planning for, and utilization of, these people begins immediately.

The Department of Employment is the agency of government most directly responsible for preventing the waste of manpower that is forecast, and for preventing the personal tragedies that can strike at the older worker in the wake of poverty and the implied rejection as useful human beings. CSES has a task it can assume with pride--and we intend that it shall be pursued with vigor and understanding.

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SERVICES TO WORKERS 45 YEARS AND OLDER
6-Year Activity Record 1959-1964
California State Employment Service





Fred E. Cox, Older Worker Specialist, California State Department of Employment, Bakersfield; Mrs. Janet J. Levy, Special Consultant, California Citizen's Advisory Committee on Aging; and Harry Humphrey, Personnel Manager and Safety Director, Pacific Southern Foundries, Inc., discuss the workshop on employment opportunities to be held in Bakersfield in March. This workshop was sponsored by the Kern County Advisory Committee for Mature Workers.

BAKERSFIELD LOCAL OFFICE SPARKS COMMUNITY PLAN TO ASSIST OLDER WORKERS by Fred E. Cox, Older Worker Specialist, Bakersfield Local Office

In 1959, you will remember, a directive from Central Office stated that, because of the increasing needs of older workers for assistance in solving employment problems, departmental services to older workers were being expanded. At this time, I was appointed Older Worker Specialist and conferred with the manager to establish an initial plan of action.

The plan involved making studies of past

orders to determine those classifications in which restrictive age limits had most frequently occurred. Application files were screened to determine the number of workers in those age brackets and the classifications in which restrictive specifications were apparent. Our plan also involved organizing an Older Worker Advisory Committee, since a survey of the community disclosed that a segment of its citizenry had already recognized the existence of employment problems encountered by local mature workers and were concerned about their seriousness. Evaluation of the results of studies and surveys indicated that an Older Worker Advisory Committee would be a desirable group, whose efforts could be directed toward furthering the cause of the older workers.

In organizing a committee, I started with Mr. Jack Graham, Superintendent of Brock Department Store, which employs many mature workers. Mr. Graham's suggestion that a Steering Committee should be organized first was adopted and using him as a center of influence, I procured names of other business and professional people, and made exploratory visits to determine their attitudes toward older worker employment problems, the apparent depth and sincerity of their concerns and interests, and their willingness to participate in the program. Individuals who seemed desirable were invited to serve either as members of the steering committee, the advisory committee, or both.

Armed with a brief outline of the objectives of the local Older Worker Program and the responsibilities of an Older Worker Advisory Committee, the Steering Committee met twice during the month of May 1959 to organize the permanent advisory committee whose 12 charter members met for the first time on June 1, 1959. Members of the newly organized Kern County Advisory Committee for Mature Workers were a cross-section of community interests. They represented employee organizations;

manufacturing, the retail trade, insurance, finance, agricultural and petroleum industries; women's organizations, small business, community and public interests, and government.

From its inception the committee has not only tried to keep membership representative of Kern County industry, but has also been careful to select members who have a sincere interest in the program. Youthful executives, sympathetic to the committee's objectives, combined the energy of their youth with the experience of other members to get things done.

Currently the committee has a ceiling of 25 members. The committee's constitution, which was adopted in 1962 establishes elective officers as follows:

Chairman, Vice Chairman, Secretary-Treasurer, and six directors. The Older Worker Specialist from the Bakersfield local office acts in an advisory capacity, and also as liaison between the committee and the Department of Employment.

The committee's activities have been numerous and varied but all have been directed toward increasing job opportunities in the community for older workers by gaining better employment acceptance of such workers.

The committee devises, develops, establishes, directs and coordinates a broad plan of action to attain its objectives. It has stimulated, planned and participated in public relations programs;

1. to present facts about employability of older workers and to minimize restrictive hiring because of age, and
2. to inform older workers of services available to them in the community, and
3. to increase the employability of older workers through counseling and/or retraining.

The committee has been quite successful in finding interesting things to do which has had the effect of creating and maintaining the enthusiasm of its members. Between meetings an exchange of information frequently takes place between members. Frequently, there are special executive meetings or meetings of sub-committee groups. These continuing activities of mutual interest to the members, have created a respectful camaraderie which results in interesting and productive meetings.

Mr. Bob Hitt, Assistant Manager, Bakersfield Social Security Office, is the present Chairman. Under his leadership the committee is now actively promoting its Fourth Annual "Hire a Mature Worker Week."

National recognition came when Mrs. Olivia Coulter of the U.S. Department of Health, Education and Welfare, praised the work of the Kern County Advisory Committee for Mature Workers and its leadership in effective planning. Mrs. Coulter, who is also editor of the publication, "Aging" came to Bakersfield on her statewide survey of local efforts to assist mature workers in finding employment and to help plan local programs for senior citizens.

The committee is grateful for the cooperation it has received from Central Office and for the cooperation it has received from the community. That cooperation signifies recognition and acceptance which, in turn, encourages the community organizations to strive harder and to accomplish more.

"PORTABLE PENSIONS" BILL
IS LEGISLATIVE BREAKTHROUGH

Among the legislative recommendations developed in the "HR 77" report* is one asking for a review of the private pension system in California in order to make possible "portable pensions".

Present pension plans seriously affect the manpower picture in California because (1) the inability of workers to transfer pension rights that have been accumulated affects the worker's willingness to move from one job to another, and, (2) firms with private pension plans often set upper age limits for hiring new employees and such age limits restrict the employment opportunities for older workers. Making pension rights portable will help to reduce these obstacles since employers will be more willing to hire an older worker who comes with pension credits from previous employment.

Described as "landmark legislation", and the first legislation in the United States to express this principle, Assembly Bill 2789 is being studied by an interim committee of the Assembly Committee on Finance and Insurance and hearings are scheduled for later this year.

*"A Survey of the Employment of Older Workers" by the California Department of Employment and the Citizens' Advisory Committee on Aging.

WASHINGTON FLASHES-----

The Older Americans Act, signed into law by President Johnson on July 15, 1965, created the new Administration on Aging and a real "new day" for older people. The Act allocates \$258,000 to public and private, nonprofit agencies in California for planning and research, grants to be made on a matching basis. Charles P. Weikel, heads the regional staff of the new Administration on Aging with offices at Room 208, 50 Fulton Street, San Francisco. President Johnson invited Mrs. A. M. G. Russell, Chairman of the Citizens' Advisory Committee on Aging (California), to be present for the signing. An employment project will be given serious consideration. Anyone have an idea? If so, tell your manager, then communicate with your Area Older Worker Program Coordinator, then to the State Supervisor of the Older Worker Program.

Secretary of Labor Willard Wirtz has made a recommendation to Congress, in response to the section of the Civil Rights Act relating to age, which requested his opinion as to the advisability of a federal law on age discrimination. Secretary Wirtz recommended that there be one.



Mildred Madden, Employment Service Supervisor, Project 60, San Francisco, interviews an older worker.



Richard Variot, Placement Interviewer, Project 60, starts an older worker on the road to employability. Story follows.

"PROJECT SIXTY" -- An Experiment in Older Worker Employability by William Appleby, Manager of Adult Projects, Coastal Area Office; and William E. Rogin, Projects Coordinator, United Community Fund of San Francisco

Can employment problems of persons aged 60 and over be met by concentrated community efforts? Are older workers actually apprehensive about testing and counseling? These and other questions about employment problems of older workers will be

explored in an experiment which began on March 8 in San Francisco. The only one of its kind in the country dealing with the upper age brackets, Project 60 is the result of three years' planning effort by the California State Employment Service, the United Community Fund of San Francisco and the San Francisco State College, under the aegis of the United Community Fund Committee on Aging.

Though Project 60 is basically an Employment Service function, it brings together the joint services of the Family Service Agency of San Francisco, the Bureau of Chronic Diseases of the San Francisco Department of Health, the San Francisco Rehabilitation Workshop, and the San Francisco State College, which is performing the research aspects of the project. Each of the agencies, funded by the Office of Manpower, Training and Automation, provides its unique skill in coping with problems that are apt to affect employability of older workers. Working together, the project offers a comprehensive program of service to the selected applicants. A Project Coordinator from the United Community Funds serves as a liaison person and is responsible for assuring an orderly coordination of services by the agencies involved.

To staff the Employment Service, volunteer workers were solicited from the staffs of Bay Area offices and selected because of their particular interest in the employment problems of older workers. A four-day orientation and training session was conducted, devoted to the history of the project, the scope and plans of the project, and the individual roles and responsibilities of the agencies involved. The project could continue for approximately two years.

Services rendered to the participants include the entire array of employment service activities, with special emphasis on job development and placement; included were psychological interviews, physical health screening, social case-work service, and all possible methods of training and retraining, including sheltered workshop. Subcontracts were effected in order to provide the casework, sheltered workshop and medical screening.

The group selected to be served are all applicants who were registered in all San Francisco local offices on January 8, 1965, and who, as of that date, were 60 or over. Sixteen hundred and twenty-six individuals were identified from the local office files. Of this group, the research component selected a sample of 100 applicants and 200 alternates, which constitute the original pilot group to be served. Eventually, the project calls for service to a minimum of 1,200 people.

Applicants are notified and invited to become participants in the project. Each person is being given a complete description of the project and its aims, and is asked to agree to enter into the following activities:

1. To give detailed information about their education, work experience, leisure activities, financial status, family status, and personal needs. This information is recorded on a research document for analysis by the research component from San Francisco State College and the identity of the individual is not revealed.



Shown here is the physical arrangement used in Project 60 social adjustment group counseling. In the background is Miriam Bostwick, Group Leader. Miriam is one of two social caseworkers assigned to the project by the Family Service Agency of San Francisco.

2. To take the entire GATB.
3. To report for an Attitude Interview conducted by college personnel.
4. To undergo a complete physical evaluation.

The majority of individuals responded positively to the uniqueness of the project aims; were flattered at their selection and agreed to participate to the full extent. Some exhibited reluctance and resistance to various phases of the program, particularly the physical examination and revelation of financial resources.

Brainstorming sessions were held by all staff involved in the project and a list of possible activities was developed. Some of the major actions to be undertaken include:

1. Seminars, conferences, and institutes with employers, labor representatives, and community agencies to overcome resistance to hiring the older worker.

2. Group counseling as a joint venture of the Employment Service and the Family Service Agency. Employment problems and personal problems could be treated as a combined effort.
3. Intensive job development by Employment Service placement interviewers assigned to the project.
4. Establishment of two "Project 60 Action Committees" -- one to be made up of selected project applicants, and the other of employers and labor representatives. These committees would meet separately to discuss problem areas and then in joint sessions to reach a common understanding and problem solving.
5. Thorough job analysis to effect methods of fuller utilization of the older worker, including methods for "phasing out" of the older worker, and to explore the possible introduction of older workers in industry as "Advisors".
6. Consider the possibility of assisting project applicants to set up small businesses based upon needs in the community, and utilizing the assistance of the Small Business Administration.
7. Promote the use of social groups among those participants whose major problems are not job oriented.
8. Encourage hobbies as a planned leisure activity.
9. Set up a timetable for the introduction of the above and other plans of action.

Project 60 applicants continue to receive regular placement services in the local offices. In addition, project placement staff solicit local offices to consider enrollees for jobs listed with the local office. Among its most important services, the project will provide enrollees with extensive labor market information and guidance in searching for employment.

One month of operations, during which time the initial 150 applicants were processed and selected, produced some interesting problems and questions, particularly for the research aspects of the project. To what extent registration with the local office signifies serious attachment to the labor market and how the existence of an active unemployment insurance claim affect attitudes are among the questions probed. More and more the project staff feels that positive results may depend on a greater degree of planned group work with participants, rather than individual emphasis. Group identity seems to be an effective technique for overcoming feelings of rejection, inadequacy and apathy.

The value of group identification was dramatized to the project staff when a number of female participants exhibited strong resistance to submitting to the physical evaluation. One applicant, aged 75, but articulate and youthful in outlook, took it upon herself to reassure the group that the young interns who were conducting the examinations were professional, well trained, and would in no way wound their egos or affront their modesty. As a result of her efforts, all of those who had resisted agreed to participate.

A month of operations is too little time to evaluate the action phase of the program as yet. The staff continues to experiment with new techniques for job development, and counseling needs are emerging for 31.2 percent of the enrollees. Group counseling has been scheduled for one group of eight professional applicants who

appear to be in need of occupational change or modification and who have indications of attitude problems. The counseling will be a joint venture with Family Service Agency.

The one quality to which Project 60 is most committed is "flexibility". The entire life of the project is envisioned as a constantly changing plan of action and innovation. As a result, the staff is developing a more confident and creative attitude and eagerly participates in each new step of the project.

To house Project 60 the United Community Fund leased office space at 1182 Market Street. Staff members working under Project Manager William Appleby are: Mildred Madden, Employment Service Supervisor, Edward Scholz, Occupational Analyst, Charlotte Price, Employment Counselor, Garrett Crossan, Employment Counselor; Employment Interviewers Alyce Arganbright, Lorena Matson, Albert Levine, Richard Variot; and Marie Howard, Intermediate Typist-Clerk.



What is SCORE? It is the Service Corps of Retired Executives. The volunteer members make their managerial skills and experiences available to small businesses.

SCORE Approach. SCORE provides a businessman to businessman advisory relationship. The concentration is on the owner or manager rather than the operating problems of his business. There are no systems or procedures, just management help on a level the businessman can understand.

SCORE Objective. SCORE seeks to make the small business owner or manager more efficient by helping him acquire a balanced approach to the management of his business.

SCORE Flexibility. The great range and variety of management experience among SCORE volunteers make it possible to match individual skills with management problems in manufacturing, retailing, wholesaling, and the service industries.

Aiding SBA Loan Programs. SCORE volunteers help recipients of SBA loans solve a variety of management problems in areas of planning, organizing, directing, coordinating and controlling. By pointing out weaknesses and how they can be corrected, the volunteers strengthen small business management and improve individual chances for business success.

Other SCORE Uses. The volunteers are also helpful in counseling people who come to SBA or write asking for management advice, but are not interested in obtaining a loan. In addition, SCORE members act as lecturers or coordinators in management courses and in workshops which SBA conducts or cosponsors for small businessmen.

SCORE volunteers also can handle special SBA assignments, work as SBA representatives with local community leaders, and act as advisors to community action groups.

Work With "Community Action Groups". SCORE volunteers work closely with community action groups engaged in the Nation's war against poverty. SCORE has a large number of enthusiastic volunteers who can assist the community action groups by counseling small businessmen in their areas. In some instances, SCORE volunteers are assigned to key posts in the action groups.

SCORE Chapters. There are more than 1,000 SCORE volunteers across the Nation, most of them in or near metropolitan centers. In many areas the volunteers have organized SCORE chapters to help administer and coordinate the program, with chapter officers working closely with SBA and community action groups. The SBA is helping to organize other chapters and will do so wherever there is need for and interest in them.

Expense Policy. In helping a small business, a SCORE volunteer serves without fee for the first 90 calendar days. However, the business may pay the volunteer a modest flat rate expense allowance during this period. After 90 days, the volunteer and the small businessman may work out mutually satisfactory compensation if the businessman wants to retain the volunteer's services.

Are All SCORE Volunteers Retired? Most SCORE volunteers are retired executives. A few are semiretired, and are able to give some spare time to this community endeavor. Under certain circumstances, competent and experienced people who are still engaged full time in business and the professions, but want to make an important contribution to the progress of their communities, may participate.

How Do You Join SCORE? On request, local SBA offices will provide an application form to be completed and returned to the nearest SBA office.

How SCORE Helps. Typical of small businessmen helped through SCORE is the owner of a neighborhood shoe repair shop who decided to add a retail line of men's shoes. His problem was trying to decide what type of men's shoes he would sell and how much of an inventory he could buy with funds he had. He had obtained a small loan from SBA to modernize his shop.

A SCORE member observed the small firm's operations for a short time, got an idea of the type and number of customers using the repair service, and determined what kind of retail market existed in the area.

On his evaluation of the neighborhood and the customers, he recommended adding not men's shoes but children's shoes and casual footwear. Result: The little shoe store, using SCORE's help, today is well on the way to business success.

In southern California a SCORE volunteer - a former airline executive - traveled nearly 100 miles to help three little firms. His first visits have already resulted in profitmaking recommendations for he lost little time in pinpointing growth obstacles of the small firms.

A carwash business in Utah which was experiencing serious difficulty was helped by a SCORE volunteer who had been controller of a national company and president of another firm. The small firm's problems proved to be insufficient receipts, inadequate records and controls, and high labor costs. Ways to reduce fixed and variable expenses and to develop closer controls and more effective advertising were quickly recommended.

How Does a Small Business Get SCORE Aid? The nearest SBA office will send a form called "Counseling Request from Small Business Firm." After the businessman has completed the form and returned it to SBA, and the agency has approved it, SBA or the local SCORE chapter will then assign a SCORE volunteer to the case.

In general, SCORE volunteers are available to help small businesses that have no more than 25 employees.

For Detailed Information. Prospective SCORE volunteers and small businessmen who want to make use of the volunteers' services can obtain full details about SCORE from the nearest SBA field office in Los Angeles.

Here are three recent leaflets used to promote Older Worker Employment Programs, and to give guidance to the older worker seeking employment. They may be obtained from your Area Older Worker Program Coordinator.

**ARE
YOU
A
WOMAN
LOOKING
FOR A
JOB?**

**IF YOU ARE-- AND IF
YOU HAVEN'T HAD RECENT JOB EXPERIENCE
--THIS BOOKLET MAY HELP YOU.**

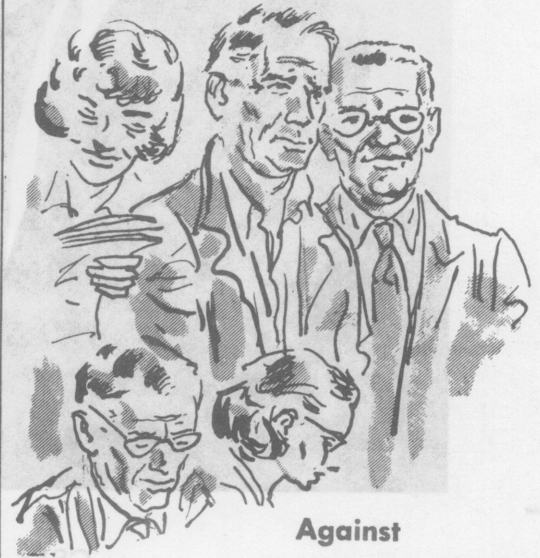
JOBS AND YOU

REPRINTED FROM
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1963

OLDER WORKER PROGRAM

CALIFORNIA STATE
EMPLOYMENT SERVICE

A NEW POLICY . . .



Against
DISCRIMINATION

in

EMPLOYMENT

On the Basis of Age

by

FEDERAL CONTRACTORS

and

SUBCONTRACTORS

Under

The President's

Executive Order No. 11141

February 12, 1964



CSES SURVEY OF OLDER WORKERS GOES TO THE LEGISLATURE. . .

In the photograph above, the legislative report summarizing the employment problems of California's 2,313,000 older workers is handed to Assemblyman Joseph M. Kennick of Long Beach (right), by Director Albert B. Tieburg and Mrs. A. M. G. (Bonnie) Russell, Chairman of the Citizens' Advisory Committee on Aging.* Assemblyman Kennick was coauthor with Assemblyman Frank Bellotti, Eureka, of H.R. 77, passed by the 1963 session, asking the two agencies to study possible means of expanding employment opportunities for older men and women.

Already attracting national attention, the report covers four separate but coordinated projects which developed factual data and representative viewpoints for the purpose of expanding employment opportunities for older men and women. The projects included original research by the Department of Employment staff, special interviews with employers and labor unions by an independent consultant, field

* You are now reading a brief of this report, which is 265 pages in length. It will be printed in book form shortly and each local office will be furnished with a copy.

studies of the Employment Service operation of the Older Worker Program, and seminars in Eureka, San Diego, Oakland, Sacramento, Van Nuys, Bakersfield, Long Beach and Pasadena, with representatives of all segments of the communities participating.

The report shows that workers 45 and older tend to remain unemployed longer than workers in younger age groups. The employed older worker is frequently preferred over the younger worker, and while older employees are preferred by employers for many types of work, the same employers are often reluctant to hire older persons for similar work. Unfortunately, the positive qualities of older employees, namely stability, judgment, skill and experience and low absenteeism are all adversely affected to some degree simply by virtue of an older employee becoming an older applicant.

From a wide range of suggestions made from the source materials, came the following recommendations to the 1965 Legislature, for the purpose of calling attention to the difficulties affecting the employability and reemployment potential of the 40-plus worker:

- Amendments to the Present Law on Age Discrimination in Employment

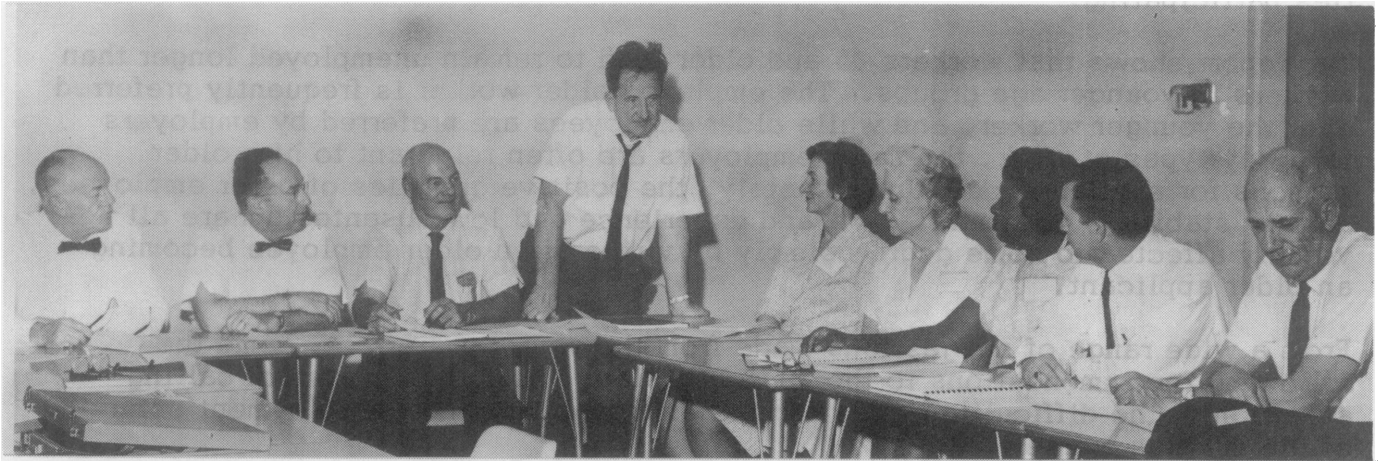
- That the age limitation of 40 to 64 be eliminated and revised to cover any discrimination in employment solely based on age.
- That no employer should be exempt from the provisions of the law regardless of the number of employees.
- That all reference to pensions be stricken from the law.

- Legislation on Public Insurance Programs

- That income protection be provided, once training is started under Article 1.5, California Unemployment Insurance Code, retraining benefits, by extending weekly benefits throughout the entire period of training even though the regular or extended benefit period may be exhausted.
- That the Legislature memorialize the Congress to revise the present Social Security Act to provide for a revised concept of the present retirement test and the earnings limitation for persons receiving Social Security retirement benefits to permit beneficiaries to have earnings that would bring their income up to a level consistent with "an adequate standard of living."

- Legislation on Private Pension Plans

- That the Legislature establish a State Portable Pension Act similar to the law in effect in the province of Ontario, Canada; this act to provide for compulsory vesting rights and a funding plan which will assist small employers for the purpose of increasing the mobility of workers by facilitating the transfer of pension credits. We also support the enactment of federal legislation to establish a National Portable Pension Act wherein every worker accumulates credits regardless of his moves within the labor force and where it is mandatory that all pension plans contain vesting rights. We recommend that a resolution to this effect be adopted by the Legislature for submission to the Congress and the Secretary of Labor.



San Fernando Valley Workshop on Employment of Older Workers
Workshop Section on "Early Retirement and Increasing Longevity--
Is Retirement Planning a Community Responsibility Now?" The
Moderator (standing) is Arthur Carstens, UCLA Institute of
Industrial Relations. This seminar was a part of the legislative
study.

- That the 1965 Legislature appropriate funds for a comprehensive and scientific study of the actual costs incurred in the hiring of older workers to be conducted by the University of California in cooperation with representatives of agriculture, industry, labor, the Department of Employment, and other interested groups. Such a study should expressly explore ways and means to reduce any additional costs that might be established, especially in the case of smaller employers and firms.
- That the Legislature adopt legislation similar to that in other states which would regulate and establish standards for private pension plans sold in California relative to their administration, funding, and public reporting and accountability.

● Legislation on Training and Retraining

- We are convinced of the need that training and retraining opportunities must be opened as fully as possible to older workers including the provision for on-the-job training in advance of layoffs or to maintain present older employees and recommend that:
 1. Local school districts be encouraged to provide full-time adult vocational schools in urban districts, daytime vocational courses for adults in smaller districts, vocational counseling for adults

throughout the Adult Education system and make special efforts to compress into the shortest possible time the vocational training for adults.

2. In recognition of the obvious need for improved adjustments to such trends as frequent job changes, need for training, gradual retirement, and the use of leisure time upon retirement, the Legislature request the Bureau of Adult Education, the State Department of Education, the Department of Employment, the Citizens' Advisory Committee on Aging, and other appropriate agencies to jointly develop curriculum that can be utilized by the public adult education schools, labor, government, management, and others in the planning and offering of courses and programs in pre-retirement planning and post-retirement activities.
3. The Legislature memorialize the Congress to increase the present funds allocated to the Manpower Development and Training Act in order to expand the present opportunities for training of older adults and to increase the present level of training allowances for persons enrolled in such programs and to continue with the 100 percent federal financing of this program.

● Part-Time Employment

- That efforts be intensified to develop part-time jobs for older persons, especially those in or nearing retirement. Special efforts should be directed to identify part-time job opportunities in all occupations and particularly in the fields of health, education and recreation. All employment agencies in the public and private sectors, including the Department of Employment, trade associations, private agencies, fraternal organizations should place special emphasis on the identification and development of part-time job opportunities for older workers.
- That the Legislature memorialize the Congress to expand the scope of the Economic Opportunities Act to provide grants to State and local public agencies and nonprofit groups to develop and meet opportunities for part-time employment, specifically, for older persons in such areas as educational, health, welfare and recreational services.

● Other Recommendations to the Legislature

- That the Citizens' Advisory Committee on Aging conduct a study and report to the 1966 Legislature on any and all government codes, city and county charters, and civil service commission rulings and announcements, job descriptions in the law enforcement field, and requirements for licensing of all vocations and professions that contain any existing references to upper age as a requirement for employment, and that such findings and reasons for such requirements be made public.
- That the Legislature invite the California State Employment Service and the Citizens' Advisory Committee on Aging to develop plans, in cooperation with unions and management, for studies of job content and relationships between jobs, to establish valid performance



Department participation in the Bakersfield Older Worker Workshop included: Seated, Eleanor Fait, Central Office; Dorothy Calhoun, Mariana Puryear, Delena Messick, Bakersfield Local Office; Maude Milford, Central Office; Louise McQueen, Nobu Manu, Bakersfield Local Office. Standing, John Corrie, Central Office; Eldon Rowe, Arnold Chamerlin, Richard D. Jones, Fred E. Cox, Bakersfield Local Office.

requirements with regard to physical demands, education, and other qualifications in occupations where older workers are employed in substantial numbers. The plans developed from these studies should find means of utilizing the skills and abilities of older workers being displaced by automation and other industrial changes.

- That efforts should be made to expand apprenticeship programs and to identify apprenticeable opportunities for older workers.
- That efforts should be made to develop industrial diversification with particular attention to tourism, recreation and nondefense industries. Major developments in these fields would provide new jobs for thousands of older Californians in these industries and in related service occupations. At the same time, such a development would serve to answer, in an organized manner, the growing demand in the economy in public and private service occupations.
- That an Employer Policy Statement on the employment of older workers be developed by the Citizens' Advisory Committee on Aging and the Department of Employment for the purpose of affirming the principle that

the employment of older people should be based on a full consideration of their skills and abilities and without regard to arbitrary factors such as chronological age. As a statement of policy, this statement should be promulgated through the major business, industrial and labor organizations and appropriate state agencies to ensure the widest range possible.



OFFICE OF AGING

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
WELFARE ADMINISTRATION
WASHINGTON, D.C. 20201

JUNE 8, 1965

DEAR ELEANOR:

MANY THANKS FOR THE REPORT ON THE OLDER WORKER PROGRAM IN CALIFORNIA. IT IS BY FAR THE MOST COMPREHENSIVE REPORT THAT I HAVE ENCOUNTERED. MY COMPLIMENTS TO YOU AND YOUR STAFF FOR A VERY GOOD JOB.

BEST PERSONAL REGARDS.

SINCERELY,


DONALD P. KENT
DIRECTOR

MISS ELEANOR FAIT
STATE SUPERVISOR
OLDER WORKERS PROGRAM
DEPARTMENT OF EMPLOYMENT
800 CAPITOL MALL
SACRAMENTO, CALIFORNIA 95814

THEY LIKED the "Older Worker Report to the California Legislature" in Washington, D.C., too. . .

THE SAN FERNANDO
PRE-RETIREMENT PROGRAM
FOR FEDERAL EMPLOYEES
by Rose Reson, Older Worker
Specialist, San Fernando
Local Office

As Older Worker Specialist, I was asked by Mr. Gilbert D. Keitle, Manager, to participate in a pilot program on "Pre-Retirement Orientation for Federal Employees" and to speak on "Eyes on Employment for Retirees". This was a six-agency effort coordinated by Mr. Herrold, Chief, Personnel Division, Veteran's Adminis-

tration Hospital. The day-long program would cover health, taxes, social security, need for a will, recreation, unemployment insurance and employment opportunities.

Mr. Herrold suggested since three Department of Employment representatives, Nick Garris, VER, Santa Monica; John Crawford, ES Supervisor, Pasadena; and I would be speaking on the same subject at separate workshops, we should coordinate our material. We did so by meeting (by phone) to discuss ideas and approaches. We decided to use "Jobs and You", DE 3854, as a broad base and overall outline for our talks. Five hundred of these pamphlets were distributed as part of a folder prepared by the Federal Executive Board during the three sessions.

At the session held in San Fernando at the VA Hospital Auditorium, I addressed approximately 100 people from a cross-section of federal employees with work experience in service, industrial and professional occupations. After the talk, a question and answer period followed on these aspects: (1) the need for education of the public regarding the older worker work force, (2) new legislation to remove earnings limitations for social security recipients, (3) home care for the elderly under proposed Medicare bill, (4) detailed labor market information for various skilled trades, and (5) workshops that had been held by the Valley community on employment of the older worker in cooperation with the Citizens' Advisory Committee on Aging. Great interest was evidenced in our Family Aide Service programs and in the possibility of some type of self-employment.

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HOMEMAKER SERVICE PROVIDED
BY SANTA CRUZ LOCAL OFFICE
by Constance Pio, OWS,
Santa Cruz Local Office

Since 1961 there has been a Homemanager Service in the Santa Cruz area. This is an occupation designed to provide employment for women over 50, to meet the needs of elderly people or those who are handicapped. A

homemanager works on an hourly basis usually from two to four hours a day. They perform such tasks as meal planning and meal preparation, shopping, light house-keeping or sewing. Homemangers are given a two-week training course, held at the Santa Cruz Red Cross Building. The instructors are local professional people, a doctor, who specializes in geriatrics, a social worker, visiting nurse, dietitian, public health nurse, psychiatric social worker, and a minister. All plan special emphasis on meeting the needs of elderly people. The counseling is given without charge to carefully selected trainees, comprised of retired social workers, school teachers, bookkeepers, dietitians, nurses, and other mature women who are interested in serving their fellow men as well as supplementing their income. Each year the course has been sponsored by the American Association of University Women. A permanent committee works on publicity and a coordinator from AAUW has attended each session of each course. Last year the AAUW president served in this capacity. The course has been repeated four times and approximately 60 homemangers have been trained. We have had excellent cooperation from county welfare, visiting nurses, and the Red Cross.

● ● ●

This program has been well received in the community and is one that could be well used in other communities.



Representing the Department at the graduation exercises: Right, standing, calling names of graduates, George Harkness, Stockton Older Worker Specialist. Seated, to right of George: Sylvia Leonard, Stockton Selection and Referral Officer.

NEW HORIZONS FOR THE MATURE INDIVIDUAL -- STOCKTON'S NATIONALLY FAMOUS OLDER WORKER PROGRAM

What is Stockton's "New Horizons for the Mature Individual?" Briefly, it is a series of panel discussions given annually and designed to bring the older worker--community--employer together. Through these cooperative efforts the older worker is assisted in reidentifying himself as an employable member of society. The support of the community must be recognized if older workers are to be successful in finding work.

Using this axiom, the Stockton Older Worker Specialist planned a series of panel discussions involving numerous agencies and community leaders and directed to a "disadvantaged group" known as the older workers.

"New Horizons" was introduced in 1962. Annually a series of six lectures are given for the older worker wishing aid in reentering the labor market. Since its inception, more than 200 older workers have attended these meetings. The Business and Professional Women's Club of Stockton, one of the sponsors, follow up on the results of the program. Their chairman reports that at least 30 percent of the total number of persons who attended the panels are now employed. Many of those employed have attributed their success directly to the panel discussions.



PREPARING FOR PANEL — Representatives of organizations sponsoring the "Mature Individual" series for older persons seeking jobs meet to discuss next week's panel. They are (left to right) Richard C. Genasci, principal of the Stockton School for Adults; Mrs. Lucille

Debrucque, president of the Stockton Business and Professional Women's Club; George Harkness, older worker specialist with the State Employment Department; and Joe Drovda, president of the Stockton Metropolitan Kiwanis Club.

Recognition of the responsible organizations and individuals who are contributing to the "New Horizon" has had an influence in sustaining community interest. The Stockton Business and Professional Women's Club was given a national award for their part in the program. The Metropolitan Kiwanis Club received favorable newspaper publicity, other sponsors also received favorable notices through various news media.

The two sponsoring clubs have recognized the skillful coordination of the community program, and in an unprecedented move awarded the Stockton local office Older Worker Specialist a merit award for his part in this vocational guidance program.

To sustain support for the program, the Older Worker Specialist has outlined his 1965 series with employers and organization directors and through these continuous contacts has been able to keep the community aware of the older worker and his employability.



The Happy Stockton Graduates

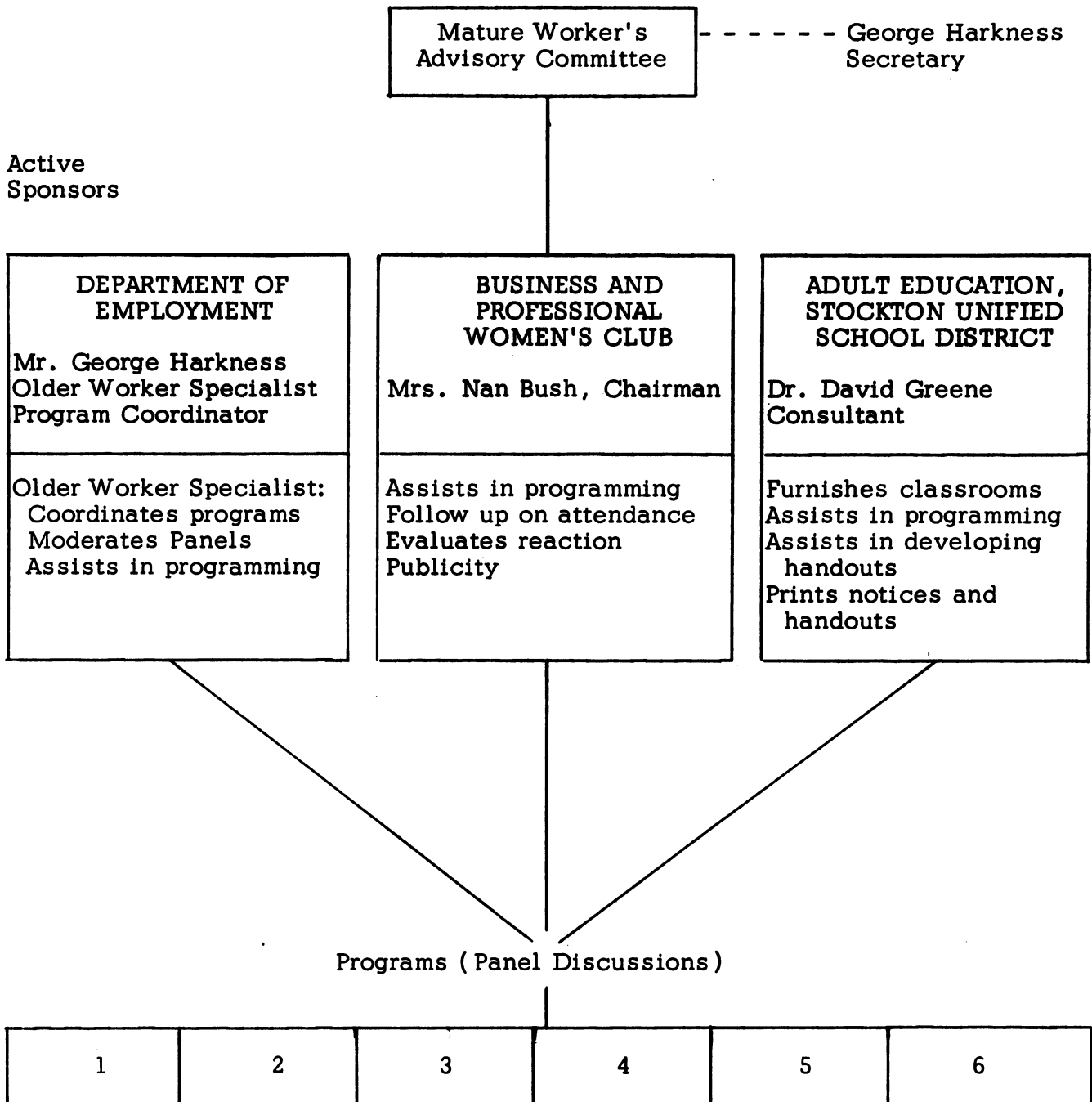
VOCATIONAL COUNSELING SCHOLARSHIP
GOES TO SAN FRANCISCO PROJECT 60 INTERVIEWER

Lorena R. Matson, ESO I, assigned to "Project 60", San Francisco, was selected by the National Education Foundation of the American Association of University Women for an eight-week combined work-study program at George Washington University, Washington, D.C.

The purpose of this training is to acquire specialized knowledge and techniques useful in the vocational counseling of mature women and to develop a training manual for the BES counseling program.

Accompanying the application for this scholarship was Lorena's award-winning IAPES essay on "The Contribution of the Older Worker in Achieving Employment Security Today--Economic Security Tomorrow."

ORGANIZATION OF NEW HORIZONS FOR THE MATURE INDIVIDUAL



The Stockton Business and Professional Women's Club,
 The Stockton Metropolitan Kiwanis Club,
 The School for Adults, Stockton Unified School District, and
 The Stockton Office, California Department of Employment

FALL 1964

p r e s e n t

N E W H O R I Z O N S F O R T H E M A T U R E I N D I V I D U A L

A series of six Thursday Programs for Men and Women Seeking Employment.
 Applying for employment remains the responsibility of each enrollee.

Place: Board Room, Administration Building, S.U.S.D., 701 N. Madison St.,
 Stockton, California

Time: 7:30 to 9:30 on Thursday: October 15, 22, and 29, November 5, 12,
 and 19, 1964.

Moderator: Mr. George Harkness, Older Workers Specialist, California Department
 of Employment, Stockton Office

Consultants: Mrs. Nan Bush, Series Co-Chairman, Stockton B. & P. W. Club
 Mr. Dean Moore, Series Co-Chairman, Stockton Metropolitan Kiwanis Club
 Mrs. Lucile Debrucque, President, Stockton B. & P. W. Club
 Mr. Joe Drovda, President, Stockton Metropolitan Kiwanis Club

D A T E S A N D T O P I C S

OCT. 15 - Job, Educational, and Placement Opportunities in our Area

OCT. 22 - Personal Appearance--Health and Psychological Factors

OCT. 29 - Self-Analysis for Confidence

NOV. 5 - Security, Benefits, and The Job

NOV. 12 - Job Hunting Techniques and Pitfalls

NOV. 19 - Holding A Job Successfully

Counseling Individuals enrolled in this series will be referred to qualified
& Testing counselors and testing services according to particular interest.

For Further Mr. George Harkness, 465-0271, California Department of Employment,
Information Mrs. Nan Bush, 463-1930, or
Call: Mr. Richard C. Genasci, 466-3911, Ext. 425 from 1 to 5 PM. After
 5 PM call 466-0783, Stockton School for Adults.

We urge you to enroll in advance by returning the information below this line to _ _

The School for Adults, 352 East Harding Way, Stockton, California Date _____

I plan to attend the Series of Programs on Thursday for men and women seeking
 employment.

Name Home Phone

Address

All Information The Kind of Job I Want.....
 will be held in Kinds of Work I have Done.....
 strict confidence I will need a ride..... I can furnish rides.....

Highest grade completed in School.....About What Year?.....

July 1965

NAME _____

PHONE NO. _____

"A MIRROR STUDY OF MYSELF"**1. PERSONALITY TRAITS**

a. My Best _____

b. My weakest ones _____

c. How I can improve item (b) _____

2. PHYSICAL LIMITATIONS

a. Do I have any? _____

b. What are they? _____

3. LEISURE TIME ACTIVITIES

a. What do I do for Recreation? _____

b. How much time can I afford for leisure time? _____

4. What do I want to be doing five years from now? _____

5. List a specific question to be asked at the last panel: _____

6. How do you think this series of discussions can be improved?

(Use back of sheet)

attachment - 8a

Counseling for Members of the Series on
NEW HORIZONS FOR THE MATURE INDIVIDUAL
Fall - 1964

Request and
Information

Name of Enrollee

Address _____ Phone _____

Stockton School for Adults - Calif. Dept. of Employment - Stockton B. & P.W. Club

To the extent that you want it, the sponsors of this series wish to put you in touch with helpful counseling and testing. We can refer you more successfully if we have the answers to the following questions related to your problems:

1. Do you have a job problem? _____ If so, what is it? _____

2. Are you undecided as to what your vocation should be? _____ If so, what are the most likely occupations for you as you see them?

3. Are you presently employed? _____ If so, where: _____

4. What additional training do you feel you need to better yourself?

5. Do you need assistance in scheduling training or testing for yourself? _____

6. Are you ready to make application for a job now? _____ About when? _____

Please tear off this part for future reference. Selected training and Testing
Services in the Stockton Area for the occupations indicated:

Calif. Dept. of Employment: Gives the General Aptitude Test Battery. Ask for George Harkness or Carl Mueller.

San Joaquin Delta College: College Freshmen Tests in English and Scholastic Aptitude. For evening study ask for Mr. Albert Palmer. For day study ask for Mr. Max Barber or other counselors in the Personnel Center. For Vocational Nursing ask for Miss Anna P. Zak, RN. For Prof'l Nursing see Miss Ruth Kynoch.

Stockton School for Adults (Stockton Unified Schools): Gives general education tests - all levels, Strong Vocational Interest Test. Ask for Dr. David L. Greene, Counselor or Mr. Richard C. Genasci, Principal.

Schneider Vocational High School: Day High School, Cosmetology, Drafting, Business. Ask for Mr. John Strangman, Principal or Mr. Don Robinson, Vice Principal.

Humphreys College: Business, Electronics, Law, Real Estate, and many special fields. Ask for Mrs. Maude Genochio. Mrs. M. F. Armand, Mr. John Collum.

American Red Cross: San Joaquin Chapter: Home Nursing and Nurse's Aide Courses.

Maud Cornwell School for Secretaries. Ask for Mrs. Doneux.

PERSISTENCE DOES IT. . .
by Maurice E. Pilares, Area
Coordinator, Older Worker
Program, San Francisco
Costal Area Office

The "Shopper's Shuttle", for those who are not indigenous to the San Francisco area, is a bus service which operates during the early hours of the day, funneling into the downtown business section, a mass of prospective shoppers.

Among the harried shoppers on wheels, one may frequently see a smartly attired, attractive woman, clutching a zippered briefcase in a determined fashion. Under the facade of what appears to be a lady business executive is Miss Ruth Behrman, Supervisor of the Clerical Placement Unit in the San Francisco Professional and Commercial Office.

"Well", she'll explain if asked, "I try to get to as many employers as possible. Most of our accounts are in the business area. I don't drive a car, so why shouldn't I take advantage of the Shopper's Shuttle? It's the cheapest way of getting about. Only a nickel a ride, you know!"

This is not meant to suggest that Ruth Behrman spends most of her time shuttling about on a bus, but it does show the planning and persistence she puts into her work, and especially her efforts to get employers to comply with Assembly Bill 1965, more specifically familiar as sections 2070-2078 of the California Unemployment Insurance Code, which has to do with discriminations because of age. Ruth has been making clear, vivid reports on her visits to employers who have given the Department age discriminatory orders. We were interested in learning some of her ideas or techniques used in approaching this problem.*

"I have pretty much had to take the intuitive approach", Ruth told me. "There is really no specific format and actually I know of no training given for this type of employer visit. However, I did field visiting in the past and that experience has definitely helped. When my manager, Mrs. Phyllis Gillett, gave me this assignment, I welcomed the challenge it presented. The Older Worker Program has always interested me and the chance to help in trying to eliminate discrimination made it all the more acceptable." Ruth has been reacting in this fashion all of her years with the Department which number almost two decades.

Ruth explained that, first, the staff is carefully oriented on the anti-age discrimination legislation as it appears in the Unemployment Insurance Code: "We tell

*Editor's Note:

The Management and Supervision Chapter, LOM 150.4, states that a follow-up visit will be made in each case in which the local office cancels an employer order because of an upper age restriction. Manager Phyllis Gillett of the San Francisco Professional and Commercial Office assigned Clerical Placement Supervisor Ruth H. Behrman to make these calls. Ruth's skillful handling of the employers in this "awkward" situation and her knowledgeable reports to Central Office clearly demonstrate the value of this information "conciliation service" as a tool in educating employers about our older worker policies.

The fact that most of her calls are made to small businesses, that quite often, the employee who has placed the discriminatory order is "no longer there", and the descriptions of the employers' premises give an interesting picture of the employer who is still trying to place upper age restrictions on orders to our local offices.

our personnel to be alert to any indications of discrimination because of age. Clues may be uncovered anywhere and at anytime in the office during the placement process. As soon as an employer's action or a job order appears to be discriminatory, whoever is involved makes sure that the employer means what he says. If so, the individual advises the employer of the Department's policy on age discrimination, and tells the employer that we can continue to refer individuals who are qualified by performance requirements of the order only, if he so wishes. The employer is also told about the provisions of the law. Though our placement people are firm, they are careful not to irritate any employer. If the interviewer is not able to get the employer to accept our referral policy, he writes as full a statement as possible in the 'Summary' section of the order, notes 'Age Discrimination' across the face and refers it to me. From then on it becomes my project.

"I then study the details of the order, including the kind of company, the work to be performed and the performance requirements. Though we encourage and ask for complete documentation in the 'Summary', I still discuss the case with the interviewer involved. All this is necessary to be certain before confronting the employer that no mistake in interpretation was made by us."

I could not resist a quizzical look at the term "confronting the employer". The attractive, calm individual before us hardly suggested confrontation. How did she plan for this second phase of her approach?

"There is no one method of doing this", Ruth responded. "A good deal depends upon the employer and the location of his place of business. More important is your personal appraisal of what approach should be taken. If the employer is located some distance away, I telephone first for an appointment to make sure that the right person will be there when I arrive. In many cases, where the employer is downtown, I just drop in. Telephoning for an appointment has its advantages, but it can also backfire. If the employer does not want to discuss the matter further, he can put you off with the excuse of not being able to make an appointment because of pressing business reasons. I have had no serious difficulties just stopping in. Oh, receptionists may try to fend you off, thinking they are protecting their boss; or someone other than the person you want to see will be referred to you; or the employer may send word out that the job is already filled. Generally, however, the visit can be, and is, a pleasant experience.

"It is most important that the employer be approached in a friendly manner. At no time must there be a threat. I have found that most employers want to comply with regulations and that many do not really know that they are discriminating. This may be due to confusion. The same employers we refuse to serve may say that they can go to a private agency or place an 'ad' in the paper, state an age preference, and still be able to hire someone with little difficulty. Some employers go to great lengths to prove that they do not discriminate. I recall one employer who carefully pointed out that no discrimination was practiced in his organization: Had I not seen the receptionist who was a member of a minority race?

"I have found that large companies are inclined to be more familiar with the law. Knowing about it, however, doesn't mean that they are less inclined to state an age preference. Employers do not mean to show disrespect of the law. Some voice their intention to change their policies; others remain adamant and go elsewhere for service; still another group try to blame someone else, such as the home office in an eastern state.

"But back to, as you call it, my tactics. After studying each situation carefully, I accumulate a number of cases, arrange them according to locations, and then start out. This way I can make several of these calls in a day.

"I have had no really unfortunate experiences. Some have been frustrating, others have required a good deal of leg-work, and there have even been amusing experiences. One that comes to mind had to do with an employer in an almost inaccessible section of San Francisco. After leaving the bus, I trudged quite a distance to the address only to find the place locked. Persistence being my watchword, I knocked and pounded on the door until I was admitted. The woman in charge, by a coincidence, had been placed on the job by the Department. She explained that she recognized the benefits of the law, but she just had to have a younger girl. The 30 men on the payroll had insisted on a 'young pretty thing' because she would brighten up the drabness of the place, make the inaccessability of the location less noticeable, and cause the day to go by faster. As we walked out I was introduced to the 'young pretty thing' who was being replaced. The woman in charge who, by the way, was past 45, explained to me when we were past earshot that the girl really was being fired for not being a good worker. The woman added that she could work circles around any youngster, but to keep her 30 men happy and thereby keep the business going, she just had to pretty up the place with youth.

"There was another time, too, when the address directed me to what looked like an unoccupied building. I walked up and down stairs, along corridors, met groups of workmen involved in remodeling and finally found the employer in an office in varying stages of renovation and hardly open for business."

A writer talking to Ruth about her experiences could come up with enough material for serialized vignettes or a television series. My purpose, however, was to learn more about her techniques and recommendations, so I questioned her further along these lines.

"Really", she said modestly, "I just keep to my job and have not given much thought to its being different or outstanding in any way. If, on the other hand, I were asked to state what I felt were the most important requirements for this job, I'd say, first, the individual must be knowledgeable about details of the law, including its basic concept. She must have enthusiasm for the program and have a firm belief in what she is doing. Appearance, too, is important. To gain respect whoever makes these calls should dress in a good taste and in a businesslike fashion. I'd say that the individual should be friendly and have empathy. In all instances you must be careful to understand the other person's point of view, even respecting why he believes as he does. No, you do not have to agree, but you must understand. Control is another important requirement. You must listen to the other person and let him talk his idea through no matter how impatient you may be to get your point over. Tact is implied in some of the qualities I have already mentioned. We need a goodly share of that. Did I list persistence? You can't give up easily on this job just because all does not go according to expectations the first time. You must stay with your plans until you have exhausted all possible approaches. I almost forgot planning. You have to think a situation through, plan a schedule, make notes and, on the same subject, gather together any materials that will be helpful. I always arm myself with copies of the DE 3580, "California Employers and the Older Worker", and other pamphlets that can be left with the employer.

"One has to be very careful never to approach the employer with a censurable attitude. In the first place the Department is not the agency responsible for the enforcement of the law. Yes, we must be able to explain the aspects of the law

and even mention that discrimination might be a violation subject to prosecution as a misdemeanor. But we must be extremely careful how this is done. My job, I feel, is to assist in promoting the elimination of discrimination because of age through education and by motivating the employer's thinking. I try to point out to the employer the positive results of hiring older individuals, stressing the important source of trained, experienced workers he would be eliminating by discrimination. I always make my exit by leaving the door open. Not physically, of course. My parting remark is always one that says the Employment Service will be most pleased to continue to serve him with any order, the filling of which would be based on job performance."

I left Ruth Behrman on that note, and as I looked back through the open door, I noticed that she was organizing the contents of her zippered briefcase, no doubt in preparation for another of her employer visits. These visits have been handled so well, that in one six-month period only one employer out of 49 visited refused to amend his position - all of the rest placed orders!

• • •

HAPPY ENDINGS: A RANDOM SELECTION. . .

- Hollywood's 80-year-old male family aide continues to do an outstanding job on his assignments.
- Long Beach had accepted by a temporary help agency: eight stenographers ranging in age from 47 to 62 years; a 63-year-old telephone operator I; four telephone operators II, aged 49 to 52; three teletype operators, each 50 years of age; two bookkeepers III, 48 to 52 years; two keypunch operators 46 years; a 45-year-old comptometer operator; and two general clerks, 48 and 57 years of age.
- Hayward placed a 64-year-old man as a cement finisher at a wage of \$4.00 an hour.
- Lancaster placed a 46-year-old male veteran as a radio announcer.
- Los Angeles Apparel - Out of total skilled placements in the four and five codes for one entire year, 59 percent were in the over-45 age group. Of the entire placements, older workers comprised 33 percent of the total. Older workers constituted 30 percent of the active file.
- Los Angeles Commercial - Older Worker Specialist appeared at the Huntington Park Adult School before a group of 75 persons planning retirement and spoke on opportunities available in clerical and sales occupations in the current labor market.
- Los Angeles Service - Six women ranging in age from 49 to 68 years were placed on a labeling job with a local stationery and printing firm. A 69-year-old painter was employed as a cabinetmaker, using his woodworking hobby as basis for this employment.
- Los Angeles Professional - A 60-year-old applicant with a heart condition was downhearted because of failure to find employment and inability to pass

company physicals. However, he had substantial experience in public relations. Two job development attempts were made, the second with a small electronics firm. The man was hired.

- Modesto - New applications for older workers increased by 66 percent over 1964, and initial counseling interviews for older workers increased 580 percent!
- North Hollywood - A job development for a 64-year-old clerical worker ended in a hire.
- Oakland - A 58-year-old woman was placed as a rack jobber for a greeting card distributor. The work consists of driving a panel truck and servicing accounts in the Bay Area.
- Pasadena - An older worker deaf-mute placed as a Harding-Chucker Operator.
- Richmond - An 82-year-old woman was placed on a permanent job as companion.
- Riverside - The third "Job Clinic for Mature Women" graduation was held March 26. Three of the 11 had obtained jobs as teaching assistants; the remaining eight were enrolled in vocational training classes at Riverside City College.
- San Bernardino - A 57-year-old woman was selected for a secretarial position over eight other much younger applicants.
- San Diego - A review of the MDTA classes in session showed that a registered nurse refresher class with 15 students had 11 over 40, and four were 49-plus.
- San Francisco Industrial and Service - A 66-year-old man who had not been fully employed for two and one-half years was placed on a full-time job as a locker attendant.
- San Francisco Professional and Commercial - A 66-year-old handicapped veteran placed on a permanent clerical job.
- San Jose - 58-year-old man was placed as bookkeeper at \$100 a week; a 75-year-old man as janitor at \$1.75 an hour.
- San Rafael - Male, aged 67, was forced into retirement in June 1963, after 39 1/2 years with one company where he was account manager. He had not been able to find work since retirement; had exhausted one claim and was drawing on his ED claim. Placed with a plumbing contractor as liaison man between jobs at a salary of \$450 a month.
- Santa Cruz - An 84-year-old man placed as custodian of an apartment house.
- Santa Monica's Experience Unlimited Group meets twice a week - Tuesday and Friday mornings. The group now numbers 15.
- Santa Rosa - Male, aged 62, was placed as hotel manager.
- Torrance - Labor Pool closed orders show men 50 to 60 are being hired in heavy labor jobs three to five days or more.

- Whittier - The Older Worker Specialist, Local Office Manager, Local Office Counselor and three employers presented a panel discussion on job opportunities for older workers at the Pre-Retirement Workshop; 125 in attendance.
- And in Florida - St. Petersburg Man Named Handicapped American of the Year. A 72-year-old Floridian who lost his voice because of cancer and who has taught more than 100 similarly disabled persons to talk through esophageal speech, was selected Handicapped American of the Year for 1964 by the President's Committee on Employment of the Handicapped. Roger W. Irving, St. Petersburg, also lost part of his right arm and sight in one eye. He had also been named Handicapped Floridian of the Year by the Florida Governor's Committee on Employment of the Handicapped. Irving is self-employed as a consultant to the U.S. Veterans Administration, the Florida Division of Vocational Rehabilitation, the University of Miami Medical School, and individual laryngectomees referred to him by their physicians.

WHAT are applicants thinking - what are their private thoughts - when exposed to our placement process? Have you ever wondered? It isn't something that can be easily discovered. Here, however, is an insight into the matter. . .

Dorothy Spealman, Employment Counselor in the San Bernardino local office, received the following from a counselee who had been given the GATB.

"Please, never for an instant, believe that your efforts on my behalf were wasted. Even if I never make it to retraining it was indeed a rich and beautiful experience watching you work with us during the aptitude tests. I was curious too and fascinated when you questioned the lady next to Mrs. Bumblelow about using her left hand when she felt right handed. That room was certainly a kaleidoscope of life's varieties - Mrs. Bumblelow trying to raise her four-year-old on \$1.35 an hour, young Mr. Harlon keeping us all amused while silently anxious that he would be late to his wife's plastic surgery appointment, and the young colored woman wishing me luck when every nerve in her being was praying for a job. I cannot forget the experience. Most of all I am grateful for our brief touching of minds."

FAMILY AIDE SERVICE BECOMES
COUNTY-WIDE IN LOS ANGELES
by Marilyn Sullivan, Older
Worker Program Coordinator,
Los Angeles Metropolitan Area
Office

"Woman 70 Rides Bicycle to Family Aide Class". That's the heading of a newspaper story which appeared recently in the Van Nuys News. Stories like this one from Van Nuys bring reader response. Workers interested in becoming Family Aides call the Older Worker Specialist, and those who have relatives needing assistance,

or who themselves want to hire a trained worker, place job orders for a Family Aide with local offices in the Los Angeles County. Job orders for Family Aides are coded 2-09.08, as the Bureau of Employment Security recognized Family Aide (alternate title, Home Aide), as a new occupation early last year.

So far, 12 local offices in Los Angeles County actually participate in the promotion, recruitment and training of Family Aides, but virtually all offices assist in making placements of Aides, for need for this type of service knows no boundary lines. Two more communities will soon have Family Aide services. In effect, the program is now County-wide, with the Pomona local office in the southern area operating a Family Aide service.

Programs are installed after a local group, including Department personnel, has met to explore and validate local needs, and when the local office and Older Worker Specialist are prepared to undertake the on-going program of promotion, recruitment, training and placement required for a successful program. The number of Aides trained depends entirely upon local demand. Several offices have had to train four and five classes of 15 to 25 trainees each, for many Family Aides quickly locate permanent part-time situations.

Since 1962, when two offices in the Los Angeles Metropolitan Area (the Los Angeles Service and Santa Monica offices) brought Eleanor Fait's Homemaker Service, "Angels in Gingham" idea to Los Angeles, it is estimated that between 350 and 400 women have received the 15-hour Family Aide training course. These women, ages 35 to 75, are prepared to work in the homes of the elderly, incapacitated, or to fill emergency needs of younger families. Placements resulting from Family Aide Service promotion are estimated at 2,500 or 3,000 in the last two and one-half years. Often, jobs in the nursing and domestic categories are received and must be directed to the domestic service desk by the Older Worker Specialist. The Family Aide Service thus helps the Employment Service become better known as the best resource for service occupations.

Tom Streit and Helen Danek, former Older Worker Specialists in the Los Angeles Service and Santa Monica offices, and others who have followed them, tailored the Family Aide Service to the idiosyncracies of the labor market in Southern California. The name "Angels in Gingham", Homemaker Service, was changed to Family Aide Service, since a Homemaker Service already existed in the Los Angeles region. The community at that time asked the Department to limit activity to meeting the part-time and temporary needs of the elderly. At first, this limitation placed on the Employment Service seemed to slow the progress and growth of Family Aide Program. But this limitation was actually a blessing in disguise, for we soon learned it is best to plan initially for a quality program to meet the needs of a particular group of employers.

As the Family Aide Program expanded to other offices in 1962, it became apparent that the Employment Service had a permanent area-wide program in the making. I attended the first exploratory meetings with Tom Streit in 1961, and began to coordinate the recruitment, training and placement of Aides in all offices. A guide for Family Aide Service was prepared and distributed. This guide has been amended to reflect changes in training content and procedures and new needs to be met by Aides. The Los Angeles Chapter, American National Red Cross, and Mrs. Marie Fuess, Director of Nursing Services, and her staff prepared the original outline of the Employment Service Family Aide Course, with assistance from nutritionists in Los Angeles City and County Health Departments. The Los Angeles Chapter of the Red Cross orients all home nursing instructors, paid or volunteer, and sends representatives to meetings of communities interested in starting a program. Instructors have been high in praise for the women and their ability to complete the course satisfactorily. The course content includes a unit on "Understanding the Needs of Those Served", with particular emphasis on the aging process. It is the opinion of experts that this part of the course helps the trainees become better employees. In this session the Family Aides discuss their own attitudes and needs and the aging processes. They are thus better equipped to understand the needs of the group that they serve, the elderly, the incapacitated and the very young.

What is really unusual about the story of our 70-year-old Family Aide cyclist in Van Nuys is that her story is typical of the enthusiasm shown by mature women for the job opportunities created for them through the Family Aide Service. Many

would not be able to find work or earn Social Security credits were it not for this program. Here is a job that is applicant-oriented. The job market in Los Angeles County was wide open - there was such a gap in Homemaker Services and a dearth of trained workers in the Homemaker Service field that it was necessary to plan Family Aide Service with applicant acceptance factors in mind. The job of Family Aide allows the mature woman or man to limit his availability to part-time and temporary work. On the other hand, workers with years of either home, volunteer, or paid outside experience appreciate their responsibility to perform to the best of their abilities as members of a corps of workers certified as Family Aides (Home Aides in Santa Monica) by the Employment Service and local Family Aide Advisory Committees.

Advisory Committees play a key role in the success story of the Family Aide Service. Ideally these committees should and often do represent a cross-section of the social, medical, welfare, religious, and service fields in the community. They are organized by the local Employment Service office initiating the service. The Advisory members point out special needs of local residents and publicize the service and distribute "Angels in Gingham" leaflets. They assist in overcoming public apathy and misunderstanding concerning personal and domestic service occupations. Local groups establish standards for performance and wages, and provide informal supervision to the Aides on the job.

Southern California communities are beginning to realize that the wages paid by the employer (usually \$1.50 to \$2.00 per hour plus transportation) cannot compensate for all the actual services being given by the "Angel in Gingham". Letters from agencies such as the Visiting Nurses Association, from private employers, and those which appear in Letters to Editor columns and feature articles in Los Angeles Metropolitan newspapers tell the public about "the service with a heart".

Evaluation meetings are convened by the Advisory Committee and the Older Worker Specialist as soon as most of the Aides have had one or two assignments. These meetings are a happy reunion for the trainees. Aides are eager to share their experiences, and call upon local resource persons for guidance in solving unusual problems. Most problems occurring on assignments concern how an Aide should react to emotional or physical situations in a home, or which duties are within the scope of the Service and which are not. The satisfactions expressed as well as the problems aired by those who serve as Family Aides on assignment frequently assist the Older Worker Specialist in selecting the right worker for a job assignment. The Older Worker Specialists and the Area Coordinator leave these meetings with renewed interest and with the knowledge that the Employment Service is participating in something vital to the welfare of the community.

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HOW ABOUT IT. . . In Chicago on business, I found it necessary to be in Champaign, Illinois, at ten o'clock the next morning. Since the commercial airline couldn't get me there at that time, I decided to check charter flights. A feminine voice answered the phone, gave me the charter rates and, since the price was right, I made arrangements for myself and two sales managers who were with me.

The girl next asked which airport I preferred to leave from. "And," she pursued, "would you feel better flying with an older, more experienced pilot, or with a younger, faster-reflexed one?"

OPERATION HIGHLINE

A Bridge
to a Second Career

What is OPERATION HIGHLINE?

OPERATION HIGHLINE is an activity of the NAVY LEAGUE OF THE UNITED STATES, the purpose of which is to provide sound counsel for military personnel in transition from service to civilian careers. In San Diego, the service is extended to all executive, supervisory and professional persons in planning their careers and finding their places in business.

Members of the business community are participating in OPERATION HIGHLINE by attending meetings, referring others, or submitting job listings.

Among those who have taken part are leading personnel directors, management consultants, bankers, university and trade association placement directors, vocational consultants, industrial psychologists, executive placement specialists, professors of business subjects, and corporation executives.

We invite you to participate, either as a consultant or an applicant. Meetings are held weekly on Tuesdays from 7:00 to 9:00 PM in the ELECTRIC BUILDING, Sixth and E Streets, downtown San Diego.

SAN DIEGO LOCAL OFFICE
PARTICIPATES IN OPERATION
HIGHLINE

by Walter O. Christian,
Manager, San Diego ES
Office

This office has participated, unofficially, for about three years in an activity designed especially to assist retiring and retired military personnel in seeking and preparing for civilian employment. The majority of persons concerned are in the "older worker" category.

The activity is known as "Operation Highline" and is sponsored by the San Diego Chapter of the U.S. Navy League - "the civilian arm of the Navy". The circular on the opposite page gives a broad outline of the purposes of the activity. On the working level, in San Diego, the group meets weekly in facilities provided by the San Diego Gas and Electric Company. There is no charge for the service. There are usually from 20 to 40 applicants in attendance and from two to 10 moderators. Age of applicants ranges from 40 to 60, with an average of about 50 years.

Moderators currently active with the group include two representatives of the San Diego Gas and Electric Company, two practicing attorneys, Employment Directors of two colleges and General Dynamics/Convair, and the Veterans Employment Representative, Frank W. Medlock, ESO II, of the San Diego Employment Service Office. Mr. Medlock provides information to new members about the services of the Department of Employment, encouraging their registration and use of placement, counseling, and clearance placement, as well as résumé preparation. This service smooths and speeds the application process and introduces a number of applicants to our service who might not otherwise be interested.

Another activity conducted by the Veterans Employment Representative is the periodic briefing of military personnel under the cooperative program for employment assistance to military personnel scheduled for retirement. This service has been given seven times in the past year to a total of 1,760 persons. A similar briefing is given quarterly to retiring civil service personnel at Naval Air Station, North Island, San Diego, by the Veterans Employment Representative.

The "Navy League of the United States" is located at 818 18th Street N.W., Washington, D.C. 20006, where they may be contacted by offices interested in a program such as I have described. The League publishes an excellent 15-page booklet, titled "Operation Highline".

S.O.S. -- A SANTA MONICA
OLDER WORKER PROGRAM
by Eleanor McCaskell, Older
Worker Specialist,
Santa Monica Local Office

Our S.O.S. (Service Our Specialty) program became a reality because the need for work for men over 40 was an emergency in the spring of 1964. The Santa Monica area had long needed a worker-orientation-and-training program for the unemployed man over 40.

There was a twofold need - work for the unemployed man and the demand in the community for his services.

This demand was determined by means of a community survey.

The two training classes that followed (with a total of some 40 men receiving S.O.S. Service Aide Certificates) were sponsored by the S.O.S. Committee, which included an engineer as chairman, the supply coordinator of the General Telephone Company, a retired safety engineer, a psychologist from the Veterans Administration, the assistant manager of the local Social Security Administration Office, the Veterans' Employment Representative of the Santa Monica State Employment Service

Office, a newspaper woman, a social worker, the Director of the Santa Monica Chapter of the American Red Cross, and myself as the Older Worker Specialist for the Santa Monica Office.

The first class was held in May of 1964 and included a group of men of varied training who were very hesitant about entering the class. An interesting development was the staunch camaraderie existing in the group after being together a day or so. This first class included Safety Instruction and Maintenance Training, two days of First Aid, and brief Red Cross Nursing Instruction.

In its initial efforts the Committee was overeager and, in its effort to cover all possible jobs, made this original training a heterogeneous selection of subjects, not all of which were pointed toward employer demands. Nursing occupations, for example, were never included in orders received by the Department of Employment. Many maintenance positions, part and full time, were received. In January, 1965, the Committee, on the advice of the Employment Service, decided that the nursing and first aid subjects were superfluous and that more stress on maintenance was needed. Accordingly, the second class in February, 1965, included Landscape Gardening, Yard Care and Culture, Building Maintenance and Minor Repair.

This seemed more in line with community needs for services. The Santa Monica area is becoming a community of increasing multiple dwellings and these high-rise apartment buildings offer a wealth of potential and/or actual placements for S.O.S. men. One of the graduates is now Maintenance Man at the American Red Cross in Santa Monica where, incidentally, the classes are held. One graduate was employed by the Auto Club, one by a boat company and so it goes. But the greatest number of placements are part-time, temporary "Mr. Fixits".

The Committee is fortunate to have excellent publicity coverage because of the interest of one Committee member, a columnist and reporter for the Santa Monica Evening Outlook, Clara McClure. We feel that we are now on the right track, and that after many growing pains, S.O.S. is on its way to join Home Aide and Employment Clinic as a rewarding, job-producing program of definite service to the community. . . S.O.S. is, indeed, not an emergency in itself but the happy solution of an emergency for many a man over 40.

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UNIONIST TELLS PROBLEMS OF LEISURE

All Hate to Retire, Few Ready for It

By CHARLES SUTTON

A trade union official told a Long Beach audience today that America's workers are neither prepared for leisure nor inclined to use it once they have it.

And the same holds true for retiring executives.

James C. O'Brien, executive director of the retired workers committee of the United Steelworkers of America, said the nation is so thoroughly work-oriented that retirement has become an anathema to most of its citizens.

HE TOLD 100 delegates to a conference on older workers' job problems at the Long Beach Jewish Community Center that resistance to the idea of retirement is so great today that some industries have

had to make retirement preparation classes almost compulsory.

About 200 companies in

the country have such classes, he said.

Mrs. A. M. G. Russell, chairman of Gov. Brown's Citizens Advisory Committee on Aging, said the nation will have to abandon the idea that only gainful employment makes a person worthy of attention, particularly in old age.

In time, she predicted, senior citizens will be doing other things without losing their imagined "status" in the community.

SHE AGREED with O'Brien that a work-oriented society may be self-defeating in an age of automation.

She said the committee on aging is now trying to develop status for other activities, and she cited the example set by Grandma Moses, the artist.

"Of course," she added,



JAMES C. O'BRIEN

Long Beach Press-Telegram

The Southland's Finest Evening Newspaper

THURSDAY, MAY 28, 1964—SECTION B

"All this presupposes an income in retirement."

O'Brien, in discussing the economic status of the nation's old folks, said they constitute one of the important pockets of poverty in America today. "There are 18 million people over 65 in the country. Yet the average social security check for married couple is \$128 a month, and for individuals, \$78. Only one in seven social security recipients, moreover, has a private pension."

O'Brien, here from Washington, D.C., termed automation one of the greatest challenges to the nation.

"We're losing 360,000 jobs a year in manufacturing industries alone," he declared. "And, mind you, those are only the ones that disappear. There are countless others not even opening up, as they normally would in an expanding economy."

THE STEELWORKER'S official later told reporters that nothing short of a massive New Deal — "actually deficit spending" — can possibly solve the country's economic ills and wipe out poverty.

This would mean, he explained, a giant program of public construction — that is, "new schools, libraries, roads and the rebuilding of all the Harlems in America."

VER AND OWS PROGRAMS
ARE BEING COORDINATED--
Excerpts from an Address by
James Morgan, State Supervisor
of Services to Veterans, to the
San Francisco Veterans
Employment Committee

There is a pressing problem which affects the ability of unemployed veterans to get work, and which prolongs the period of unemployment when a veteran finds himself out of a job. The problem has several labels, but the cause of the problem is Father Time and the attitudes which we have toward the old gentleman.

Approximately 33 percent of our total veteran population is now over 45 years of age. Forty-seven percent are between the ages of 38 and 45, and the remaining 20 percent are between the ages of 28 and 37.

While we know that age restrictions in jobs exist and that after 40, age becomes an increasing hazard to the job seeker, there has been a tendency toward apathy - a feeling that nothing can be done in this regard. Fortunately something can be done and I hope to be able to point out some possible actions that can be taken by all who are interested in assisting the unemployed veteran to find work and in assisting us to see that the older veteran gets the service which the Congress of the United States intended that he receive. While it is true that qualified veterans are referred to jobs before all nonveterans, priority of referral doesn't mean much if the employer has been conditioned to prefer younger applicants.

The Federal Government and the State of California have conducted intensive studies to determine why age restrictions in jobs exist. Facts disclosed by these studies indicate that there are many misconceptions concerning the over-40 job seeker on the part of many employers, the general public, and even by job seekers themselves. Therefore I submit that our local Veterans Employment Committees and local posts and chapters of veteran organizations can do much to assist the unemployed veteran who is 40 years of age or older, by learning and publicizing the facts within their own community, to the end that understanding will be improved and more realistic attitudes be created.

What are some of these facts? House Resolution 77, adopted by the Assembly of the State Legislature in 1963, requested the Department of Employment and the Citizens' Advisory Council on Aging to undertake jointly a study of how and where employment opportunities for older persons could be improved and expanded throughout the State, and to report their joint findings and recommendations to the current Regular Session. This study has been completed. The findings and recommendations have been furnished the Legislature; some recommendations have been carried out; and legislation has been introduced as a result of other recommendations.

This study confirms many things which we have believed concerning the employment of older workers which have been indicated by previous less extensive studies, a few of which I would like to point out to you now. Employers tend to believe:

1. That older workers lack physical stamina. Physical stamina is an individual thing without regard to age. Many individuals over 65 have more physical stamina than many youngsters in their early twenties. This misconception concerning physical stamina is a very common thing and yet most of us can recall in our own experience many instances of aged individuals with great physical stamina.

2. Another misconception is that the older a person is the less productive he becomes. Here again, investigation has shown productivity to be a matter of the individual, rather than a matter of age. In fact, investigation has shown what appears to be a tendency towards greater production among older workers. This may well be, of course, the result of greater experience.
3. Many employers believe that an older worker tends to be absent from work more than the younger worker. Now this is a very curious thing! In the intensive year-long survey conducted right here in California and completed the latter part of 1964, the great majority of employers reported that their employees who were over 40 years old were productive, dependable in their work habits, loyal, and an asset to their business. Now comes the curious part - these same employers, in discussing unemployed persons applying for work, indicated that they considered applicants in the 40-plus bracket as an employment risk. What do you suppose were the reasons they gave? That they were absent from the job too often and therefore not dependable. That they couldn't meet the physical requirements. That they were more difficult to train, and similar reasons. In other words, the belief seems to be that the fine, dependable, productive employee somehow magically loses all his fine qualities the minute he becomes unemployed, simply because of his chronological age.

There are many other misconceptions concerning workers in their forties, fifties, and sixties which we don't have the time to go into tonight. The point is that on March 31st, 82,096 unemployed veterans had applications on file in our offices statewide. I don't have a recapitulation of the ages of these 82,000 veterans. However, by applying the age percentage of our total veteran population, I am sure that you will agree that it is safe to say that a large percentage of these veterans are in the upper age groups we have been speaking about.

In March the California State Employment Service placed 8,268 veterans in jobs, of which 743 were disabled veterans. I'm happy to say that in March, as it has for many years, our Index of Service to Veterans showed that veterans are receiving the preferential service to which they are entitled. However, as the years go by and veterans become more difficult to place because of age, our Index of Service to Veterans continues to gradually decline, and I cannot help but wonder how many more of our veteran applicants would have gone to work last month if our employers had more realistic attitudes concerning older workers and realized that "ability is ageless."

This, then, is one of our major tasks at the moment - to know this truth, to publicize it, and to convince employers throughout the State. This cannot be done by government alone. It can be done only within each community by members of the community. It is a job for which our Veterans Employment Committees and the organizations which they represent are well suited.

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(The following TO WHOM IT MAY CONCERN letter was sent to the Director by an older worker who rightfully resents being a statistic - and having to lie about it at that!)

TO WHOM IT MAY CONCERN

I AM A STATISTIC. A faceless, nameless statistic. Do you know what a statistic looks like? To most people I am just part of the dry report reading that one skips

over to get to the meat of the subject. Statistics bore most people - so maybe I am a bore.

Am I male or female? Do I have grey, blue, brown or black eyes? Am I white, black, brown or yellow? What color hair do I have? Since I am female, no one pays too much attention to our hair anymore. Most people think we change it monthly anyway. But, you would be surprised how many of my brother statistics are "touching it up" - and for the same reason. Which is not to make them pretty.

Am I fat or thin or have I kept by "figger"? But, that is easy to change, too. Good diets are published daily. From the slow, cut down, cut out, cut off -- no bread, no fats, no cream, no pie or cake, no drinks and just plain "NO" diet, to the CRASH DIET of one lettuce leaf and a glass of water. That sister, is the count down to a hospital bed. But, a lot of my sister statistics try it. Or maybe they take the "VIBRATOR CIRCUIT" or the "PILL PATH". Anything to become a person again and not a number. Anything to get into "orbit" again. Oh yes! I have a number - or am a number. No, I never harmed anyone - don't drink - never "did time" - never saw the inside of a jail. Worse thing I ever did was get a couple of tickets for illegal parking. No, I'm not a criminal, but I am a number. A nasty insignificant little number. And, that is exactly how I feel - insignificant. I am one of the 3,650,000 unemployed. What my number is I do not know. Under the date line of September 4, 1964 published in the Los Angeles Times, I learned we made up 5.3 percent of the national work force. And I presume our numbers are still rising. Of course, everyone knows that in good times or bad in this or any other democratic country there is a certain percentage of the unemployed who are unemployable. For any number of reasons - none of which I will go into now - except one.

You see, I am a statistic, within a statistic, a number within a number. Sounds fancy, eh! It isn't. It's pretty nasty. Of that 3,650,000 unemployed as of September 4, 1964 I wonder what percentage is unemployed because of that American BUG-A-BOO! That heinous crime! That unspeakable disease - A G E.

Yes, now you know why I am a statistic, why I am a number, now you know. I am too old! I am well, strong, reasonably good looking, neat and clean, but, I am too old. I am over 35. Heavens to Betsy! I am worse, I am over 40. How much over I would not tell even in the confessional. I have cut down on my age - twisted, turned, finagled and just plain lied about it till my own mother would be confused. In fact, the way I have it messed up now, my mother will have to become my "grandmother" on our family tree. Or I will have to hop off! That's the only way to fix it.

I have cut my age so much that long ago I lost all conscience about it. But, when you cut it too much it presents other problems. Then you have to finagle other people's ages in the family to fit. Curiously enough some of them resent that. They like getting old! They like their pipes, knitting and rocking chairs. They like to talk over OLD TIMES. But they can't - not when I'm around - I can change the subject faster than Gordo's Space Speed. And so, conversation often dies aborning.

My aunts, uncles, cousins, etc., never talk times, dates or ages in my presence anymore. Each year my brother calls me on his birthday to find out how old HE can be that year. He is really 10 years younger than I but long ago I whizzed past his birthdate and took up a position on the inside track. That was

fairly easy, due to the prevalent use of cosmetics, diet, hair dyes, etc. I am now thinking of contact lenses and face lifts. It sure was a shock when he learned I was several years his junior.

Then there is the matter of friends. I am originally from "BACK EAST". Ha! That was a happy move when I migrated out here. That way I could more or less drop all my old friends. They knew too much. It was not unusual when meeting "one of the girls" to have her say, "Oh! did you know Elsie's girl had another new baby? That makes Elsie a grandmother for the third time. You remember her - she went to school with us at Kenley Hi."

Out here I look vague about anything prior to Pearl Harbor. If the subject is pursued I murmur, "Well, I was pretty young" - and drift away.

Then there is the large question of marriage and children. I would have had to become a mother at six years of age, had I taken the advice of an employment agency the other day. She called and told me she had set up an appointment for the next day. Then she told me to go out and get a new hair-do, get a "teeny" looking dress and plaster on a big smile and back her up on her lie that I was 33. Even I never had that kind of nerve. When I came back and told her the truth will only stretch so far - she looked aggrieved and figuratively washed her hands of me.

Another thing, I never imbibe too much. No, no scruples, but it has a tendency to loosen my tongue and I might shed a sentimental tear if I heard "Yes, we have no bananas". Or heard Professor Coué being discussed. And that "every day in every way things are getting better and better." Ha! I guess he had a job, so it may have been easy to subscribe to that philosophy.

I would think so too - right now - if I had one.

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