

experience

loyalty

skill

come with Age!

**THE REPORT OF A CAMPAIGN TO STIMULATE JOB
OPPORTUNITIES FOR MIDDLE-AGED AND OLDER WORKERS**

conducted by

**APRIL - JUNE
1948**



FEDERATION EMPLOYMENT SERVICE

67 West 47th Street, New York 19, N. Y.



Introduction

Federation Employment Service, a free, non-sectarian guidance and placement agency, devotes primary attention to persons who have the greatest need for vocational service. The agency, which is affiliated with the Federation of Jewish Philanthropies of New York, was established in 1934. Since that date, it has offered employment and counseling assistance to the community, with emphasis always on the "hard-to-place."

Special projects have been organized, as the need arose, for veterans, youth and other groups. And when post-war conditions indicated that older workers, as a group, had difficulty in finding jobs, we decided to focus public attention on the needs of these people. The agency had always served older persons on an individual basis, but when the problem grew to major proportions, broader action seemed necessary.

Providing jobs for older workers constitutes one of the most complex problems of our day. The basic difficulty is simple to state; less simple to resolve. We are faced with a population that is growing older and must support itself longer; yet industry, by and large, prefers to hire younger workers and retire older ones at an age when many of the latter can still work productively.

The campaign for older workers was not meant to lessen job opportunities for younger people. FES believes that no group should be given special privileges in the labor market; nor conversely that it should arbitrarily be handicapped. In the final analysis, the selection of a worker from a group of applicants should depend on the individual's qualifications, regardless of age.

The FES campaign, as a demonstration project, outlines a few concrete steps toward increasing employment opportunities for older workers. We hope that vocational agencies in other communities will embark on similar drives. It is our hope also that many communal organizations, on a continuing basis, will cooperate to carry out broad educational programs. The issue is not local, but national in scope; it is not a temporary situation, but one with permanent and long range implications.

New York City
January, 1949

Mr. Walter A. Miller, President
Federation Employment Service

We are happy to submit the report of the FES job campaign in the interest of middle-aged and older workers. In November of 1947 the FES Board of Directors approved plans for the campaign; the drive itself was conducted from April 19th through June 30th of 1948.

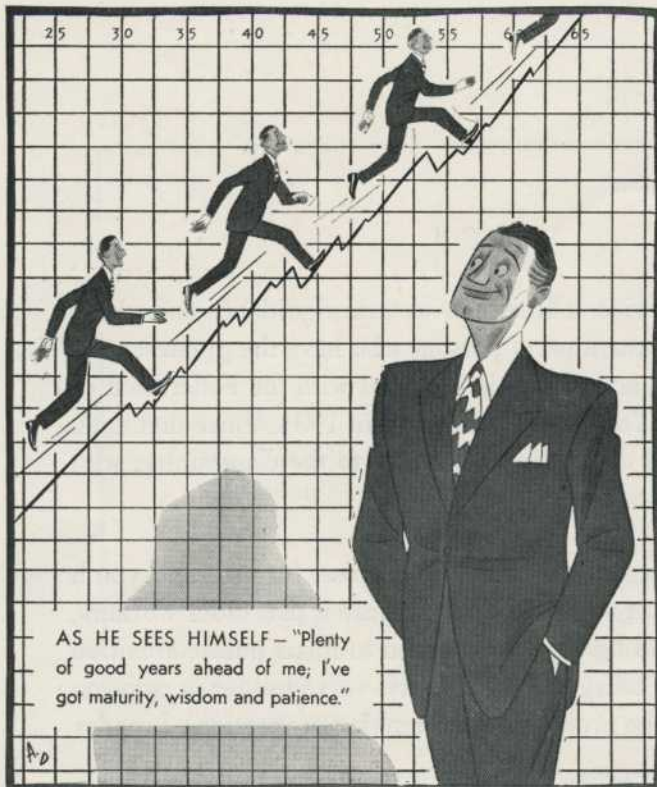
In the attached report we outline the problem, our objectives, procedures and results. We have noted also a series of observations and recommendations for future action.

The drive was the first of its kind in the country and we hope that our experiences will help others who are concerned with the job problems of older people.

Respectfully submitted,

FES COMMITTEE TO PROMOTE JOBS
FOR WORKERS OVER 45

ARNOLD S. ASKIN, *Chairman*
MRS. ARTHUR D. SCHULTE, *Co-Chairman*
RICHARD J. BERNHARD
FREDERICK W.M. GREENFIELD
WILLIAM H. KUSHNICK
ROBERT RAU
LAZARE TEPER



Drawing by Abner Dean

New York Times

The Problem of the Older Worker

During the war, the word "unemployable" went through a radical change in definition. Under the stress of wartime manpower demands, physically handicapped persons, workers of limited mental ability, and other "hard-to-place" employees found, and held, a wide variety of jobs. Among these "unemployable" persons were a tremendous number of middle-aged and older people who had previously retired, willingly or otherwise, from the labor market. And with the others, the majority of the older workers had demonstrated their ability to handle jobs that had ordinarily been barred to them in the past.

With the end of the war the situation returned to "normal" and workers in these categories once again found employment avenues closed to them. Employment throughout most of the country was maintained at high

levels, but in New York City the job market was uncertain and during 1947 there were between three and four hundred thousand workers unemployed at any one time.

The effect was immediately felt by workers over 45 years of age. Hiring standards reverted to pre-war conditions, and older persons again encountered job discrimination based on age alone. Large numbers of these people who had proven their value as workers, found it hard, psychologically, to accept the fact that jobs were no longer readily available.

At FES, we felt an immediate trend away from the employment of mature persons. Job orders without age limitations fell sharply while the number of older applicants rose sharply. One year after V-J Day, our files showed that more than half of our applicants were over

45 years of age. And the incoming mail began to reflect the same trend, underlining some of the personal tragedies:

"I'm a woman 51 years old and a few weeks ago went job hunting. I called on a store which advertised for help and was told they wanted sales people not over 35 years old. It looks as if middle-aged people have no place in this world."

"I am 50 years of age, but faithful, loyal, dependable and conscientious, as my employer will state. I want to make an honest living. It feels terrible to be discarded with that age. I am desperate. Please help me to find a position. I would appreciate it very, very much."

"I have been unemployed for a year and 5 months. Why? Wherever I go I am told I am too old. To be too old to work at 53 that's what happened to me — a sober, industrious and loyal worker. I was good enough to work for one firm for 18 years."

"I find it very difficult to obtain work due to most places having an age limit of 40. I am in good health and lots of experience. At the present time I am ready to work at a minute's notice. My trouble is that I am 57."

"I am fifty-two years old, and after serving my country as an officer for six years, I find myself a victim of circumstances. An excellent service record, including letters of commendation from 3 star generals, and valuable civilian experience seem of no help in finding a job. I have answered more than forty advertisements, directly contacted more than fifty corporations, registered with nu-

merous employment agencies, and tried to get my old job back. All to no avail . . . Men who have served their country twice since 1915 are entitled to better jobs than messenger boys or elevator operators. I am now under the impression that life ends at fifty. Unless industry realizes that we have something to offer, men in my category are licked. Let's salvage the men over fifty. They deserve a break."

The conditions emphasized the need for a special effort. But before making any decisions, we felt that further investigation was required. Three questions seemed to be important:

- 1—How widespread was the problem?
- 2—What proof was there that older workers could competently handle jobs?
- 3—Why was industry reluctant to hire these people?

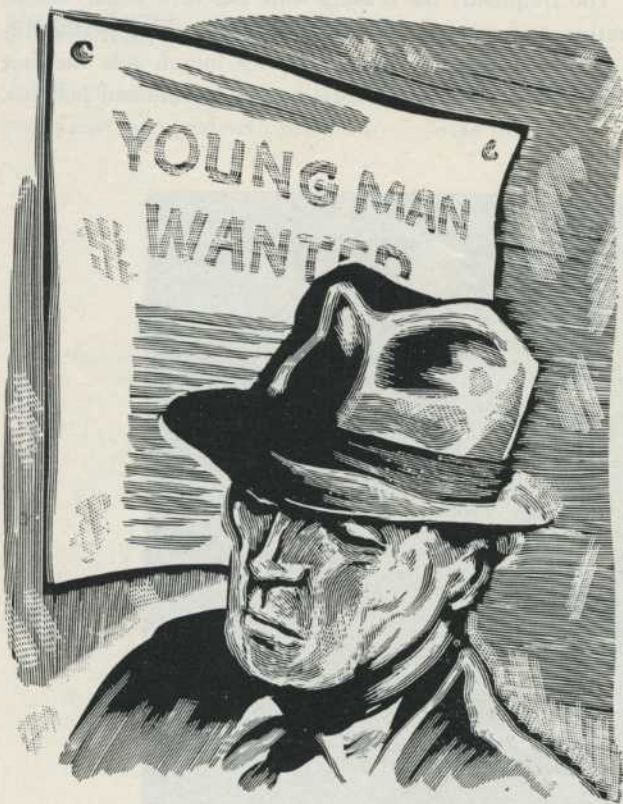
The Scope of the Problem

On the first question, regarding the size of the problem, we found rather quickly that the country was facing a social and economic issue of tremendous scope. As we examined the literature in the field it became apparent that our nation is aging. Medical advances have performed miracles in prolonging man's life span, and as a consequence older people are becoming a larger proportion of our population.

Of four babies born in 1900, the statistics showed, only three reached age 25; of four babies born today, three will reach age 57. In 1860, there were 860,000 persons over 65; today the number is approximately 10,000,000; and in 1970 the figure will have risen to approximately 16,000,000. Population projections indicate that thirty years from now one half of America's citizens will be over 45; 15% over 65.

In light of these figures it seems apparent that our present concept of "age" is outmoded. As a group, older people are healthier and better able to work than the similar group fifty years ago. And modern psychology points out clearly that chronological age does not measure the fitness of any one worker. Individuals differ in so many ways that age can be considered only one factor in the total makeup of the person.

As population problems go, the increase of older workers has affected the nation with relative rapidity. In terms of planning, America will now have to make major social, economic and industrial readjustments. Of necessity, planning for jobs will become more vital. By 1980 our working force will number 30 million people more than the present labor pool. Unless jobs are forthcoming, the



burden of care for unemployed older persons will fall on the shoulders of younger workers and the taxpayers. It is difficult to predict what this might mean in increased taxes and relief costs.

Can Older Workers Handle Jobs?

On the second question, regarding the competency of older workers, our own wartime experiences were rather positive. Exploring further, moreover, we examined a number of studies which proved clearly that older persons make good employees. The New York State Legislative Committee on Problems of the Aging, for example, reported that older workers, when compared with their juniors, were as productive, more experienced, more conscientious, less distracted and absent less frequently. They found, in the words of the slogan we were to develop for our campaign, that "Experience, Loyalty, Skill — Come With Age."

Similarly, studies by the California Department of Industrial Relations, the U. S. Bureau of Labor Statistics, and others showed the same facts, proving as well that there was less turnover in jobs among older persons, and that, according to studies of compensated accidents, they suffered fewer industrial casualties.

In general, the reports showed that the family responsibilities of mature persons made for greater stability. They indicated that age did not diminish efficiency except in jobs with heavy physical demands. More enlightened employers, the reports stated, preferred older workers in jobs

calling for experience, judgment, and qualitative performance.

Industry's Point of View

Question three, regarding industry's hesitance in hiring older workers, was not simply answered. The fact that age discrimination existed was fairly apparent; the reasons behind the prejudice, however, were not so clearly evident.

Employers whom we questioned gave a number of vague and inconclusive reasons to the effect that older workers could not do their jobs, would not fit in with younger people, could not be offered beginner's wages, could not be trained in new ways, and so on. Some generalized that older workers had passed the peak of efficiency; others stated that it was difficult for mature people to work under younger supervision; still others used the reverse of this argument and said that if older workers did not move on there would be no promotional possibilities for younger workers. Some employers insisted that it was difficult for them to hire older workers because of their particular type of pension plan. They contended that they felt obliged to pay the same retirement rates to a worker who could only give them a few years of service, as well as to one who could give them twenty-five years of service.

Too frequently the reasons were based on scanty information and generalized thinking about older persons as stereotypes. Equally significant, we found, was the fact that a great deal of hiring is based on outdated policies.

Window display,
FES campaign



Many firms continue employment practices established in the past when the worker of 45 or 50 had fewer productive years ahead of him than the worker of 45 or 50 today. Many of these policies have continued despite the present day extension in life expectancy and improved physical well-being.

The Campaign Goals

The decision to embark on a campaign, and the goals at which to aim, grew from our investigations. As our plans developed, we realized that the primary objective should be an educational drive to acquaint employers with the positive values of hiring middle aged and older workers. It was important, we believed, to have people know the facts; to point out that the hiring of mature persons was sound business practice and not charity. And the obvious related goal was the promotion of actual job opportunities for our applicants.

It is difficult, of course, to separate an educational campaign from a service program, and during the drive we worked toward both ends. We knew, however, that the size of the problem made the finding of specific jobs a difficult task. For the future we hope to start a larger movement and involve many other facilities to carry on beyond the time of our relatively short campaign.

Procedure

The major trade associations, as well as a number of prominent persons were invited to endorse the campaign

and serve as honorary sponsors. The response was very gratifying indicating a vital interest in the problem. Governor Thomas E. Dewey, Mayor William O'Dwyer, State Senator Thomas C. Desmond, Emil Schram, Jacob Potofsky, Julius Hochman and many other eminent individuals gave support to the campaign. Twenty-five important trade organizations similarly responded.

A campaign slogan was created; the opening date of the campaign was set; and it was decided to concentrate the publicity in a ten day period.

Fact sheets, newspaper releases, magazine stories, radio spot announcements and other interpretive material were prepared for release, on a scheduled basis.

An employer field visiting schedule was drawn up; staff schedules were re-arranged to allow for field visit time; and a campaign postal card, in cartoon format, was prepared for direct mailing to employers.

All of the preliminary activity crystallized on April 19th, 1948, when the campaign was officially opened with a press conference held at the Federation Building. Speaking at the conference were: the President of the Federation of Jewish Philanthropies, Mr. Ralph A. Samuel; the President of FES, Mr. Walter A. Miller; the campaign chairman, Mr. Arnold S. Askin, and a prominent industrialist, Mr. Benjamin Lazrus, President of Benrus Watch Company.

On the day of the press conference and in the succeeding ten days we mailed cards to thousands of employers, visited newspaper and magazine editors, called radio stations, sent staff members out on field visits and released our prepared material to all of the public relations media we could reach.



Subway poster,
FES campaign

Results

The response to the campaign was immediate, exceeding all of our expectations. We felt, in fact, that we had struck an exposed nerve in our social and economic structure.

As an educational campaign, our primary goal, this is what happened:

More than sixty newspaper stories were devoted to the campaign. Every New York City daily paper carried an account of the drive and a large number of stories were printed in various parts of the country. We received letters from people in Chicago, Oakland, Montreal, and other cities, stating that they had read about the campaign in their local newspapers.

The NEW YORK TIMES, NEW YORK SUN, NEW YORK POST, BROOKLYN EAGLE, and others carried editorials supporting and commending the drive.

Newspaper columnists Sylvia Porter, Newbold Morris, George Sokolsky, Howard Rusk and others wrote stories about the campaign and the job problems of older people.

The newspaper PM (now the NEW YORK STAR) wrote an illustrated week-end feature in its magazine section, featuring an interview with Mr. Roland Baxt, the Executive Director of FES.

A number of business organizations inserted messages concerning the campaign in their newspaper advertising.

Stories on the drive were carried in more than a hundred trade papers including WOMENS' WEAR DAILY, PRINTER' INK, LAW JOURNAL, LAUNDRY AGE, NATIONAL JEWELER, MEN'S REPORTER and similar publications.

Every New York radio station carried spot announcements directed to employers. Several nearby New Jersey stations also carried the message.

Over thirty leading radio programs gave attention to the drive, and to the problems of the aging. Among some of the well known programs were: Mary Margaret Mc-

Bride, Martha Deane, The Fitzgeralds, Arthur Godfrey, Hi-Jinx, and Kate Smith.

J. Raymond Walsh on his regular Sunday afternoon program, interviewed Mr. Baxt. Station WMCA sponsored a round table forum composed of General John Reed Kilpatrick, President, Madison Square Garden Corporation; Frieda S. Miller, Director of the Womens' Bureau, U. S. Department of Labor; Dr. Robert W. Searle, Executive Secretary, Human Relations Committee of the Protestant Council; and Dr. Channing H. Tobias, Director, Phelps Stokes Fund. Walter A. Miller, President of FES, served as moderator.

Reports came in that various radio commentators and newscasters gave time to the campaign, although it was not possible to monitor all of the programs and we cannot say how many covered the story.

The Town Hall Meeting of the Air, over a national hookup, devoted a meeting to the topic: "Are you preparing to grow old successfully?" In preparation for the program, Town Hall called FES for technical consultation, suggestions for speakers, subject content, and methods of presenting the basic ideas. During the broadcast, the moderator devoted a portion of his remarks to the FES campaign, noting that it was a concrete demonstration of what might be done in trying to solve the job problems of older workers.

An attractive poster, designed by professional copywriters and commercial artists, was displayed without charge in 3100 positions on the subway platforms and suburban railroad cars. The City of New York also gave subway advertising space to the campaign by means of the SUBWAY SUN, a car poster used for city projects and public service programs.

A number of magazine articles in whole, or in part, covered the story of the campaign. LOOK Magazine, SURVEY GRAPHIC, BUSINESS WEEK, and others featured the material. The NEW YORK STATE INDUSTRIAL BULLETIN and CORONET Magazine have written stories for early release. Writers for LIFE Magazine, LADIES HOME JOURNAL, READER'S DIGEST and other national magazines have come to the agency for information for future stories. At least six or seven authors who are writing books on the problem requested further information on the drive.

The City Council of New York passed a resolution supporting the campaign, and Acting Mayor Vincent R. Impellerteri (in Mayor O'Dwyer's absence from the City) accepted the official campaign poster from Mr. Miller, the President of the FES Board, and the campaign chairmen, Mr. Askin and Mrs. Schulte.

The March of Time produced a documentary film en-

titled "Life With Grandpa" containing a number of scenes which highlight the FES campaign.

The National Association of Manufacturers, in cooperation with the U. S. Chamber of Commerce organized a program in the interest of older workers. The effort was stimulated, in part, by the FES campaign during which we initiated conferences with officials in the Industrial Relations Department of N.A.M.

It is always difficult to evaluate an educational campaign, but despite limited resources we were able to reach a listening and reading audience of huge proportions. Town Hall, for example, is heard by an estimated ten million persons; March of Time is seen by approximately thirty million persons; and additional millions read about the campaigns either in the newspapers, the magazines or on the subways and trains.

During the life of the campaign we placed a few hundred older workers, constituting a 68% increase in place-

ments as contrasted with the preceding period. Anticipating only a limited immediate response to this objective, we were heartened by the sharp gain. However, despite the fact that we found jobs for a number of persons, ten of our older applicants remained unemployed for every one we placed. The reaction, encouraging though it was, reinforced our original belief that we were attacking a very difficult situation.

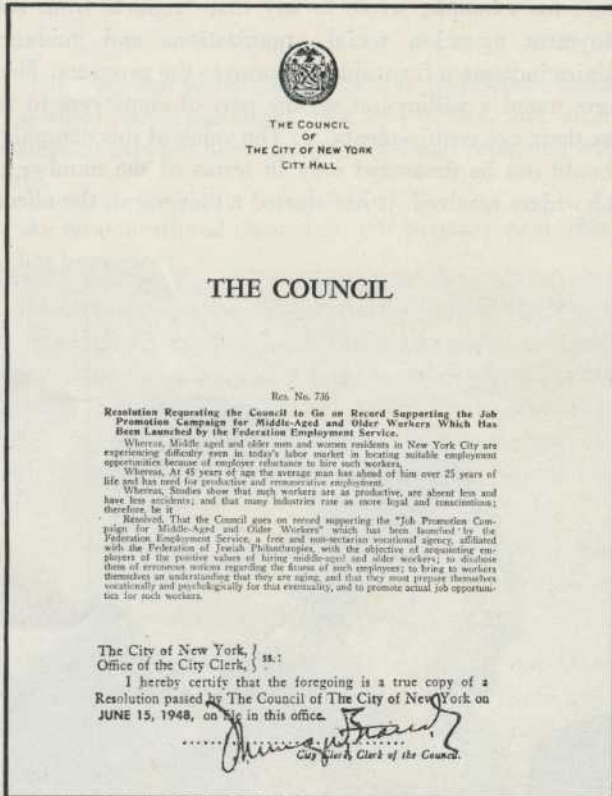
Significantly, however, we learned later that our campaign was helpful to other vocational agencies, many of which were able to capitalize on our publicity in dealing with their own employer accounts. Veterans Administration, for example, wrote to say that "reports from employment agencies, social organizations and guidance clinics indicate a favorable response to the program. They have noted a willingness on the part of employers to relax their age requirements . . . The value of this campaign should not be measured only in terms of the number of job orders received. It has started a movement, the effects



Vincent R. Impelletteri, Acting Mayor of New York City, accepts official poster from FES Campaign Chairmen and President.

and ramifications of which will add to our productive capacity and richness as a nation." From a number of other sources we received reinforcement of the opinions expressed in the VA letter.

Significant also, was the fact that the persons we placed stayed on their jobs. As a matter of routine, FES follows up with employers to find out whether its placements are satisfactory. And the results showed that the proportion of workers placed during the campaign who were still on their jobs was higher for older persons than for younger people placed over the same period of time.



As an anticipated by-product of the campaign, we were immediately deluged with older job seekers. Although our publicity material was deliberately directed toward employers, we were flooded by thousands of applicants. From all parts of the country written requests for help further underscored the extent of the need.

Moreover, our experience revealed that most of the "older applicants" were between 45 and 55 years of age. Over 70% of the persons responding were in this age group. These were not aged people, but persons with skills and good work backgrounds who were rejected by employers primarily because of age. And yet most of them, physically, mentally, and emotionally, were ready and able to work.

General Commentary

During the campaign some of the problems we had anticipated were confirmed. In addition, our experiences justify several observations:

1—We were attacking a problem that hit home. Reaction to the campaign was widespread and indicated that job difficulties for older persons are very real situations to a tremendous number of people. These include not only unemployed older workers but a larger number of younger people who find it necessary to support aged parents.

2—The lack of adequate employment often contributes to personal and social maladjustments, family conflict and related emotional difficulties. While satisfactory placement does not necessarily remove these problems, it frequently lessens their impact. This is true, of course, for all age groups, but with older persons there are the many additional complications that family life imposes.

3—The community was receptive to a demonstration campaign in the interest of older workers. We were given a great deal of cooperation, volunteer effort, radio and press assistance. If New York City, which has many worthy causes vying for attention, can respond so well to a drive of this kind, it seems probable that campaigns in smaller communities would receive similar support.

4—The campaign helped to shape positive community opinion regarding older persons. Future programs can succeed if based on wide public understanding, and the establishment of a climate of opinion will help materially in leading to direct action.

5—Employers, by and large, are not aware of the effectiveness of older workers when placed in the right jobs. There is a need to explode some of the misconceptions about mature persons and their potential value to industry.

6—Many employers claim that pension systems make it difficult for them to hire older workers. Others state that the newer pension plans do not cost them more for older workers than for younger persons. There seems to be some confusion not only in the manner in which pension systems operate but in related employee benefits including group insurance, health insurance and workmen's compensation.

7—Age, as a factor in employment, begins before the time for retirement. Varying with the occupation and the

individual, age may be a stumbling block long before 65. Workers over 45 have problems in finding jobs and in achieving job promotion. Workers over 65 have job finding problems but their situations are troubled by inadequate finances upon which to retire, enforced idleness and related difficulties.

8—The majority of workers have done little in making vocational plans for the future. Our experience with older applicants showed that as younger people they failed to recognize that they would ultimately face job discrimination because of age.

Recommendations

FES began the campaign for workers over 45 as a demonstration program, knowing that any real solution would require the energy of larger forces. With the impetus of the campaign, and the resultant communal interest, however, it seems appropriate to recommend further action.

The major recommendation, and the structure from which further recommendations might flow, is the establishment of a permanent citizen's committee to study the problem and plan long range constructive steps.

Ultimately, committees might be organized in the major communities of the nation. Our immediate recommendation, however, is for an organization to consider the problem in New York City. The problem is acute in this area, the geographical unit is fairly large, and the city has a concentration of interests and people who could offer much constructive assistance.

The committee should be composed of outstanding persons representing industry, labor, government, private organizations and other major interests in the community. To be a truly communal organization, it should not be weighted in any one direction. Adequate financing will be required and might come from the groups involved or from foundation support.

Out of our experiences, a number of projects recommend themselves as activities for the committee's consideration. Some of them might logically fall within the framework of the committee; others might be pursued independently. Briefly, they are as follows:

1—An industry by industry analysis of jobs to determine which of them are appropriate for middle aged and older workers. Recognizing that individuals of the same age may differ markedly in their ability to handle the same job, it still seems important to set up general age guides when analyzing jobs in terms of work skills, phys-

9—Older workers, out of necessity, are frequently willing to make major job compromises, often at great personal cost. The majority of our older applicants had expended considerable effort in job hunting, were able to work, and were not interested in relief grants. Many, however, were discouraged and had reached the point where they were willing to accept lower salaries and jobs below their maximum level of skill. Obviously this spells out wasted productive manpower, and can lead toward economic exploitation.

ical ability, required training and related factors. If this were done and the facts made available through widespread publicity, it would be simpler for employers to understand that many older workers can handle jobs in their plants.

2—A study into private pension systems with a view toward eliminating whatever present barriers there may be in the employment of older workers. Examination of this area might be broadened to include other insurance and compensation benefits.

3—An educational campaign among employers to:

- a) make the age of industrial retirement more flexible;
- b) establish plans to transfer older workers to less demanding jobs when they can no longer handle their usual tasks;
- c) allow for part time employment when older workers find full time work too difficult; and
- d) arrange for retraining to related positions within the worker's capacities.

4—An educational campaign among workers to help them realize that with age they must prepare for the eventuality of lessened job opportunities.

5—The development of special facilities within the public employment service to care for the vocational needs of older persons. This might take the form of a special office for older workers, special staff consultants within each office, or other devices that might be accommodated within the structure of the public agency.

6—The stimulation of adult education facilities to plan training programs geared to the needs of older persons.

7—Communication with trade associations, labor unions and related bodies to have them endorse and support drives in the interest of jobs for older workers.

8—A year around public relations program, highlighted by a "Hire the Older Worker Week."

9—Some of the above recommendations are long range goals; some may be achieved in the near future. In the immediate future, however, it seems possible for employment and guidance agencies to be of great assistance by devoting more attention to the job problems of older applicants.

From the viewpoint of an employment service there are many drawbacks to such action which must be carefully weighed. In the first place, it is entirely possible to lose employer accounts if an agency "sells" applicants whom employers feel do not meet their requirements. Secondly, any activity in this direction will mean a rapid rise in the number of older applicants, which may be difficult for the agency to absorb. And thirdly, the added time and effort that must go into this work means that each placement will cost the agency more per case than it will for younger and "better qualified" workers.

Despite these handicaps (and FES was aware of them all before launching its campaign) the gravity of the problem still suggests that employment and guidance agencies seriously consider a policy of additional service for older workers.

Throughout the country many of these agencies are members of coordinating councils and so may be able to press for joint communal effort. Some of them may be able to launch campaigns along the lines of the FES drive. In any case, it seems entirely feasible for the agencies to develop practical techniques for use in day-by-day operations.

Depending upon the size and kind of agency, it may be possible to do some of the following:

- a) attempt to have age specifications left open on job orders;
- b) plan in-service training sessions to orient staff workers regarding the problems of older applicants and the methods of working with them;
- c) assign counselors to the special task of developing retraining plans suitable to the needs of older persons;

New York Post THE HOME NEWS

Over 45

America likes to think of itself as a juvenile. The self-portrait of America contained in our ads and movies idealizes the fresh good looks, the superabundant energy, the disarming touch of naivete supposedly belonging to the young.

In reality, the U. S. is becoming middle-aged. In thirty years, half of America's citizens will be over 45, fifteen per cent will be over 65.

Our reluctance to accept America's changing age make-up shows right where it can hurt us the most—in our employment policies. Somehow, personnel managers look the other way if an applicant's temples are touched with gray.

In looking the other way, employers are passing up the experience, the judgment and stability, the proven productivity and carefulness to avoid accidents known to be possessed by our nation's older workers.

This week, the non-profit, non-sectarian Federation Employment Service is launching a job promotion drive for workers over 45. Listen to them carefully. It's time that our employment attitudes caught up with our age.

The Sun

Jobs Cannot Stop in the Forties.

Since 1932, when Walter B. Pitkin captured public attention with the title of his book, "Life Begins at Forty," economic tides in the United States have undergone great shifts. There was a period in which it seemed that life held few opportunities for profitable employment not alone for people of forty but for those half that age. This was followed by the war period, in which, with millions of the nation's young men under arms, few questions were asked about the age of applicants for the many jobs which needed filling.

Now, although the rate of employment remains high, those who seek to begin new careers in middle life are finding employers increasingly reluctant to hire men and women of 45 or over. To combat this reluctance the Federation Employment Service, affiliated with the Federation of Jewish Philanthropies, this week is conducting a campaign to remind employers that middle-aged and older workers possess special qualifications. Field workers for the Federation are calling attention to the war-time records of middle-aged and older workers as proof that experience, loyalty and skill grow with age. Their appeal for consideration for the older job seeker deserves attention, since no society which is not prepared to shoulder a tremendous load in caring for the jobless can permit opportunities for employment to stop in the forties.

- d) develop special job promotional letters highlighting qualified persons in the upper age brackets;
- e) allocate staff time to promote jobs through telephone solicitation;
- f) hold group meetings with older workers to discuss job hunting techniques, methods of writing effective application letters, and related job finding devices;
- g) visit employers to stimulate the greater utilization of mature persons;
- h) discuss the problems of older workers with labor unions to determine where and how they might be employed;

- i) sponsor joint meetings with labor and management to explore the problem in specific fields of employment.

Depending upon local circumstances, many other approaches can be used. The important consideration is not one of mechanics or techniques, for these can be developed; it is rather the adoption of policies in the interest of a vital human problem. If vocational services take these steps, and develop positive interpretive programs, it will be easier for employers to understand that "Experience, Loyalty, Skill — Come With AGE".

BROOKLYN EAGLE

Jobs for Those Over 45

With an imposing list of sponsors and a persuasive array of statistics, the Federation Employment Service is campaigning this week to induce employers to discard their disinclination to employ men and women 45 years of age and over. Sixty-five field workers of this non-sectarian, non-profit placement and vocational guidance bureau, an affiliate of the Federation of Jewish Philanthropies, are visiting employers in an effort to get their ideas over.

"Experience, Loyalty, Skill—Come With Age," is the Federation's slogan. And the arguments are many. A few years ago the same workers now considered too old were much sought after and they proved invaluable in making and breaking production records, were vital in the winning of the war. Today they are looked upon as useless.

The FES's survey shows that 20 years ago a man of 45, had only a few years of life ahead of him, whereas today he still has some 25 years of active production life. It indicates that mature workers are more stable, that age has little relation to efficiency, and that the older worker suffers fewer industrial accidents than the younger worker. The California Department of Industrial Relations and the U. S. Bureau of Labor Statistics are quoted in proof.

This is a splendid campaign and we wish it the greatest success.

The New York Times

JOBS FOR OLDER WORKERS

The march of medicine and the high standards of living have greatly increased the life span of the American people. One of the consequences of this new emphasis in age groups is the greater number of older workers in industry. There are nearly three million workers over 65. More and more women remain in gainful employment. The trend away from small business enterprise contributes its share of middle-aged men and women who seek employment.

But the unemployed worker over 45 is encountering reluctance on the part of employers to hire him. Because the applicant is middle-aged, his years of valuable experience, the stability he offers are often overlooked. He finds himself thrust into the ranks of inactivity, his savings dwindling and his morale weakening.

Aware of the magnitude of the problem, the Federation Employment Service, a non-profit and non-sectarian agency here in New York has launched a campaign on behalf of the older worker. During the drive, representatives of the agency will point out to employers the advantages of hiring persons past 45. The promotion of actual job opportunities for such workers is another objective of the agency. Its hope is that the campaign will lead to the establishment of Government training centers where older people may learn trades adaptable to their age.

All those interested in social problems will welcome the efforts of the agency to combat age prejudice. We cannot afford to discard the fit and eager worker if we are to maintain high living standards and a mentally healthy population.

F. E. S.

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American National Retail Jewelers Association
Associated Food Shops
Association of Buying Offices
Association of Commercial Discounts Company
Coin Metered Washing Machines Operators Assn.
Corset & Brassiere Association of America
Greater New York Hospital Association
Greater New York Tire & Battery Association
Lingerie Manufacturers Association
Master Truckmen of America
National Authority Ladies Hand Bag Industry
National Dress Manufacturers Association
New York Clothing Manufacturer Exchange
New York Retail Grocers Association
Society of Industrial Designers
Textile Brokers Association
Underwear Negligee Association
United Better Dress Manufacturers Association
United Infants & Childrens Wear Association
United Knitwear Manufacturers League
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