

age 32 or 35; included in this group are some airlines which have recently initiated the practice, and which apply it only to stewardesses hired after the date it was initiated, while those hired prior to that date have so-called "grandmother rights" and are unaffected.

Some airlines require all stewardesses, when they are employed, to sign written forms, sometimes referred to as "yellow dog contracts," agreeing to surrender their employment upon attaining a specified age or becoming married, or both.

A majority of the airlines do not impose compulsory retirement upon flight attendants, either male or female, having never made such a requirement, or, in some cases, having had it but abandoned it. Many airlines employ male as well as female flight attendants, performing substantially the same function. In no case of which we are aware is a compulsory retirement rule based upon marriage or age 32 or 35 applied to male flight attendants.

When asked to explain the basis for the early age cutoff for stewardesses, airlines most often refer to the supposed preference of passengers for more youthful, and presumably, therefore, more glamorous stewardesses. The available evidence suggests that airline market research and analysis in this area leaves much to be desired. For airline passengers, when afforded an opportunity for self-expression, generally indicate a far greater interest and concern for the competence, courtesy, and efficiency of the stewardess than for youthful sex appeal.

The Airways Club, an organization of regular and frequent airline travelers, with a membership of many thousands, polled its members early in 1966 on their views concerning marriage and age. The result of that survey, published by the club, is annexed as exhibit 13. It shows that a substantial majority of those voting were wholly indifferent to the age or marital status of the stewardess.

Some of the comments by airline passengers to the club are significant:

If she does a good job, her age and her marital status are none of the passenger's business.

How asinine can you get! What difference does age or marriage make so long as they do their job and do it pleasantly? One would think you are running a beauty contest and not about [sic] doing a serious and useful job.

The age, et cetera, has nothing to do with the job requirements—to be pleasant and efficient.

There is need for maturity, "know-how," training for helpful service instead of flirtatious "cuties"—this means a different age span for developing career personnel with experience, savoir faire.

It is not only the Airways Club which has surveyed the traveling public on this subject. On December 23, 1965, the New York Daily News "Inquiring Photographer" asked a sampling of the public the following question:

Many airlines will not permit stewardesses to remain on the job beyond the age of 35. Does a woman lose her glamor at 35?

The response? A resounding and unanimous no. To the extent that the airline age discrimination policies are founded on a contrary assumption they are open to serious question. The public seems emphatically to believe that:

There is an intriguing quality about women in their midthirties and beyond. It is an appeal that enhances their natural beauty.

There is no woman more attractive than a well groomed woman in her 40's.