

THE ANSWERS

Albert Cooper, Fifth Ave., attorney: "No. Most women are even more alluring after 35. However, stewardesses do lead active lives. What with serving meals, caring for children and answering many requests a stewardess of 35 is more apt to look a bit harried than a younger woman who can take the activity in stride and still look perfect."

Mrs. Sylvia Miller, saleslady: "Not at all. Actually, the airlines dismiss older stewardesses because male passengers prefer the sex appeal of younger women. They like to flirt with the stewardesses and the younger girls are more likely to fall for their line. An older stewardess knows them for what they are—wolves."

Alexander Schnee, Park Ridge, N.J., marine parts sales: "A woman does lose something at 35, but I prefer to call it the bloom of youth. However, this is unimportant to most people, including airline passengers. There is an intriguing quality about women in their mid-30s and beyond. It's an appeal that enhances their natural beauty."

Charles W. Wilson, Waterbury, L.I., sales engineer: "There's more glamor than mere beauty. It involves a woman's personality. That's why I think the airlines are dead wrong. I travel 50,000 miles a year. Most flights are of no more than three to four hours duration. I'm satisfied with an efficient, pleasant hostess, not a Miss America."

Celia Luis, manicurist: "Even if this were true, and I'm not saying it is, today's woman has the ways and means to recapture her glamor. Cleopatra would have given a kingdom for the aids to beauty available to women today. With the proper application of cosmetics, it's impossible to tell a woman's age."

Leslie Stoller, Grand Concourse, Bronx, manager barber shop: "Not to my mind at least. But in the long run it's up to the woman herself. A woman can marry and let herself go or she can maintain a trim figure. There is no woman more attractive than a well-groomed woman in her 40s."

EXHIBIT 17

OBSERVER: UP IN THE AIR WITH THE GIRLS

(By Russell Baker)

WASHINGTON, Sept. 4.—In the present enlightenment, few people will be shocked to hear that the airlines have been subtly trading in sex. Where the modern spirit of tolerance rebels, however, is the point at which the flying industry starts trying to dictate their clients' taste in women.

This is the issue the airline stewardesses have raised before Congress in complaining that four domestic lines require them to quit at the age of 32 in some cases, and 35 in others, because they are too old to keep the male passengers titillated. "It's the sex thing," one airline executive was quoted as saying. "Put a dog on an airplane and twenty businessmen are sore for a month."

TOO LITTLE RESEARCH

The airline policy is the kind of blunder that results from too much abstract psychological thinking about passenger motivation and too little basic research. The most haphazard study will show that, where sex is concerned, male airline passengers fall into three categories.

By far the largest group consists of those who find it impossible to think about women while strapped into a metal cylinder that is moving at the speed of sound four miles above all civilized trysting places. Men in this group don't care how the coffee, tea or milk arrives. They have serious things on their minds. Things like how to knife a competitor upon arrival at Point B or how to catch a 30-minute nap without being awakened for chewing gum.

Others want to listen for engine failure worry whether the barber shop will be closed at the next airport or, perhaps, repent of minor peccadillos committed in the last town. To these men, a stewardess can never be more than a waitress. If they think about her at all, it is to wonder why such well-girdled women choose to schlep coffee to ingrates when they could be discovering radium or pouring wine in the sunlight.