

to the percent of unemployment which exists. The effect being that not only would it help unemployment but it would also enhance the future employability of the person who received the training or education. This is not a new idea -- just an expanded or extended one.

One of the most repeated recommendations made today has been that a community committee be established to promote opportunities for older workers. It was suggested that this committee would be able to consider the labor market information for the area and could work with labor unions, employers, Adult Education, Welfare Departments, as well as with the Department of Employment.

Development of new jobs has been suggested -- or new industries -- that will require the kinds of services which older people can give. Many have been mentioned that have to do with services in the home -- home aides for the ill, homemakers, shoppers, nursing services for the homebound. These have been successful in many places. The supplying of a party aid -- someone trained to help with a party in your home -- has proved to be a successful venture in several places.

There are many other jobs that we can think of -- we can also think of the older person as a consumer and cater to his requirements. If you remember the baby-boom of the forties and all the shops that sprang up and the change in kinds of garments made for babies -- and then growing children -- we might translate some of this to the boom we are beginning to have in numbers of older people. The next few years will see increasing numbers of older people -- with spendable income. To start big -- why don't we have cars designed so that older people may get in and out easily. Transportation is a real problem in most places -- there ought to be ways to overcome this by design of small conveyances or by planning for group transportation.

Clothes for the older woman are badly designed and there are very few. We still like clothes as we get older, but it is very discouraging to have to hunt and then find only something that will do. This is a field for future economic endeavor indeed.

Food -- both shopping and cooking are problems for many in their later years -- yet we have very few "meals on wheels" programs and most of those that we have must be subsidized because the costs are so high. Surely there must be a way to provide nutritional meals for people in their homes at reasonable costs. The local employment office presently lists 56 unemployed cooks. There could be some opportunity for them in this field.

Housing for older people is a field we are beginning to learn a great deal about. Older people are telling us where they want their homes and what kinds they want -- building them is good business both for the builders and the communities. This area will benefit more than most from this.

I spent several summers in this area when I was in school. I learned to fish in the Eel River. A few years ago I flew up here in the winter