

58 per cent carried upper-age limits. In 1961, the agency found that only 39 per cent of the openings in the same cities carried maximum age limits.

Let's take a look at what some businesses and companies are doing to employ more older workers.

1. Department Stores -- when Dallas' new Medallion discount department store began hiring its work force in 1962, it announced there was no maximum age limit. As a result, when the store opened, the average age of the 200 employees was 52 -- some 12 years above the average for a typical new store. One of the employees was 74 years old. Says the Medallion's President of his store's hiring policy: "We're not doing this to be humane. Our reasons are entirely selfish. We're taking on these people because we expect them to do more for us than younger employees." Thousands of people past 50 have found gainful and gratifying employment through the opportunities in department stores throughout the country. A cross-section survey of some of these stores shows an approximate 20 to 40 per cent of the employees to be past 50 and a small percentage past 65.
2. International Shoe Company, Hartford, Illinois, hires no one under 45. Their Vice President says, "We found older workers to be of better quality. They've got more interest in what they're doing."
3. International Telephone and Telegraph Communication Systems, Inc., Paramus, New Jersey, receives significant mileage from a policy that permits the hiring of technical specialists over the age of 65. Discussing the guiding philosophy of the hiring policy, ITT's personnel manager says the main criterion is that the applicants be physically fit and able to make a significant contribution.
4. The Industrial Chemical Division of Stepan Chemical Co., in Northfield, Illinois, has launched a new program that offers retired chemists an opportunity to work in the laboratory on their own projects at their own rate and under their own direction. The men are not hired, nor are they paid. They work in a well-equipped laboratory separate from the company's other operations. In return for use of the facilities, Stepan Chemical asks these men for first opportunity to purchase from them any marketable ideas or products they develop.
5. Hastings College of Law (affiliate of the University of California) provides a classic example of the re-employability of older men. A shortage of professors led the school to recruit oldsters. So much success was experienced with their performance that the school set 65 as a minimum hiring age.
6. The Peace Corps is recruiting as many older people as it can possibly get. Their performance has been found to be outstanding, and they are valued for their greater tact as well as experience.