

The department has spent a considerable amount of time in trying to issue publicity material to point out the advantages of hiring the older worker. One of the steps taken was in 1953 when they set up an inter-departmental committee on older workers which brings together people from labour, the National Employment Service, National Health and Welfare, Veterans Affairs and the Civil Service Commission. This committee meets formally once or twice each year, but the departmental representatives are in constant liaison and communicate with each other whenever anything comes up in the department we think might have some effect on the common problems in which we are all interested. This committee has been very useful, not only in relating the work carried on but in stimulating research. For instance, it was this committee that stimulated the research that produced the booklet, "Pension Plans and Employment of Older Workers".

This had quite an effect on the thinking on this subject throughout Canada. We have been doing various things, mostly in the publicity area, newspaper articles, articles for trade journals. We have billboards across the country—and you may have seen them—declaring, "Don't Judge a Man's Work by his Date of Birth." This space is donated by the billboard industry, and we supply the posters. At the present time there are 90 of these posters across the country. We have had a series of radio broadcasts and they have been transcribed and sent out again, and TV shows.

The economics and research branch has done research. The one Dr. Schonning mentioned earlier, was done by Mr. Portigal, who is very helpful to us, and also the study done on the relative performance of age groups in the retail trades. These have all been helpful in bringing into focus the correct facts about the older worker.

We had one interesting experience with 45,000 letters sent out to employers—and that is practically every employer of 10 employees or more. To our surprise we received replies respecting the opinions of over 15,000 employers, which showed a tremendous interest. Some of these said they had not thought about it but now they would. Others wrote to tell us about what they did. Included in these were letters five or six pages long from the presidents of some of our largest companies, which indicated tremendous interest and that people were doing something about it or were beginning to think about doing something about it. Last year we had the Older Worker Employment and Training Incentive program, about which you have heard already. Through this program approximately 2,000 older workers secured employment, and we are now in the process of analyzing the results so that we can get some guidance as to what can be done regarding this in the future. This was an experimental program, and we will be very interested to know what this research reveals. Progress has been made by all this effort.

In 1956 a survey of newspaper advertising in the "Help Wanted" area indicated that 51 per cent of advertisements gave an upper age limit of persons they wished to employ. In 1962 a similar survey indicated 12.4 per cent. So there has been some change there. We are glad to say the civil service gives leadership in this, and they have removed age qualifications from practically all job specifications. The only places where these exist now are where you have jobs that involve training, but in 1962 26 per cent of civil servants hired were over 40 years of age. I do not know what the figure is for older employees.

Mr. DOUSE: Almost one-third of the older workers hired were 50 years of age or over.

Mr. CAMPBELL: So the Civil Service Commission is certainly doing its part.

We have gained some interesting experience through our activities in the vocational rehabilitation of the disabled, where the same people are counselled, assessed medically, socially and vocationally, and are referred to whatever