

The Rocky Road of Recovery

By Charles T. Byrd, C.P.A.

Job Hints

For Women Above Age 40 +

By Naomi C. McLean, CPS Business Writer

Many economists are proclaiming that the long awaited upswing in the economy is finally here. If so, the worst business slide since the 1929 Depression is over. The recovery is predicted as gradually starting this summer and picking up again by the final quarter of this year.

The rate of growth in the economy for this period is estimated at 6 per cent. Although that is not keeping pace with the rate of growth associated with past recoveries, it is expected to increase slightly in 1976.

The favorable turn of events is the result of several factors according to leading economists. On the positive side these include: (1) increased buying power by consumers by way of tax cuts, greater employment and slower inflation, (2) a shift from inventory liquidation to inventory building to meet the increased demand, (3) increased sales of new cars and homes and (4) a rise in business investment in plant and equipment to meet production requirements.

There are negative factors, however, operating simultaneously to keep the recovery period from becoming a boom. Unemployment is still expected to remain at 8% through 1976. The result will be approximately eight million people still suffering in "depressionary existence."

The unemployment situation along with the memories of the past 18 months will influence consumer psychology to remain cautious and conservative.

As consumer confidence increases, the rate of personal savings will decline. By the end of 1975 the rate of inflation is projected as half of the 12 per cent erosion in 1974.

The government will also increase spending in the next 12 months about 9 per cent. This should reflect a rejuvenation of the economy as the public benefits from the local, state, and federal agencies, spending.

Although key indicators do point to more stable times, I see serious contradictions. A return to "normal" will only set up the conditions that promoted this severe "recession." If an economic plan is not developed to deal with the factors of inflation, rising oil prices, foreign trade, and unemployment, the cycle will bring us face to face with another, even more dismal "recession."

Be patient. It is probably not going to be as easy for you to find the job that you want as it would be for a younger person. Your demands will be greater for one thing. But keep trying. If the first ten interviews don't pay off, the eleventh may.

Polish up your skills if they need it. Your shorthand-or your typing - may be rusty through disuse. If they are, don't add an additional handicap. Get them back into top shape before you start looking.

Don't make an issue of your age. Do emphasize your experience. You don't need to volunteer your age, but if you're asked, give it-period. Don't try to apologize or explain it away. That only makes it seem that there is a need for apology.

Be interested in "the" job rather than "a" job. It's a lot more impressive to state cogently just what you want to do instead of merely saying weakly that you're willing "to do anything." This will only show a low estimation of yourself.

Look for opportunity as well as status. It's well to remember that one of your

fortunate possessions at your last job was your knowledge of that particular company. You can't expect a new firm to pay for that kind of know-how. But if there's a reasonable expectation that you may be able to rise rapidly in a new business have enough confidence in your ability to give it a try.

Don't use your interviewer as an analyst. He doesn't want to hear your troubles, or the full story of how you arrived at your present sad plight. He's interested in your future, not your past --what you can do for his company. You may well be upset, but keep it to yourself. Self-pity won't get you anywhere.

If you have contacts, don't hesitate to make use of them. A personal recommendation before a formal application can help to override the cold fact of a forty-plus appearing on an application blank. If you have a friend who knows the quality of your work and can give you an introduction to a prospective employer, you stand a much better chance of being considered. In all probability, the friend will vouch for your capabilities ahead of time. This is preferable to having a prospective employer look at an application blank where the

age is very evident. Show that you are flexible. Never say, "At my old company we used to...."

If you're told that your duties would include something that you hadn't done in your previous job (for instance, bookkeeping), tell the interviewer. But, if you feel that you could pick up the skill quickly, don't hesitate to say so.

Be willing to take tests, even though you feel that your previous experience puts you way above the beginners' category. Don't argue about such minor points. Your willingness to cooperate will make a favorable impression.

Make the most of your appearance. Dress smartly as well as neatly. It shows that you still care.

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