

Your Money's Worth

By SYLVIA PORTER
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BUSINESS "IN DEBT" TO COLLEGES
American business today is failing to pay \$100 million a year of its "fair share" of support to our nation's colleges and universities.

This accusation is valid despite the fact that in 1962 corporations contributed a record \$200 million to higher education, up from \$150 million in 1958 and comparing with a minor \$24 million only 15 years ago.

This indictment holds despite the fact that, for the first time in history, education has displaced health and welfare as the leading beneficiary of corporate gift-giving and corporations account for 17 per cent of all outside voluntary contributions to higher educational institutions.

This default can be substantiated despite the fact that the growth in some corporation donations has been enormous and these corporation gifts dramatize what one executive calls "one of the greatest leaps forward in philanthropy that the world has ever seen."

Were these coments coming from the hard-pressed colleges or from politicians involved in the "aid to colleges" squabble, you might properly shrug them off as biased. But the indictment is from industry's own leaders — men representing such great corporation names as Standard Oil of New Jersey, Eastman Kodak, Sears-Roebuck, General Motors, U.S. Steel.

Industry itself estimates that it should contribute as its "fair share" 25 per cent of the outside support needed by higher education each year. Today, the total outside support needed is running at \$1.25 billion and it will be up to \$2 billion by 1970. Had industry contributed its fair share of 25 per cent in 1962, its donations would have amounted to \$312 million instead of around \$200 million. If it is to contribute its fair share in the years ahead, its annual donations will have to rise to \$500 million or to more than double the present level.

Why should industry take on this burden? At a national conference a while ago, representatives of 44 top U.S. corporations signed "A Statement of Conviction" which says it bluntly:

"Business and industry, as major beneficiaries of American higher education, should, in their own self-interest, assume a responsibility to contribute their fair share."

"They employ almost half of all college alumni. The overwhelming percentage of senior management of the major companies (86.5 per cent) is college-educated. Business concerns benefit from research carried on in university laboratories. They advance through new knowledge nurtured by our colleges and universities. Higher education has helped importantly to raise the standard of living in America and to increase the demand for industry's products..."

The key point is that almost the entire load of corporation aid to higher education is being carried by the equivalent of a handful of companies. Only about 3 per cent of our companies have any educational aid program of any kind. Today, 64 companies are contributing a full one-fourth of the total corporate aid to our colleges and universities.

"A few top companies have done an excellent job of building and expanding educational programs," says Dr. John Pollard, research vice president of the Council for Financial Aid to Education. "They have stuck to their commitments in good times and bad. But it is still an elite movement. This fact is as serious a problem as the whole business of financing higher education in the United States today."

What if industry doesn't assume its "fair share" of support to higher education? What if other private sources cannot fill the gap — which will widen as the operating costs of higher education soar during this decade?

Then, says David Packard, president of the Hewlett-Packard Co., a generous contributor to higher education in recent years, "government must necessarily assume the responsibility. Yet, government can only give what it has first taxed away."

"Increased government support means increased financial contributions from business — only in the form of taxes rather than direct giving."



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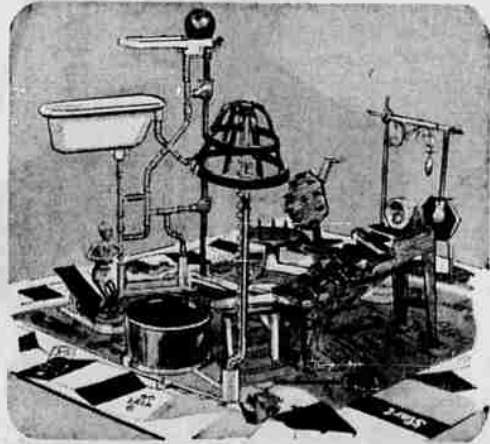
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4-H Club News

Green Thumb Stitches
The first meeting of the Green Thumb Stitches 4-H Club, Eagle Point, was held at the home of Mrs. Ben Moore, our leader, on Nov. 9 at 1 p.m.

The club was organized with four members. Officers elected were Lorraine Hamann, president; Ruth Greb, vice president; Karen Flury, secretary, and Ila Moore, news reporter. Plans, such as films, tours, and requirements of project,

were discussed for the club year. There was a short review of yardage construction. It was decided to have two films next meeting and have mothers view them too.

The next meeting will be Dec. 14 at Mrs. Ben Moore's. Ila Moore, Reporter

Westside Blockers
The October meeting of the Westside Blockers 4-H Club was called to order by President Carolyn Barnes at the home of Janet Lee.

The election of officers was held. Carolyn Barnes was re-elected president; Janet Lee, vice president; Donna Hammond, secretary-treasurer; and Wayne Debrick, reporter.

Junior leaders for the coming year are Carolyn Barnes, Janet Lee, and Donna Hammond. We have three new members. They are Sarah Schafroth, Charlene Vickroy, and Sharon Faber.

The meeting was adjourned and refreshments were served by Janet Lee.

The Novmber meeting was held at Carolyn Barnes' home. Guests were Mrs. Barnes, Mrs. Wright, and Mrs. Ownby. The program for the year was planned. A club contest was also introduced. It was voted on and passed.

Our next meeting will be held at the home of Charlene Vickroy, where the Christmas party will be held. The members on the Christmas party committee are Charlene Vickroy, Mike Ownby, Sarah Schafroth, and Mark Wright.

The meetin was adjourned, and refreshments were served by Carolyn Barnes. Janet Lee, Acting Reporter

Needle Pointers
The second meeting of the Needle Pointers 4-H Club was called to order by Sharon Peterson, president. Rozann Torrey, secretary, called the roll and read the minutes.

The song was led by Sandra Torrey. The game leader, Carole Clatti, led a relay game. The refreshments were served by Brenda and Karen Barbry. We had one visitor, Lori Morton.

Mrs. Peterson showed us how to hem and blind stitch. The next meeting will be Dec. 5 at 1581 Miracle Lane. Lynn Chris, Reporter

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