



# WHITE COLLAR

Office and Professional Employees International Union, AFL-CIO and CLC

No. 281

September, 1969

17

## \$1,200 plus package won for Local 3 unit

A wage gain and fringe benefit package, ranging from \$1,200 to \$1,450 per individual, was won in a first two-year contract negotiated by Local 3 in San Francisco for a new office unit at Fred Meyer & Company of California.

Raises running from a minimum of 30¢ an hour to a 40¢ maximum, retroactive to July 20, take effect in the first year with an across-the-board boost of 25¢ scheduled for the same 1970 date. The pact calls for double-time plus one-half for holiday and Sunday work. An

improved vacation schedule provides for three weeks after five years' service.

Sick leave was recognized for the first time, starting with seven days per year and increasing to 15 after five years. A health and welfare plan provides hospitalization, medical and dental coverage for employees and their dependents.

Other gains included union security, seniority rights, grievance procedure, leaves of absence and jury pay, according to Local 3 Business Manager Phyllis Mitchell.

## 33% pay gain, 18 holidays won at Jersey Blue Cross

Hefty fringe benefits that include 18 paid holidays and monetary gains estimated conservatively at 33% over three years, are the solid achievements in the new Local 32 contract signed for some 1,000 Blue Cross/Blue Shield of New Jersey office and field employees. Across-the-board wage

boosts totaling 16% (or 6%-5%-5% each May 5 from 1969) will be supplemented by cost-of-living raises every three months of 1¢ an hour for each 0.60 index jump. The first 3¢ an hour adjustment took effect August 8.

Approximately 75% of the bargaining unit members won

an estimated 20% extra wage gain over the period through a reduction (from 12 months, to six/nine months to mid point) in the automatic service increments.

New hiring rates for grades were raised by a minimum of \$5 to a maximum of \$11; automatic service-promotion steps were boosted to a \$4.50-to-\$12 range from the previous \$3.50-to-\$7.50.

The new holiday addition is the Friday following Thanksgiving, bringing the guaranteed total of paid holidays to 14, plus four personal days off which existed previously.

The settlement also provides for triple time pay for holiday work.

Other gains include an improved prepaid insurance plan

covering Major Medical and Rx costs, a flat 12¢ per mile car allowance for Sales Representatives and Field Staff (formerly 9¢-to-11¢). The employer will pay 80% cost of liability insurance coverage. The Pension Plan was revised to 1¼% of earnings, with full vesting and disability eligibility at 15 years' service.

The OPEIU negotiating committee headed by Business Manager Nicholas Juliano, was composed of Lida A. Ronches, Arleen Aquilino, William Hoon, Esther Holtz and Leonard Jurkowitz.

The New Jersey agreement will be an important talking point for OPEIU organizers bringing the union message to other Blue Cross offices across the nation.

### Summer organizing report

## 43 Wayne Univ. librarians join Detroit Local 10

Forty-three assistant librarians at Wayne State University have elected Local 10 in Detroit as their bargaining agent, President Thelma O'Dell reports. A beachhead in a drive to organize that institution's total office force, it is the fifth university unit in OPEIU's growing ranks.

Previously unionized were Roosevelt in Chicago; Fordham in New York; Lakehead in Canada, and Yeshiva University's Albert Einstein School of Medicine in New York. Many of the professionals signed up at the latter institution hold advanced degrees, including Ph.D.

Despite the summer vacation lull, OPEIU organizing drives added more than 800 members in 12 new and existing bargaining units in the U.S. and Canada.

Local 378 in Vancouver, B. C., staged a mid-summer campaign among Avis-Rent-A-Car office employees at three loca-

tions, signing up more than 90% in a whirlwind two-day drive. Equal success marked simultaneous drives at Hertz-Rent-A-Car and Tilden Car Rental Service offices. The B.C. Labour Relations Board certified all three units, totaling some 100 members.

"Mutual encouragement by organizing employees in these three similar groups proved decisive in rolling up heavy union majorities," comments OPEIU Representative Brian James who is now drafting a contract to be submitted to employers.

Secretary-Treasurer Opal Skilling, of Vancouver's Local 15 reports certifications for two units totaling 56 members at the Co-Op Fire & Casualty Company, an insurance firm in that city; another 60-member unit at C.I.S. Ltd., and a small unit at C.E.R. & S. Credit Union.

Below the Canadian border, Local 11's Walter Engelbert won union recognition from the Vancouver (Washington) City Council for a new unit of some 100 municipal office and technical employees. This is expected to grow to about 160 members.

In the Twin Cities of Minnesota, Business Manager H. R. Markusen of Local 12 reports won overwhelmingly an NLRB election at Miles Lumber Com-  
(Continued on page 3)

### Attention bank employees

## A landmark NLRB ruling . . .

In a landmark National Labor Relations Board decision, a 1967 ruling by a hearing examiner holding that a retired worker is not an employee—and hence not subject to mandatory bargaining—was overturned by the Board by a four-to-one vote.

The case arose when PPG Industries unilaterally changed a health insurance plan for retired workers in a union contract.

The Board's decision took exception to the hearing exam-

iner's notion that under NLRA a retired worker is not an employee. It then promulgated the position that an employee of enough tenure to earn a pension had "deep legal, economic and emotional attachments" which exceed even those of present employees.

"For retired workers," the Board ruled, "the benefits paid them in retirement are part of a lifetime investment in labor."

PPG's chemical division was

ordered to cancel any unilateral changes in its health insurance plan, if so requested by the union, and to include retirement benefits in bargaining sessions.

The Board concluded that "bargaining about changes in benefits for retired employees is an appropriate subject for bargaining because of an inextricable relationship to and impact on wages, hours and working conditions to those actively employed in the bargaining unit."

### Local 11 ups hospital pay

An initial pension plan and substantial wage boosts are included in a three-year pact negotiated by Local 11, Portland, Oregon, for its clerical unit at Cowlitz General Hospital in Longview, Washington.

A \$20 across-the-board monthly wage boost retroactive to July 1, will be followed by an additional 5% next January 1; another 5% next July 1, and a third general increase of 5% on July 1, 1971.

An improved vacation schedule was another gain, says Local 11 Secretary-Treasurer Walter A. Engelbert, who negotiated the agreement.

## And what it means

OPEIU's Director of Organization Arthur P. Lewandowski sees in the NLRB's PPG Industries ruling a compelling reason why bank and insurance company employees now need unionism more than ever.

"Thousands of their employers presently have company group insurance and pension plans for retiring employees," he points out. "But employees should realize that these company plans were set up unilaterally. They are not part of a union contract. Consequently, they are not open to collective bargaining—now or in the future—because the employees are not unionized. As individuals they can't negotiate; they must be members of a bargaining unit."

"Since World War II ended, an entire generation of bank and insurance employees has grown up knowing no other economic condition than that of a world of constantly changing money

values, with prices for goods and services moving only one way—UP! Because of this, wages of non-union bank employees are miserably low—lagging far behind rising living costs.

"What will these employees do when they retire on meager pensions, when in old age they face the dilemma of continually rising prices? Can these employees afford any longer to avoid unionism, leaving such vitally important questions as pensions and insurance protection to the dubious 'paternalism' of bank and insurance employers?"

"For their own self-protection, these employees must now unionize!" This historic NLRB ruling underlines that collective bargaining through unions—not managerial "paternalism"—is the only means available to these non-union white-collar workers to improve their present and future living conditions, Lewandowski's analysis concludes.

**WHITE COLLAR**

Official Organ of  
**OFFICE AND PROFESSIONAL EMPLOYEES INTERNATIONAL UNION**  
affiliated with the AFL-CIO, CLC

**HOWARD COUGHLIN**  
*President*

**J. HOWARD HICKS**  
*Secretary-Treasurer*

Room 610, 265 West 14th St., New York, N. Y. 10011

POSTMASTERS, ATTENTION. Change of address Form 3579 should be addressed to Office and Professional Employees International Union, 1012 14th St., N.W., Washington, D. C. 20005. Published monthly at 810 Rhode Island Ave., N.E., Washington, D. C. 20018. Second class postage paid at Washington, D. C.



Reproduction by the Labor Press of any or all material herein contained is not only permitted, but wholly desirable in the interest of workers' education.

Subscription Price \$1 a Year

**'Come on in—the water's fine!'**

Thanks to the efforts of OPEIU's President Howard Coughlin in winning for them the right to unionize, employees of the quasi-government Federal Reserve Bank System can now organize without delay and gain a voice through collective bargaining.

It should encourage them to know that unionism is highly popular among federal government employees. Why? The federal government's own health insurance program for its employees is under both Congressional and employee criticism. Latest statistics show that the leading plans (Blue Cross/Blue Shield and Aetna) now require government workers to pay 70% of premium costs. This compares with many industry plans where employees contribute only 50%, or nothing. Civil Service retirement pay also is rapped for consistently falling behind government salary raises.

Plainly there are many avenues toward advanced employment conditions opened up by collective bargaining.

A U. S. Civil Service Commission report shows "continued and significant growth in union representation of employees in the federal service." There are now 1,416,073 federal government employees covered in exclusive recognition contracts with unions, representing 52% of total federal employment. A year ago 1,238,748, or 46%, were so represented.

In the executive branch of government in 1968 there were 2,305 exclusive units of recognition, against 1,813 in the previous years, and 1,181 negotiated agreements, against only 882 in 1967.

Certainly, if federal government employees feels the need for unionism, the 20,000 employees of the quasi-government Federal Reserve Bank System need it even more. In other words, the government employees are telling them: "Come on in—the water's fine!"

**Benefits for women**

(Editorial reprinted from *Business Insurance*)

A fact of life in the corporate community is the tight employment market for female office workers. Personnel executives are applying their imaginations to the problems, dropping employment standards, instituting their own training schools and generally trying anything that might turn up able workers.

One company is reportedly offering secretaries free trips to the beauty parlor now and then as a little something extra to stabilize its female work force. And PepsiCo, about to move out of Manhattan to Purchase, N. Y., has offered to pay its secretaries' moving expenses. One advertising agency has for several years acknowledged the apartment-hopping of its young, single female workers by giving them a paid day off to move.

We wonder how many employee benefits managers and other corporate executives have considered the positive value of offering something that is both tangible and realistically suited to keeping females at one place of employment for a reasonable length of time.

Blatant sex discrimination—in pension programs, health and accident plans and life insurance coverage—not only ruins the possibility of a stable female work force but should be distasteful to all men of just purpose. Reliable female employees, mature and productive workers, are just as attracted to important fringe benefits as their male counterparts.

Employee benefits administrators, who as members of corporate management teams are concerned about maintaining female work forces, should advocate equality in major benefits. Certainly tried-and-tested benefits, such as pensions and insurance programs, will do more to keep Susie on the job than such frills as an extra coffee break or the dropping of miniskirt restrictions.

**Fall Educational Conferences**

This is the detailed schedule of the fall educational conferences:

Northeast	Sept. 13-14	Boston, Mass., Sheraton-Boston Hotel
Erie	Sept. 20-21	Detroit, Mich., Sheraton-Cadillac
Southeast	Oct. 18-19	Chattanooga, Tenn., Read Motor Inn
North Central	Oct. 25-26	Milwaukee, Wis., Red Carpet Inn
Western	Nov. 1-2	San Diego, Cal., Del Coronado Hotel
Canadian	Nov. 8-9	Toronto, Ont., Prince Edward Hotel
Southwest	Nov. 15-16	Kansas City, Mo., Muehlebach Hotel
Northwest	Nov. 22-23	Vancouver, B. C., Vancouver Hotel

Among the subjects to be discussed are organizing the unorganized; emerging sectors of white-collar organizing—banks, hospitals, Blue Cross and Blue Shield and the like, the Federal Reserve System, school boards and public employment; handling human relations problems—the steward and grievances; effective educational committees for local unions; strike rules revisited; and public relations and your local.

**A communication**

**85% of mail carriers moonlight**

In the editorial on moonlighting among underpaid bank employees in the last issue of *White Collar*, it was pointed out that the extent of this practice could be gauged from figures relating to teachers, policemen, firemen and postal service employees. The estimate was that one in every ten postal workers was forced to hold down two jobs nowadays to make ends meet.

A letter from Jack Doll, secretary of Branch 9, National Association of Letter Carriers, in Minneapolis, says the figure is underestimated, at least for the nation's 185,000 letter carriers. He writes:

"Surveys by the National Association of Letter Carriers among members disclose that to support ourselves it is very necessary that over 85% must hold two jobs. Of those who do not, their wives must work at a full-time job outside the home. Those who do not do this must supplement their Post Office wages with parttime jobs. Those in the latter category are just

able to meet their financial obligations—even with a parttime job.

"We also find that those able to get by with just their Post Office job have had, at one time or another, outside help. They usually have been in the postal service for years and their families are raised. Some have been left an inheritance, or have out-

side help of one type or another.

"What it all amounts to is that letter carriers are unable to meet their financial obligations on their postal salary alone. I hope the above will enlighten you on the financial plight of the letter carrier."

The above letter is typical of several received in response to this editorial.

**New booklet aimed at young workers**

A new AFL-CIO pamphlet asks—and answers—the question, "Why Unions?"

The 16-page booklet is aimed at young workers and students, the new generation entering the nation's workforce.

Single copies of the pamphlet, Publication No. 41, are free from the AFL-CIO Pamphlet Division, 815 16th St., NW, Washington, D.C., 20006. The price is 10 cents each for orders up to 100 and \$7.50 per 100 for larger orders.

**Clerical pay average now \$100**

The average clerical worker's paycheck has risen to \$100 per week, according to the American Management Society's annual nationwide survey, an increase of \$5, or 5.2%, over the \$95 a week 1968 average. The OPEIU recently announced its goal as \$100 per week starting minimum (not average) for all unionized office workers.

The AMS survey covers 13 office jobs, ranging from mail clerk to systems analyst. Data was gathered from 8,700 employers in 140 U.S. and Canadian cities.

West Coast workers were found to be the highest paid in the country with salaries ranging from \$86 a week for mail and file clerks to \$130 for top-rated secretaries. Data processing workers now earn average salaries of \$137 a week, an increase of \$8 over last year.

Three out of 10 companies reporting said their employees work less than 40 hours per week; 68% reported a basic 40-hour workweek, and two percent reported longer workweeks. Nearly half the companies reporting from the eastern part of the U.S. reported workweeks of less than 40 hours.

Canadian companies reported average salaries of \$87 per week for office workers, but shorter workweeks (less than 40 hours in eight out of 10 firms). Seventy percent of the Canadian companies participating in the survey reported nine or 10 paid holidays per year; 97% gave at least eight.

In the U.S., one-third of the firms said they gave nine or more holidays per year; 22% gave eight; 18% seven, and 19% six.

International and Regional Average Weekly Salaries, 1969

	Mail Clerk—File Clerk	General Clerk—B	General Clerk—A	Accounting Clerk—B	Accounting Clerk—A	Bookkeeping Machine Operator	Offset Duplicating Machine Operator	Telephone Switchboard Operator	Typist—Clerk	Stenographer—B	Stenographer—A	Secretary—B	Secretary—A	Key Punch Operator—B	Key Punch Operator—A	Tabulating Machine Operator (Intermediate)	Computer Operator (Intermediate)	Programmer—B	Programmer—A	Systems Analyst (Intermediate)
Total U.S.	79	88	105	98	122	92	102	94	86	92	104	111	129	90	99	113	123	154	184	196
Eastern U.S.	79	90	107	98	121	94	102	94	85	90	102	112	133	89	98	112	123	157	186	196
E. Central U.S.	78	87	105	101	121	95	104	96	86	95	105	114	131	90	104	115	126	151	184	194
W. Central U.S.	76	84	101	93	119	89	98	89	84	89	98	104	122	86	94	108	119	154	180	197
Southern U.S.	76	85	102	94	121	87	96	89	82	91	102	104	121	85	95	105	119	146	179	191
Western U.S.	86	98	112	106	129	96	112	102	94	103	114	121	134	103	110	126	132	136	194	207
Canada	61	68	97	80	110	74	77	73	68	72	86	92	107	73	83	91	109	130	155	159

# Dina's Column

By Dina Merrill

World-famous TV and film star Dina Merrill graciously consented to answer OPEIU members' questions on beauty and grooming in this monthly feature written exclusively for "White Collar." OPEIU members are invited to address questions to Dina. Inquiries should be addressed to Dina's Column, c/o Dick Moore and Associates, Inc., 200 West 57th Street, New York City 10019.



Dear Dina:

I've been out shopping for fall and winter clothes. I really love the short skirts and even the minis. I'm five foot seven, small-boned and weigh about 125 pounds. What do you think of mini skirts? It might help you to know that I'm 18 years old. Jennifer L.

Dear Jennifer:

You, my dear, are a candidate for mini-skirts. But be smart. Don't wear them at the office. Because you are a tall girl, and well proportioned, you should wear your skirts short, say three and a half to four inches above the knee for work. Do yourself a favor, though, make certain that any of your short dresses or skirts are A line, dirndl or semi-full. Don't shorten the hem of a straight skirt; they have no style.

For dates and casual dress, do wear minis. I think on attractive young women they're great. Team your mini outfits with panty hose, including patterned ones, low heeled shoes, a bright scarf, perhaps a chain belt or two. It adds up to a look that's young but sophisticated; and if you can adapt these outfits to develop your own individual style, you don't have to settle for looking like everybody else.

## News from Canada

### 1st contract brings unit top wages in Vancouver

Longer vacations and substantial wage boosts are major features of a first contract negotiated by Local 15 for its new 26-member unit at Macdonalds Consolidated Ltd., a Safeway subsidiary, in Vancouver, B. C. The new office wage scale is the highest in Vancouver, reports OPEIU International Representative Brian James.

From July 1 last, wages range from a starting rate of \$390 a month for mail and file clerks to a top of \$710 for accountants. Next July 1 there will be an across-the-board increase of 30¢ an hour, establishing a starting rate above the \$100 a week minimum set as the OPEIU goal for unionized office employees. The contract also provides retroactive payment for a majority of employees to

July 1, 1968. Starting July 1 also the workweek was reduced to 37½ hours. The vacation clause provides three weeks after four years of service, four weeks after 10, and five after 18. Next year it calls for three weeks after three years, four after 10, and five after 15.

Other gains are time-and-a-half for the first three hours of overtime with doubletime thereafter; a meal allowance of \$1.50 after two hours overtime or more, and a \$1.75 shift premium.

office unit at Bosch & Lomb, Inc., in an NLRB election.

Local 153's augmented organizing staff in New York City took a searching look during the summer lull at various shops, finding many pockets of individuals who should be—but weren't—union members. About 400 were quickly signed up. Secretary-Treasurer John Kelly says the local successfully organized on a card check basis a unit of office employees at National Carloading Corp., in Fairfield, N. J. This unit is expected to grow rapidly.

## Organizing report

(Continued from page 1)

pany. Local 12 Organizer Jim Heroux led the drive to organize the 35-member unit.

In a third-time-around NLRB election in Salt Lake City, Utah, for a 35-member clerical unit at IML Freight, Inc., Local 31 won handily by a 2-to-1 margin. The campaign was conducted by Local 31 President Pat Woodruff, aided by OPEIU Regional Director John Kinnick.

In Milwaukee, Wis., Business Agent Ed Rubicki reports that Local 9 won an eight-member

## East Hartford school board employees gain 19% raise

A two-year contract renewal, boosting salaries by a minimum of \$450 to a maximum of \$1,138 annually, was signed by Local 435 for 65 secretaries and office workers of the Board of Education, East Hartford, Conn. The raises average 14% in the first year, and 5% across-the-board in the second.

Starting salary in the lowest grade is \$86 weekly, reaching a \$114 maximum, or \$5,968 annually for a 35-hour week. Highest grade starts at \$114.50 weekly, reaching a \$162 a week maximum, or \$8,400 annually.

Other features are four weeks' vacation after one year; 14 paid holidays; 15 days sick leave with unlimited accumulation, and an \$8,000 life insurance policy. Leaves were also secured for illness or incapacity in the family, bereavement, marriage, or for valid personal reasons, including jury service or to attend union conferences or conventions.

### Medical Gains Too

Employees won fully-paid Blue Cross and Connecticut Medical Service coverage for themselves and dependents, and a Major Medical Plan and Medicare for anyone over 65. A job-bidding procedure and a new system of job classifications were agreed on, along with longevity pay as follows: \$230 after 8 years' service; \$260 for 9-13 years; \$290 for 14-19 years, and \$300 for 20 years or more.

Longevity increments are earned annually by employees on their hiring anniversary, payable in a lump sum in July or December, whichever comes first. Such payments are prorated for part-time employees.

International Representatives Justin F. Manning and John F. Fitzmaurice alternated in assisting the negotiating committee comprising Rose Brown, Marilyn MacDonald, Joyce Larko and Helen Galvin. The group believes the new contract is likely to spur other Education Board employees in Connecticut to seek OPEIU affiliation.



Calling all Board of Education secretaries to join the OPEIU, these Local 435 negotiators point to their new contract as proof unionism pays. From left are: outgoing President Joyce Larko, Chairman Marilyn MacDonald, and Rose Brown, newly elected President. Helen Galvin, fourth committee member, was absent when picture was taken.

## Court upholds NLRB on fired bank workers

The Eighth U.S. District Court of Appeals has upheld a NLRB ruling that the First National Bank of Omaha violated the Taft Act and must reinstate five non-union women employees whom it fired after they walked out in a protest against excessive overtime.

The court finds that the Board properly rejected the bank's arguments that the women had undertaken an unprotected "partial strike," that the walkout was an unprotected "minority" strike, and that the "unreasonable and precipitous nature of the walkout, and the potential of the peculiar and unique harm to the bank, renders the employees subject to disciplinary action."

The group was among 15 employees in the bank's Proof and Transit Department which processes checks for deposit to the bank's account with the Federal

Reserve System. The walkout occurred after the 15 women met during a coffee-break. They named the most senior woman employee to present their grievance to the department supervisor. She did, but nothing resulted.

However, 10 of the women later remained at work. Each was paid a \$50 bonus for "help and loyalty," but the other five upon reporting next morning for work were told by the bank that their walkout was regarded as a quit.

The NLRB ruling, now upheld by the court proves to all bank employees in the nation that their right to unionize and bargain collectively for better wages and working conditions is fully protected by federal laws.

## Firm hit on premium lapse

The Mueller Brass Co., a subsidiary of U.S. Smelting, Refining & Mining, has been ordered by NLRB Examiner Thomas A. Ricci to pay \$16,000 death benefits to the widow of a worker who died during a 1968 strike despite the company's refusal to pay premiums during that time.

The company was also instructed to give unions in future strikes any information needed to maintain insurance premiums for their members.

Discrimination by the company was cited as grounds for the order. According to the ruling, the discriminatory act was allowing premiums to lapse for striking employees.

## Local 277 cites federal rule in union shop bid

Local 277, representing 1,500 white-collar employees at the Fort Worth Division of General Dynamics, is seeking a union shop in its current negotiations for a new contract, though Texas is a "right-to-work" state.

The OPEIU Local takes the stand that a union shop agreement may be negotiable at defense plants in "right-to-work" states which have agreed to "cede" jurisdiction over certain property where such plants are built. The state, it is reported, made such a concession concerning the Fort Worth site of General Dynamics.

Local 277 notes that a union shop agreement was won last fall by the Laborers in Kansas, another "right-to-work" state. The LIU's legal department uncovered the fact that the "right-to-work" statute was not applicable to the union's contract with Hercules, Inc., a private contractor doing business at the Kansas Sunflower Army Munitions Plant, since the property

was under exclusive federal jurisdiction.

However, LIU cautioned that the legality of union shops with private employers on federal property in "right-to-work" states was determined on when—as well as how—the U.S. government took over the land.

OPEIU Local 303 recently won an agency shop provision in its contract for some 440 clerical employees at Day-Zimmerman, a defense contractor at Lone Star Ordnance Plant in Texarkana, Texas, built on a state-exempt federal enclave.

If you move, send your old and new address, including zip code to:

J. Howard Hicks, Sec.-Treas.  
1012-14th St., N.W.  
Washington, D.C. 20005



from the desk  
of the  
**PRESIDENT**

**Publicizing the OPEIU story**

At the Philadelphia OPEIU Convention last year, stress was placed on improving our public relations program. Delegates were unanimous in recognizing the importance of each Local setting up an active Public Relations Committee, charged specifically with implementing this vital work at the grassroots level. Our International Public Relations Counsel, Dick Moore & Associates, Inc., agreed to help our Locals in setting up such programs.

Since then, I am happy to report that many Locals are endeavoring to do a much better job in this respect. But I must reemphasize that unless all our Locals generate publicity, only a very small segment of the millions of unorganized white-collar workers in the U.S. and Canada will ever know that the OPEIU exists. We must tell them our story through every media available. We must reach those who are unorganized. We must reach them at the local level.

A recent press seminar sponsored by the Union Label and Service Trades in Syracuse, N. Y., underscores organized labor's general neglect in this area. Five professionals, representing the fields of public relations and journalism, participated in the "tell it like it is," seminar. They concluded:

1. The trade union movement is not getting its story to the public, and much of the responsibility for this neglect can be laid at labor's own door.
2. The mass new media (publications, radio and television) also must bear a share of the responsibility for not opening their news columns and air waves to the "good news" emanating from the labor movement.

Austin H. Perlow, a panelist who is a member of the N. Y. Newspaper Guild and business and labor editor of the Long Island Press, declared: "The labor movement is not making adequate use of the mass media to get its story across, either to its own people or outsiders. You are on the defensive. The public believes you are strike-happy, money-hungry.

"You do not trust the mass media. You are not reaching your public because you are not trying. Stop thinking of the press as your enemy. Think of us as your ally." In other words, we must furnish the press with news.

Al Zack, AFL-CIO Public Relations Director, discussing the failure to get labor's story across, explained that "this reluctance to do something is based on laziness, but this laziness is brought on, in part, by the kind of reception organized labor gets from the news media. . . ."

He noted that the AFL-CIO raises one-third of all the money for Community Chests in the United States, adding: "An organization that does so much good is entitled to better coverage."

Another labor editor on the panel chided: "A lot of blame for labor's failure to use the mass media belongs to labor. Labor is 30 years behind the times," suggesting that if unions "create constructive programs," they would overcome the unfavorable publicity resulting from picket lines.

A N. Y. State Department of Labor public relations director with considerable experience in news dissemination in radio and television, advised the labor movement that it can obtain better results by approaching the mass news media at the local level, rather than by depending on the national networks.

"I rarely see the labor movement being mentioned in radio and TV public service programs," he said. "They do not have the time available to devote to the details of labor movement news. Establishing contact with the local stations, and continuing that contact with regular visits, will obtain much better results."

The consensus of the panelists and delegates included:

- (a) Each city central labor body should have frequent contact with the "brass" of local newspapers, radio and television stations.
- (b) Each union must make a determined effort to sell itself to its new members.
- (c) Putting the human touch into newsletters and local labor publications, including births, marriages, deaths, achievements by unionists and their families at the rank-and-file level. Send newsletters to local, daily and weekly news media.

Now that Labor Day is past, I strongly urge all our OPEIU Locals to reexamine their public relations. Where a program exists, it should be improved. Where none exists, this deficiency should be corrected. Public relations is one field we are not exploiting locally for publicity as fully and effectively as we could, and should. Personal contact is the answer.

# Top-level theft seen as hospital cost factor

One of the chief causes of rising costs of hospital care is thievery totaling some \$1 billion a year, says Norman Jaspan who heads a Hartford, Conn., managerial firm specializing in unmasking skulduggery and hanky panky in the business world. If anything, Jaspan contends, stealing by employees is worse in hospitals than in business with the highest percentage, significantly, attributed to executives. "My own firm uncovered \$75 million in thefts in 1968 and we were surprised to find that 62% of the money was taken by executives," he adds.

He says that some thieves are much brighter than top-ranking executives of firms they prey on. One company, for example, discovered large thefts of a plastic powder which apparently had few uses. However, the thieves had found a considerable market for it after discovering it leached out oil and gas on floors and aprons of airport hangars.

A whopping \$700,000 shortage—mainly in narcotics—in one hospital was a typical theft,

Jaspan says. He got into the hospital security business originally because his wife, who is a physician, had learned that stealing from pharmaceutical departments was obvious.

The Jaspan staff found that the head pharmacist had employed all kinds of dodges—even to making out a bogus narcotics slip for every patient who died, as well as many phony slips for out-patients in a successful effort to cover up the thefts.

In another hospital facility, the chief food buyer managed to pocket \$170,000 in kickbacks from suppliers over a three-year period. The chief of a biochemistry laboratory was found

neglecting patient requirements to use equipment and supplies for his own gain. His activity (making lab reports for doctors to back up insurance claims) cost the hospital several thousand dollars a month.

Virtually all executive and employee theft can be attributed to poor management, the security expert contends. Moreover, the cost to the individual business in complaints, delays, customer service, lost production and poor morale is greater than the actual value of the stolen goods.

Not so surprisingly, thieves come from all levels of society, Jaspan declares. But the most marked phenomenon is the so-called "respectable" thief, using a good education to steal effectively.

He said that the occasional doctor or dentist makes hundreds of fraudulent claims for treating welfare or Medicaid patients.

## Local 28 contract 'tops in Mid-West'

Chicago's Local 28 has negotiated for its unit at the Amalgamated Meat Cutters & Butcher Workmen of North America, AFL-CIO, what is believed to be tops among OPEIU contracts covering office employees in the Middle West.

It gained a 32½-hour work-week, with a \$100 starting minimum for the lowest office classification; 11 paid holidays, plus Friday if the preceding Thursday is observed as a holiday; three weeks' vacation after five years, four after 10, and five after 20, and an excellent severance pay clause.

The employer agreed to pay full costs for an outstanding hospitalization, life insurance, and pension plan for all employ-

ees, also covered in the event of major or extended illness for up to four months' salary. Maternity benefits exceed those previously negotiated for Midwest office employees, calling for maternity severance pay in addition to accrued vacation pay.

Other features are an "attendance bonus" paid each December, and 100% salary for all unused sick leave.

The OPEIU negotiating committee included Carol Ablahat, Betty Macaluso, Marilyn Fahey, Doris Burger, Lillie Howard and Fred Johnson. They were assisted by Business Representative Clyde Brzezinski and Bill Cox, Midwest Organizational Council.

## Eugene Dwyer shifted east

International Representative Eugene Dwyer has been transferred from the North Central conference area to the Northeast. Taking the place of Leo Wallace, retired, he will work mainly in Philadelphia, New Jersey and New York.

Stepping into Dwyer's position in the North Central area will be Jay Porcaro, who is now business representative of Local 388 in Cincinnati, Ohio. Porcaro's base will be Milwaukee, Wisconsin. He assumes his new post at the beginning of October.

### U.S. Price Index

U. S. Bureau of Labor Statistics

1968	
July	121.5
August	122.0
September	122.2
October	122.9
November	123.4
December	123.7
1969	
January	124.1
February	124.6
March	125.6
April	126.4
May	126.8
June	127.6
July	128.2

### Canadian Price Index

Dominion Bureau of Statistics

1968	
July	120.4
August	120.7
September	121.1
October	121.4
November	121.9
December	122.3
1969	
January	122.6
February	122.6
March	123.2
April	124.6
May	124.9
June	125.9
July	126.4

## San Francisco plans club

Members of San Francisco's Local 3 will discuss at their September general meeting the question of joint union sponsorship of a new non-profit social and travel club, to be known as the Union Recreation Association.

The proposed association plans to provide union members with organized recreational and social activities. These would include low-cost tickets for sporting events, dining out, plays, musicals and excursions.

Eventually URA expects to offer chartered vacation flights at low rates to all parts of the world.

The San Francisco plan calls for Locals with more than 500 members to pay a \$50 application fee, or \$25 if less than 500.

Individual members of sponsoring unions would then be eligible to join for \$5 a year, entitling them to share in all the association's activities.