



Wish you were here

staff photo by Eric Evan Lee

Evelyn Jay writes a letter to a friend while sunbathing Monday afternoon behind Fowler Hall. Jay, a sophomore

health education major from Dallas, seems to have perfected the art of sunning with her handy lounge chair.

Businesses seek to curb rising health care costs

United Press International
NEW YORK — All over the industrialized world business firms are seeking ways to contain skyrocketing health costs for workers.

That means, among other things, that unions not only will have a harder time winning additional benefits for workers but may face pressure to cut back on those they already have.

The fear on the part of management is that, unless costs are contained, they will become unbearable and health plans will break down.

Milliman & Robertson Inc.,

of Seattle, one of the country's largest employee benefit consultants, says U.S. health care costs hit \$286.6 billion or 9.8 percent of the Gross National Product in 1981, up from 5.3 percent in 1960.

But Milliman & Robertson said for some American companies the increases have been running at 20 to 25 percent a year.

William Mercer Inc., a New York consulting firm in the field, made a survey last fall and got 1,400 responses predicting an 18 percent average jump in worker health costs this year.

Mercer said that's four times the rate of inflation at the time of the survey.

Mercer International recently held a symposium in New York for U.S.-based multinationals on health care costs in Europe. Those attending reported a more critical rise across the Atlantic than in the United States.

Between 1970 and 1979, health care costs in European countries jumped from 9.5 to 12.6 percent of most countries' GNP on the average and the increase has accelerated since.

In the United States, rising

health care costs can be blamed to some extent on poor communication about the matter between employers and workers, said Johnson & Higgins of New York, another large employee benefit consulting firm.

J&H Vice President D. McKoy said many American companies are too negligent in spending money on this communication.

The result is the workers don't understand the seriousness of health care costs, don't see why they should cooperate in reducing them.

Human contact essential

Technology isolates workers

United Press International
NEW YORK — There is a problem developing for employers in the electronic age. People at work hate the lack of personal contact and communication that stems from increased use of videotubes and other high-tech machines.

This came to light in a survey just completed by Research & Forecasts, Inc., of New York, for A.B. Dick Co., the Chicago maker of automated office and printing systems.

The survey was designed to discover from workers what incentives would be most likely to increase their productivity.

Not surprisingly, 80 percent of the 1,083 persons interviewed

by telephone said bluntly: "More money."

But second to that, 54 percent answered that improved employee-management communications would motivate them to be more productive and 42 percent said more recognition would help.

Donald G. Dowd, A.B. Dick vice president, said "the tremendous increase in office automation has been a mixed blessing. Although these sophisticated machines can help us become more productive, the equipment frequently decreases the need to communicate on a personal basis with co-workers and supervisors."

What it comes down to, Dowd said, is that in many offices automation has taken over so completely that personality is disappearing, and "without personality you can't get effective teamwork. You're doing things just the opposite from the way in which the Japanese achieve teamwork and productivity."

He said the situation could get worse.

"In many businesses, there now is one VDT for every 10 workers but surveys indicate the ratio may drop to two workers to each VDT. Nearly everyone will be glued to the machines," Dowd said.

"That doesn't hurt much in businesses where people are

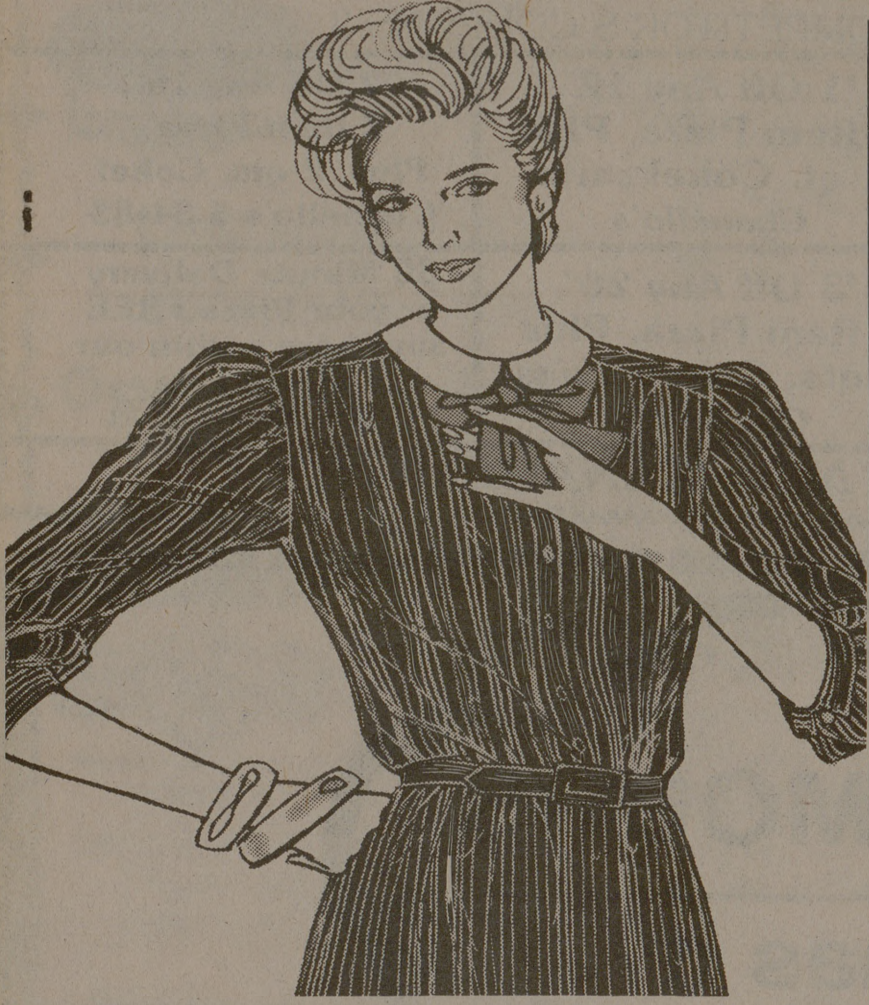
doing creative work on machines and talking to people on the phone, but if people are doing only routine work, it's deadly."

He said in some offices electronic machines have taken over so completely that workers don't know whether their boss is a man or woman, whether he or she is tall or short or ugly or handsome.

Dick launched a campaign two years ago to reduce frustration through "user friendly" machine design and special training. Its survey now indicates man-friendliness may be more essential in the work-

sale of misses', petites', women's

SPRING FASHIONS



34.99

special! misses' striped dresses by Ms. Chaus®

Comp. at \$72. Shop now! We have a marvelous selection fashioned from polyester, with three-quarter sleeves, contrasting collars and more fashion detailing! Red, black or creme, 6-16.

save 25% to 50% on fashionwear for petites, misses or women

women's famous maker related separates

Orig. \$22-34... 14.99-16.99. Save \$7 to \$17 on a beautiful array of separates in polyester/cotton and cotton fabrications. Select from tops sizes 38-44; skirts or pants, sizes 32-38.

save 28% to 50% on easy-care blouses for petites

Orig. 24.99-\$36... 17.99. Hurry in and save on an exquisite array of blouses for petites. Our selection includes your favorite styles in easy-care fabrics, fashion colors, 4-12.

women's fashion blouses in perky new styles for spring

Orig. \$20-36... 12.99-17.99 Perk up your wardrobe for spring! Choose from a wide selection of blouses with your favorite fashion touches. Now at exceptional savings, so hurry in!

misses' dresses by Leslie Fay® in vibrant colors

Reg. \$62-90... 30.99-66.99 A smart selection of dresses to brighten your looks for spring. Ours are crisply designed with such great fashion detailing as piping, ruffles and more! 8-18.



34.99

special! misses' jacket dresses in exciting new colors

Comp. at \$52-72. Select from a host of exciting styles with piping and bows... the latest styles with the detailing you prefer in crisp polyester/cotton or rayon, fresh seasonal colors, 8-18.

shop Dillard's monday thru saturday 10-9; post oak mall, college station

Dillard's

Dillard's welcomes the American Express® Card

