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81 Dodge Omni Miser, Front wheel drive, 4 new tires, 4 spd., hatchback, great m.p.g. Red with tan interior. 639-5310.

# Study says business is better in P

A comprehensive study which notes major improvements in the state's "business climate" since 1983 has been released by the Business Council of Pennsylvania, a statewide roundtable of chief executive officers from Pennsylvania's a statewide roundtable of chief executive officers from Pennsylvania's largest headquarter companies.

The study, an update of a similar one completed by the Council in 1983, is entitled "1985 Update: The Competitive Position of Pennsylvania Businesses." It compares Pennsylvania with 16 other states on such business related factors as taxes, environmental regulations, transportation costs and other elements which are affected by the state's public policy.

"The report provides clear evidence that actions by the Governor and General Assembly over the past two years have made measurable improvements in Pennsylvania's business climate," Edwin E. tuttle, chief executive officer of Pennwalt Corporation and chairman of the Council commented. "While more remains to be done," he added, "progress is being made toward the goal of making Pennsylvania a com-

petitive state in which businesses

can expand and invest."

According to the study, Pennsylvania showed improvements in education completion and spending, transportation, several business tax categories, direct labor costs, economic development programs, the costs of pollution abatement and effective state and local spending. In addition, Pennsylvania's quality of life indicators, among the best in 1983, improved further according to

the 1985 results. Donald F. Mazziotti, executive director of the Business Council. noted that "These positive changes are extremely important to Pennsylvania's attractivenes for business development. The study also demonstrates that public policy has a profound effect on the investment, job and business environment."

Since the 1983 report, a number of improvements, and some declines, were noted, including:

An improvement in Pennsylvania's comparative ranking in high school, college and graduate education completion.

Improvement in Pennsylvania's ranking for expenditures per student on vocational education and government appropriations for public higher education.

Direct labor costs remained stable relative to other states. Indirect labor costs, however, remain higher than other states and are a competitive disadvantage.

Labor relations remain a problem, largely because fo the high number of public sector strikes in school systems. Pennsylvania's negative labor image remains a serious problem outside the state.

The state scores high in all measures of quality-of-life used in the study, including housing costs, scholastic aptitude, crime rate and recreatinal opportunities.

Pennsylvania ranks in the top half of the states analyzed for the availability of commercial and industrial loans, although new capital investment by business ona per worker basis has declined, ranking Pennsylvania 16th out of 17 states.

Pennsylvania's highway and transportation network has improved and is an important state

Pennsylvania's natural gas and electricity costs remained competitive with other states in the Middle Atlantic.

Pennsylvania's allocation of state and local expenditures during the period improved to conform more closely to national trends, although reliance on corporate income and property taxes remain higher than national averages.

While business taxes remain higher in Pennsylvania than in the majority of states compared, improvements in thestae's tax policy during the period, i.e., reduction in corporate net income tax and fixed formula for the capital stock and franchise tax, kept the state's ranking unchanged relative to other

Pennsylvania ranks among the highest of all states in the cost and utilization of health insurance and the state's hospital rates are among the nation's highest.

Pennsylvania maintains a series of economic development programs and is highly competitive with all states for various forms of business assistance.

A new factor, public pension costs, shows that the growth in pension payments and unfunded liabilities is a serious problem in the

Pennsylvania's environmental regulations remain costly, particularly where Pennsylvania's stan-

dards exceed federal standards. The Business Council's report

comes one month after the release of a study by Alexander Grant & Comapny, "General Manufacturing Climates," which ranked Pennsylvania 39th among the 48 contiguous states for manufacturing cliamte.

According to the Business Council study, Pennsylvania does particularly well when compared with states in the Mid-Atlantic region but lags behind fast-growth states like Florida, Texas and Arizona in the cost-of-doing business. Pennsylvania also continues to be less attractive, according to the report, in terms of indirect labor costs, overall business taxation, health care costs, and state government regulations which adhere to stricter standards than elsewhere.

J. David Barnes, chairman of Mellon bank and chairman of the Business Council's Executive Committee, commented that "The key to renewed economic growth in Pennsylvania is in gaining a competitive edge over other states, expecially those states at or below average. As Pennsylvania's position continues to improve through changes in public policy, so, too, will the employment and investment picture brighten."

# Bloomsburg to offer classes on cable network

Bloomsburg University will be offering working adults, retired people, and anyone who can't come to campus an opportunity to continue their education by television. Two courses will be offered through Pennarama, the state-wide cable television network, starting on Sept.

Dr. Jim Huber, professor of sociology, will be leading the Principles of Sociology course, Focus on Society. This three-credit college telecourse contains comments and observations from noted sociologists including Dr. Howard Becker, Professor George Homans, Dr. Martin Marty, Dr. Morris Janowitz and Dr. Lee Rainwater.

Scenes of people at work, at play, at home and at church help illus-

trated the concepts being taught. The course also examines sports, a subject rarely taught in sociology

Each lesson is repeated 18 times a week and may be seen at the viewer's choice on Tuesdays, Thursdays and Saturdays at 2 a.m., 6 a.m., 10 a.m., 2 p.m., 6 p.m., and 10

Dr. Calvin Walker, chairman and professor of psychology examiens the brain; consciousness and sleep; taste, smell and hearing; vision; subliminal perception; motivation and hunger; stress; conditioning; memory; pain and hypnosis. The course is Introduction to Psychology and uses the popular book Understanding Human Behavior by James

V. McConnell. Study guides supplement the course.

The course uses rare film to illustrate certain points. More than 800 films were viewed by the producers in selecting the footage to be used in the course.

Each lesson airs 18 times weekly on Pennarama on Mondays, Wednesdays and Fridays at 1 a.m., 5 a.m., 9 a.m., 1 p.m., 5 p.m., and 9

Credit for these courses is granted by Bloomsburg University, a fully accredited university of the Commonwealth of Pennsylvania, so students may transfer the credit anywhere, or use it to pursue a degree at Bloomsburg.

Students should enroll through the

university and secure course materials at the university book store. Each student will have the opportunity to talk to their faculty members by contacting the appropriate department.

Interested students should contact the School of Extended Programs at Bloomsburg University, Bloomsburg, Pa. 17815, (717) 389-4420.

## Air conditioning is not always the best alternative

People who spend much of their time in air conditioning find it more difficult to tolerate the heat, says Dr. James Logue, director of the state Health Department's Division of Environmental Health.

"The human body is a tough, but fragile mechanism, that is able to function well in a relatively narrow range of temperatures. Within that range is a still narrower range of temperatures to which we become acclimatized," Logue says.

"Acclimatization is influenced by the climate in which we live, envi-

ronment in the work place and general health. When the thermometer suddenly soars above or plunges below temperatures to which we have become acclimatized, measures must be taken to prevent the body mechanism from breaking down."

Logue says people who spend much of their workday in air conditioning experience a noticeable difference when they step outside and the air temperature is 20 to 25 degrees warmer. Temperatures in the direct sun will be even hotter. And temperatures inside a closed automobile that has been sitting in the sun will be hotter yet - as much as 50 degrees hotter than the air conditioned workplace.

"The rapid upward changes in temperature place stress on the heart, respiratory system and circulatory system as our bodies react to the sudden change and begin working to dissipate the heat," Logue

says.
"If we are in the hotter, more humid environment for any length of time, we may feel overcome,

dizzy and perhaps a little nau-seated. It's a sign that our bodies are unable to disspiate the heat fast enough and may signal the onset of heat exhaustion. When that happens, it is advisable to seek a cool spot and rest until the symptoms

Logue says people who become aclimatized to air conditioning in the workplace are also likely to have air conditioning in their cars and their homes.



It's the American dream, to work, earn, grow and prosper. It's what makes our nation strong and our people proud. For the work we do strengthens our economy and our potential, keeps us moving ahead and makes life better for all. We can take pride in our jobs, and in the fact that we're working together with a common purpose. As always, America's work force is her spirit, her energy, her power. Let's enjoy the satisfaction of a job well done, as we celebrate this well-earned day of rest.

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