



CHEERLEADERS with something to cheer about are those from Garden City East High School who won top honors at the Mid-Wayne League Cheerleading competition at Taylor High School recently. It was the second

time that the East High girls won the trophy for their outstanding performance. Making up the squad are (left to right) Janet Juopieri, Cheryl Gibbs, Ruth Holton, Yvonne Edgar, Lisa James, and Diane Smith.

Will Cost Extra \$751,300

PCHA Signs Pact With Employees

The Peoples Community Hospital Authority's Board of Directors Thursday unanimously approved a new contract with the Building Services Employees International Union (BSEIU) which will increase wages of all hourly rated employees of PCHA unit hospitals 20 cents an hour, 15 cents retroactive to Dec. 22, 1966, and 5 cents to be effective July 1, 1967.

Karl S. Klieka, M.D., Executive Director of the authority which includes Westland and Garden City, estimates that the new agreement, which includes wage adjustments, fringe benefits adjustments and retirement benefits, will cost over \$751,300 a year.

Part of the hourly increment and shift differentials are retroactive to last Dec. 22, but hospitalization, life insurance and retirement increments become effective next July 1.

"All told," said Klieka, "this new package is worth an addition of 31c an hour for our hourly employees." Klieka said he believed this was the largest package of increases ever made to PCHA employees, and that ratification was essential if PCHA hospitals expected to attract and keep employees in a highly competitive industrial area.

At the same time Dr. Klieka announced that there

would be an across-the-board increase of 12 on the daily service charge in all PCHA hospitals.

"Our policy," said Klieka, "is to increase service charges only when necessary to meet the demands for increased wages and salaries, and the increase cost of supplies."

"The pressure," said Klieka, "of increased costs is not unique with PCHA hospitals."

He pointed out that recently the Commissioner of Insurance granted Blue Cross an increase of 27 in its premiums, and that it was revealed in the hearing for the increase that hospital operating costs for 1966 had increased 12.4 per cent, and are expected to increase an additional 1.9 per cent in 1967.

"Since about 70 per cent of every dollar taken in by a hospital in the form of room and service charges goes to pay wages and salaries of employees," added Klieka, "it is easy to see that the labor market is the most potent influence on the patient's bill."

Klieka also indicated that despite the \$2 increase in service charge at PCHA unit hospitals, they are still below all but one hospital revealed in a study done on comparable area hospitals.

"There is simply no easy way," said Klieka, "to announce the necessity for increases in hospital costs without direct reference to the cost of hospital labor."

He concluded by saying he did not believe people wanted to return to a time when hospital personnel was paid cherry pickers' wage, because when a person is sick, he deserves someone with more than a cherry picker's talents taking care of him.

In summary, the new contract between PCHA and BSEIU includes the following benefits:

1. Wage increase of 20 cents an hour;
2. Shift differential increase from 7 cents to 15 cents an hour, effective Dec. 22, 1966;
3. Rate adjustments in certain job classifications;
4. Time and one-half in excess of 8-hour day in excess of 40 hours in a bi-weekly pay period;
5. Hospitalization insurance increased from \$2.50 per month to \$7.50 per month on full-time employees, while adding part-time employees at one-half the benefits for full-time employees;
6. Retirement benefit of

\$1.50 per month for each year of service, up to 30 year maximum;

7. Increased life insurance coverage by \$1,000 to provide \$2,000 policy for full-time employees, and adding part-time employees at one-half

the benefit for full-time employees.

Dr. Klieka made clear that the new contract was essentially, particularly since previously salaries of nurses and technicians had been increased.



SAFETY PROMOTION occupies these four men who hold strategic positions in Livonia, from which they can do something about local problems. Seated are, from left, Earl Woodward, heading a Rotary Club Safety committee, Fire Marshal John Bunk, Standing Police Chief James Jordan and George Calkins, Livonia School District coordinator of physical education, health and safety program.

'Helping Hands' Placed In 700 Homes . . . Need 700 More

Livonia Jaycee Auxiliary citizens to this project has been gratifying. Signs have been placed in approximately one half the homes that are needed. The Jaycee Auxiliary requests the help of interested citizens so that they can complete the total coverage of the city in the near future.

LOOK around your neighborhood and locate the signs. Instruct your children as to their usage. If you do not see any signs on your block, contact your school P.T.A. President or the President of your Civic Association. These civic leaders have given vast assistance to the Jaycee Auxiliary by providing the names of responsible individuals who have volunteered their homes.

"Helping Hands" can be successful only thru the personal interest and help of every citizen in Livonia.

Two Couples From Redford Win Trips

Mr. and Mrs. L. R. Hartley, 15840 Norborne and Mr. and Mrs. Michael Hill, 24348 Puritan, in Redford Township, won an all-expense paid trip to Acapulco, Mexico.

They will leave Detroit on April 17 and jet non-stop to Mexico City and then on to Acapulco to the fabulous Acapulco Hilton Hotel for three days of fun, sun and relaxation.

American Community Mutual Insurance Co. of Plymouth, will pay for the trip as a Sales Contest award.

The Company has experienced a 50 per cent increase in sales over the past three years.

Small Business Seminar Set on Schoolcraft Campus

The second annual Schoolcraft College Small Business Management Seminar for owners and managers will begin Monday night, Feb. 6.

Seminar sessions will be held weekly from 7 to 9:30 p.m. on Mondays in the faculty dining room in the Waterman Campus Center. Fee for the 10-week course is \$40.

It is offered by Schoolcraft College in cooperation with the Small Business Administration, and Chambers of Commerce of Garden City, Livonia, Northville and Plymouth.

John Farskanian, marketing analyst for the Ford Motor Co., and an instructor at Wayne State University and Eastern Michigan University, is coordinator of the course. Participants completing the seminar will receive certificates of completion from the college and the SBA.

Individual seminar sessions will deal with the role of

economics in small business management, effective management, legal problems, personnel advertising and promotion, community growth.

STARK PTA TALKS MONEY

"Where Does Our Money Go?" will be the topic for discussion at the Stark School PTA meeting Tuesday evening, Feb. 7. C. Lane Breidenstein, general manager of the Detroit Better Business Bureau will be the speaker. The business meeting will begin at 8 p.m.

Austrian Film Heads Schoolcraft Program

Jaroslav Hasek's satirical post-World War I novel is the basis of "The Good Soldier Schweik," an Austrian motion picture to be shown on the Schoolcraft College winter film series Friday, Feb. 3.

The admission-free performances at 2 p.m. and 8 p.m. in the amphitheater.

long- and short-term financing, recordkeeping, taxation, and creating a favorable image in the community.

Seminar leaders will be Orville B. Lefko, CPA, Detroit; James Weidig, personnel research consultant, Ford Motor Co.; Jessie H. Butler, SBA, Assistant legal counsel, Detroit; Thaddeus J. Winiarski, Detroit bank executive; Ronald Kluth, partner in a Plymouth business service; Jack Heggarty and J. J. Jeffries, members of a Detroit CPA firm; William A. Parmelee, Niles department store operator; Richard W. Felt, manager of the Detroit office, Michigan Dept. of Commerce; Plymouth Mayor James Houk, and Farskanian.

Brochures describing the seminar are available at chambers of commerce in the four communities and at the college. Additional details may be had by calling Fred Stefanski at the college: 581-6400, extension 302.



R. A. ATKINS, Vice President-Manufacturing of Burroughs Corporation, has been elected a member of the Board of Directors effective Feb. 1. Atkins has been a Vice President of the Corporation since March, 1965. He joined Burroughs in 1934 and has held management positions in manufacturing and engineering, both domestic and international operations, since 1950.

Wayne State University's epic team won all 18 of its matches in season-opening dual meet wins over Case Tech and Western Reserve in fencing.

there is a difference between telling people...

APPLES



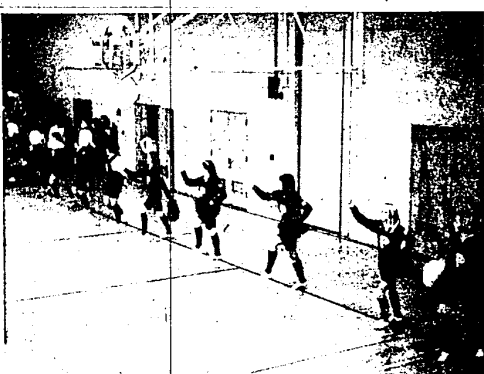
..and SELLING people!

APPLES NO WORMS



There is a difference between TELLING and SELLING people. When you TELL, as they know, but when you SELL, as they BUY! Telling them the right way will lead to buying, the difference in your profits. You can tell the whole story when you use Observer Wants Ads simply because we are delivered to almost every home and business in Livonia, Redford Township, Farmington, Plymouth, Westland and Garden City. That's almost twice the circulation of all other weekly newspapers attempting to serve this area. Imagine, one want ad order reaches all six Observer communities while to reach half the number of homes you have to call five different publications. Convenience, Savings and most important Results is the Observer Want Ad program. Enroll today... You'll be glad you did.

Observer Newspapers



THERE'S MORE COLOR at Plymouth Pom-Pom girls drill team that made quite High's home basketball game last year a bit with its precision drills than ever before. The big reason is the during the halftime intermission.