



**WHAT TO BUY?** That's the question 348 Fisher Body and Chevrolet salaried employees in Livonia will be asking as they receive their share of \$517,162 being paid out under terms of the General Motors Stock Purchase Plan. Chevrolet's assistant personnel director, Jack L. Gray, and stenographer, Miss Judy Laramie are considering taking vacation trips with their savings. GM's eligible employees received \$2.66 for every dollar they saved under terms of the program.

## Airlines Count Safety First

Airlines are more interested in changes which offer improved safety than those which may cut costs, a University of Michigan researcher reports.

Robert L. Thornton, research fellow in the Bureau of Business Research at the U-M Graduate School of Business Administration, found in a study of airlines that innovations designed to control costs ran a poor third in priority to changes made for safety or passenger convenience.

His interviews with airline people also "suggested that divertibility might occasionally be given priority over cost control."

"WHEN ASKED to identify their primary incentive for change, almost all of the airlines cited safety," the U-M researcher states.

"Any innovation which offers significant safety improvements is usually evaluated with little consideration of cost, a fact which sometimes encour-

ages a missionary to over-emphasize the safety aspects of a predominantly cost-motivated change."

Sixty-two per cent of the airlines queried considered passenger comfort and convenience to be second in importance. For example, Thornton says, schedule regularity is a means of cost reduction as well as an aspect of passenger convenience, but these airlines would give more attention to its impact upon sales than to its impact on costs.

Concerning divertibility, Thornton says: "Certain highly visible features which could capture the imagination of the public might be adopted even though neither safety nor passenger convenience was really involved."

ONE AIRLINE executive cited weather radar in its early days as an example. At that time, weather radar was not reliable enough to constitute much of an advantage. Yet many airlines adopted the innovation before reliability had been achieved.

"Waiting for the improvement would have been cheaper and would have required no appreciable penalty in passenger comfort and safety," Thornton says. "However, the idea was very attractive to passengers, who could not know its shortcomings. Because of the divertibility of weather radar, the airlines adopted the equipment in versions which were then technically unsatisfactory."

Thornton's statements, based on research done under a grant from the American Academy of Transportation, points out that since 1958 the air transportation industry has had wide experience of the benefits and the headaches which come with technological change.

## Area Students Take Offices At Lawrence

Two area residents have been elected to offices in the various student organizations at Lawrence Institute of Technology. They are: Frank Bano, of 15815 Wakendon, Redford Township, he serves as vice president of the Newman Association. Bano is a senior in Electrical Engineering and graduated from Redford Union High School.

Chet Sugleraki, of 15059 Norman, Livonia, he serves as vice president of the Iam Club. Sugleraki is a junior in Industrial Management.



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## GM Pays \$117.8 Million In Area

General Motors made significant contributions to the Livonia area economy during 1967. Employee payrolls at the four General Motors facilities in the area totaled more than \$17.8 million. An additional \$19.8 million was paid to more than 1,500 firms in the area which supplied the plants with materials and services during the year.

Employees at the GM Chevrolet, Detroit Diesel, Fisher Body and GM Parts Division installations contributed more than \$480,000 to the 1967 United Funds in communities where they reside.

In addition, workers purchased U.S. Savings Bonds through payroll deductions valued at approximately \$3.2

million. Employment at the four plants averaged over 13,000 during the year.

DURING 1967, GM awarded approximately \$28,000 to employees for ideas submitted in the GM Suggestion Plan. Three of the program's top awards of \$6,000 were given to Fisher Body employees, two to Chevrolet employees and one to a Detroit Diesel employee. The 1.1 million square foot Fisher Body plant, located at 28400 Plymouth Road, fabricated nearly 1,125,000 sets of interior trim for GM cars during 1967. These included seat cushion covers, door trim pads, headlinings, sunshades, and the like. The plant held an employee open house

last spring and, along with public tours, entertained a total of 4,500 visitors during the year. A weekly plant tour is available to the general public each Thursday at 1 p.m. The tour leaves from the main lobby and is about one hour in duration. The Chevrolet plant, at 18000 Ecorse Road, plays a major role in Chevrolet manufacturing. All springs and bumpers of current model Chevrolet passenger cars are produced there, as well as most of the service parts for Chevrolet truck and commercial vehicles. In addition, such parts as stabilizer bars, control arms, and various engine, bumper and spring mounting brackets are made at the plant.

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