# BERMUDA REMORE - STOCK PERCHASE PROCESS 3 4 8 SALMIED EMPLOYES 5 1 7 1 6 2 0 0

WHAT TO BUY?? That's the question 348 Fisher WHAT TO BUY? That's the question 348 Fisher Body and Chevrolet salaried employes 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 Laramee are considering taking vacation trips with their savings. GM's eligible employes received \$2.56 for every dollar they saved under terms of the program.

## Airlines Count Safety First

ally be given priority over cost control."

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

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

#### Area Students Take Offices At Lawrence

The area cestlents have been elected to offices in the various student organizations at Law-ence institute of Technology. They are: Frank Beno, of 1815 Wakendon, Redford Township, He serves as vice president of the Newman Association. Beno is a senior in Electrical Engineering and graduated from Redford Union High School.

High School.
Chet Sugierski, of 15059 Norman, Livonia, He serves as vice president of the Ham Club.
Sugierski is a junior in Indus-

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

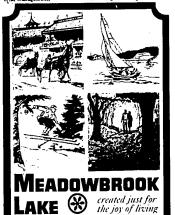
Robert L. Thornton, research fellow in the Bureau of Business Research at the U-M Gradual School of Business Administration, round a month of staff and the second in Doronton, research the control costs ran a poor third control costs ran a poor third in priority to changes made for safety or passenger convenience. But interviews with airline people also "suggested that are the propole also "suggested that are the proposal safe suggested that are the proposal safe suggested that are the suggested that workshifty their primary incentive for change, almost all of the sirring advertisability, their primary incentive for change, almost all of the sirring and the suggested that the suggested tha

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.

lines 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 
passengers, who could not how 
its abortcomings. Because of 
the advertisability of weather 
radar, the airlines adopted the 
equipment in versions with 
the weather 
the ten 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 headfachs which come with 
technological change,



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## GM Pays \$117.8 Million In Area

General Motors made stignificant contributions to the Livonia area economy during 1967. Employe parvoils at the four General Motors facilities in the sarea totaled more than \$117.5 million. As solitions \$111.5 million was been supported to the same which supplies the same which supplies the same which supplies the same which supplies the same was which supplies the same which supplies the same was which supplies the same was a same which supplies the same was the same

reside.
In addition, workers purchased U.S.
Savings Bonds through payroll deductions valued at approximately \$3,2

If I willion, Employment at the four plants averaged over 13,000 during the year,
DURING 1907, GM awarded approximately 3228,000 to employes for ideas atomitted in the GM Sugestion Plan. Three of the program's top awards of \$5,000 were given to Flahar Body employes, two to Chevrolet employes, and one to a Detroit Dissel's employe. The 1.1 million square foot plant, located at 22400 Plymouth Road, fabricated nearly 1,125,000 sets of interior tirm for GM cars during 1907. These included seat cushion covers, door trim pads, beadinings,

covers, door trim pads, headlinings, sunshades, and the like.

The plant held an employe 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 Planreday at 1 pm. The tour leaves from the main lobby and is about one hour in duration.

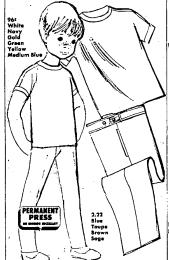
The Chevrolet plant, at 13000 Echles Road, plays a major role in Chevrolet manufacturing. All springs and bumpers of current model Chevrolet phaseward of the property of the property



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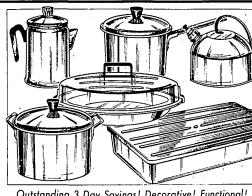
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