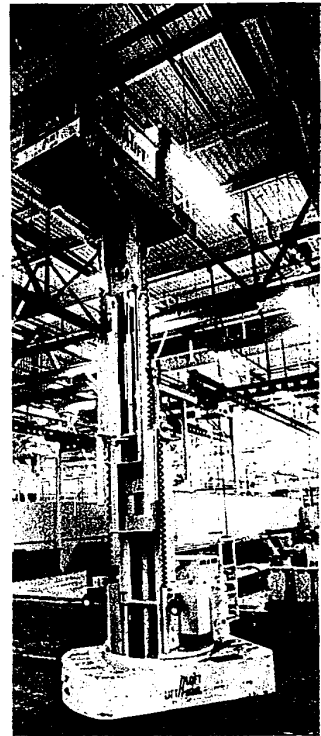




QUIET. That's how the new Cadillac-Livonia plant impressed Observer Roving Editor W. W. Edgar, who noted that the interior is soundproofed and engine blocks slide along the assembly line so quietly that one hardly notices them.



ALL ELECTRICAL control panels, ventilation and heating units are in the overhead space of the new plant, allowing cleaner work areas on the main floor and a free flow of work in the machining lines. This "cherry-picker" is used by maintenance men.

This Factory Sounds Like An Office

By W.W. EDGAR

Built for the manufacturing of new engine components, the Livonia plant of GM's Cadillac Motor Car Division, unveiled this week, is setting a new style for all industry. With its wide aisles, straight assembly lines and elevators instead of the old-time electric cranes, it is far cry from the manufacturing plants of the past.

"This plant was designed to be a modern manufacturing facility," H.B. ("Bud") Brawner, general manufacturing manager of the division, explained to newsmen gathered at the inaugural press conference. "We are utilizing the latest technology to provide quality parts in a worker environment that is safe, clean, and conducive to high morale."

THE BUILDING contains 270,000 square feet of working space and is built on a 37-acre parcel of land on Middle Belt Road at the C&O rail crossing.

"From the outside, the new facility isn't much different than other plants in the area,

except that it is long and narrow with plenty of parking space. But once inside, it is much different from any other manufacturing facility in the auto industry.

On first sight, it doesn't look like a manufacturing plant. And with its soundproof interior, even to special treatment of the floor, it is more like an office building.

One scarcely notices the engine blocks sliding along the assembly, so quiet do they move. And they are lifted from one line to another by elevator instead of electric crane or manpower, as in the old days.

WHILE BRAWNER stated that it was against company policy to reveal figures regarding the cost of the facility or the amount of its payroll, he did state that more than \$1 million was invested in a treatment department to handle solid waste and other refuse, along with purifying the air.

Much of the cleanliness was handled by the use of a new down-draft system whereby iron chips from the manufacturing of the blocks and other components, along with the

dust, is pulled down into a large chip trench under the machines for disposal to a general collection plant.

"We planned to provide employees with a plant that would look neat and orderly and could be kept clean easily. We went so far as to obtain the services of the General Motors styling experts to assist in selecting the colors for the interior. The colors chosen are a soft yellow and make for a pleasant environment."

Along with the great care taken inside the plant, Cadillac officials took a giant step in establishing a good neighbor policy. Heeding the request of the neighbors to the east, a large shade tree was spared. Instead of cutting it down to build a fence, the fence was built around the tree.

Most of the manufacturing is confined to producing crankshafts for the El Dorado model along with engine blocks, bearing caps, and cylinder heads.

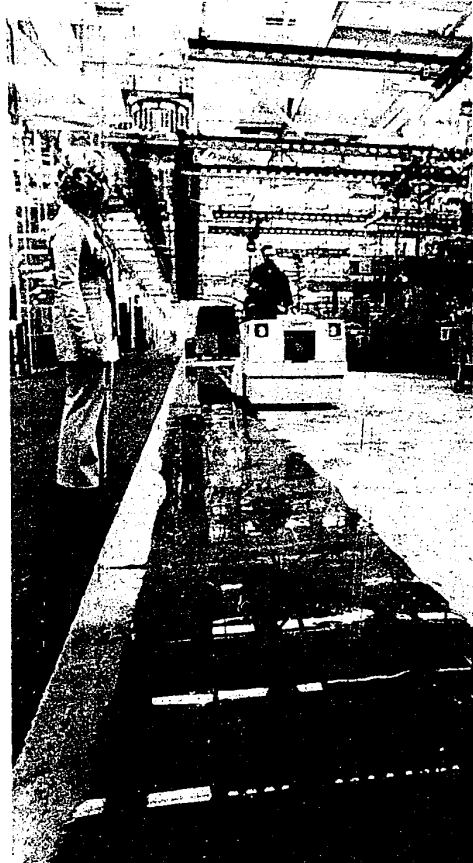
The opening work force is 150 employees, most of whom live within the area. This will be increased when the plant goes into full production within the next year.



H.B. (BUD) BRAWNER (left photo), general manufacturing manager of the division, wouldn't say how much the 270,000 square feet of plant cost, but he did reveal that a solid waste and air treatment department cost more than \$1 million.



CRANKSHAFTS for Eldorados are already being produced (below) in Cadillac's new Livonia plant at 12200 Middle Belt.



A HOUSEWIFE'S DREAM is this machine that scrubs floors at the rate of 50,000 square feet an hour, adding to the good housekeeping in Cadillac's new engine component fabrication plant.

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