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**EVERETT NAMES BOB BABCOCK
FOREMAN IN MOBILE ASSEMBLY**

Bob Babcock has been named Foreman in Mobile Assembly, according to Mobile Assembly and Inspection Manager Earl Everett.

A NATIVE OF APPOMATTOX AND A GRADUATE OF APPOMATTOX HIGH SCHOOL, BOB JOINED GE IN MAY 1957. HE HAS COMPLETED THE 80-HOUR M.T.S. COURSE.

Bob's work assignments have included the Tool Crib, Purchasing, Microwave Load Control, Material Control on Engineering New Products, and Mobile Process Planning.

GE STOCK closed at 95-3/8.

Emergency Bloodmobile Visit Friday Successful; GE Employees Thanked

The blood crisis in Lynchburg is over, at least for the moment, thanks in part to the tremendous response from GE employees Friday.

A TOTAL OF 299 PINTS WERE COLLECTED DURING THE EMERGENCY BLOODMOBILE VISIT AT LYNCHBURG GENERAL HOSPITAL ...AND MORE COULD HAVE BEEN COLLECTED IF THERE HAD BEEN FACILITIES TO HANDLE THE DONORS, ACCORDING TO RED CROSS OFFICIALS.

"Everyone's attitude was terrific," said Alice Hinchcliffe of the local Red

Cross Office. "We sincerely regret that many people had to wait--or had to leave before making their donation--but it was a crisis situation and we hope everyone understands."

THE TERRIFIC RESPONSE TO THE EMERGENCY BLOODMOBILE VISIT TEMPORARILY RELIEVES THE PRESSURE THAT THE LOCAL CHAPTER WAS UNDER FROM BEING ON PROBATION.

"As of Friday night we were at 100% of quota," says Alice. "However, we still have 250 pints to collect during the remainder of the month to stay on quota."

OR, TO PUT IT ANOTHER WAY, ACCORDING TO ALICE, ALTHOUGH LYNCHBURG IS *TECHNICALLY* OFF PROBATION, THIS AREA IS STILL *OFFICIALLY* ON PROBATION UNTIL JUNE 30, 1968, AS A RESULT OF NOT MEETING 95% OF QUOTA DURING THE LAST SIX MONTHS OF 1967.

BLOODMOBILE VISITS ARE SCHEDULED FOR NEXT TUESDAY, JAN. 23, AT QUAKER MEMORIAL PRESBYTERIAN CHURCH, FROM 10:30 A.M. TO 4:30 P.M., AND AT ALTAVISTA JAN. 25, FROM 11:00 A.M. TO 5:00 P.M.

Giving blood at regularly-scheduled visits minimizes the necessity of emergency visits. Also, giving by appointment usually eliminates the problem of waiting.



NEWLY-GRADUATED "PRACTICAL POLITICIANS"--Shown admiring a diploma given for completing a Lynchburg Chamber of Commerce-sponsored "Action Course in Practical Politics" are (left to right) Arley Wilmoth, Hank Schultze, Ken Bay, and Jim Markham. Completion of course by these GE employees is in line with Company-wide emphasis on "Constructive Citizenship."

GE EMPLOYEES WELL PROTECTED AGAINST RISING MEDICAL COSTS

The earnings of General Electric employees are unusually well protected against the rising living costs which have worried Americans for several years.

IN ADDITION TO THE COST-OF-LIVING PAY INCREASE FOR HOURLY AND NON-EXEMPT SALARIED EMPLOYEES EFFECTIVE LAST OCTOBER, THE GE INSURANCE PLAN HAS SAVED MANY EMPLOYEES HUNDREDS OF DOLLARS WHICH MIGHT HAVE GONE INTO RISING MEDICAL EXPENSES.

This money has been saved because GE Insurance Plan benefits increase automatically when there are increases in covered medical expenses, such as hospital and doctors'

bills, surgical fees, and drug bills.

THIS MEDICAL EXPENSE PROTECTION HAS BEEN ESPECIALLY IMPORTANT IN RECENT YEARS BECAUSE MEDICAL COSTS HAVE BEEN THE FASTEST RISING ELEMENT AMONG THE INDIVIDUAL COSTS WHICH MAKE UP THE U.S. DEPARTMENT OF LABOR'S CONSUMER PRICE INDEX FOR THE NATION.

Government statistics show that, for the nation as a whole, hospital charges have been the biggest gainer among medical costs--having just about doubled in the past ten years.

HOSPITAL BILLS FILED BY EMPLOYEES UNDER THE GE INSURANCE PLAN ARE NOW 56% HIGHER THAN THEY WERE IN 1957.

This means, for example, that



INSURANCE PLAN

WITH COMPREHENSIVE MEDICAL EXPENSE BENEFITS

a typical hospital bill of \$500 in 1957 had increased to \$780 in 1967.

HOWEVER, THE GE INSURANCE PLAN WOULD AUTOMATICALLY HAVE COVERED 85% OF THIS INCREASE, LEAVING THE EMPLOYEE PAYING ONLY \$42 OF THE \$280 HIGHER COST. RELATIVELY FEW FAMILIES IN THIS COUNTRY HAVE THIS KIND OF CONTINUOUS PROTECTION AGAINST RISING MEDICAL COSTS.

Information please

Q: Could you publish the amount of deductible county, city and State Sales Taxes like you did last year?

A: A table, by states, appears in the "1967 Form 1040 Instructions for Preparing your Federal Income Tax Return." The table for Virginia is reproduced at right below:

THE 1967 TABLE IS NOT NEARLY AS COMPLICATED AS THE ONE PUBLISHED LAST YEAR FOR 1966. DURING 1967, SALES TAX IN VIRGINIA AMOUNTED TO 3% FOR THE ENTIRE YEAR.

By contrast, the sales tax picture in Virginia during 1966 was a hodgepodge with "local option" in Lynchburg and surrounding areas.

SO, IN LYNCHBURG, AS WELL AS MOST SURROUNDING COUNTIES, THIS 1967 CHART COVERS THE 3% TAX, 2% OF WHICH IS STATE AND 1% OF WHICH IS LOCAL.

The one possible exception in this general area may be Pittsylvania County. If residents there pay only 2% tax they should use 2/3 of the amount allowed by the table.

Virginia		Family Size (Persons)				
		1	2	3	4	5
\$17	\$18	\$24	\$26	\$26	\$26	\$26
21	24	31	32	33	33	33
26	30	38	42	42	42	42
30	36	45	49	49	49	49
34	41	51	56	56	56	56
38	46	56	62	63	63	63
42	51	61	68	70	70	70
45	55	66	74	76	76	76
48	59	71	79	82	82	82
51	63	76	84	88	88	88
54	67	80	89	93	93	93
57	71	84	94	98	98	98
60	75	88	99	103	103	103
62	79	92	104	108	108	108
64	82	96	109	113	113	113
66	85	100	112	116	116	116
68	88	104	117	121	121	121
70	91	108	121	125	125	125
72	94	111	125	129	129	129
76	99	116	132	139	139	139
81	106	123	140	148	148	148
85	112	129	148	157	157	157
89	118	135	156	165	165	165
93	124	141	163	173	173	173
97	130	147	170	181	181	181
101	135	153	177	189	189	189
105	140	159	184	197	197	197
108	145	165	191	204	204	204
111	150	170	197	211	211	211
114	155	175	203	218	218	218

PORTSMOUTH GE INTRODUCES NEW 14-INCH COLOR TV SET

A new 14-inch color set, which went into production at Portsmouth, Va., in December was introduced to the trade press in a widely-carried press release made during the Christmas holidays.

PERSONAL TELEVISION DEPT. GENERAL MANAGER WES ESTABROOK ANNOUNCED THAT THE SET, WHICH WILL BE ON THE MARKET SOON AT A SUGGESTED RETAIL PRICE UNDER \$330, WILL FEATURE GE'S EXCLUSIVE "IN-LINE" COLOR PICTURE TUBE SYSTEM.

Mr. Estabrook pointed out that more than two years' performance in the 10-inch Porta Color has shown the in-

line design to be uniquely suited to the special requirements of portable television.

THE IN-LINE DESIGN--REFERRING TO THE ARRANGEMENT OF THE THREE CATHODE GUNS IN THE NECK OF THE PICTURE TUBE--IS SUBSTANTIALLY LESS COMPLEX THAN THE TRIANGULAR OR DELTA SYSTEMS USED IN OTHER COLOR PICTURE TUBES.

The announcement stated that the new 14-inch portable will weigh only 35 pounds, which is up to one-third lighter as compared to sets of the same screen size.

THUS, WITH A LIGHTWEIGHT PORTABLE, THE OWNER HAS ONLY TO PAY FOR ACTUAL REPAIRS AND NOT FOR THE COST OF THE SERVICE-MAN'S TIME USED IN TRAVELING TO AND FROM THE HOME.