

The year 1970 was one of record accomplishment for the City of Southfield. In public services, economic growth and governmental stability, our city achieved remarkable gains.

Tremendous strides were made with important programs, such as road completions, drainage and sewer projects, parks and recreation and cultural activities. Southfield has become the most satisfying community in the state of Michigan.

**IT IS DIFFICULT** to assign a degree of importance to each of the city's many accomplishments, because every program contributes in its own way to the overall health and welfare of the entire community.

Let me list, however, a few of our recent gains.

**ROADS** and intersection improvements:

The \$10 million bond issue voted in 1969 allowed us to make an impressive beginning with our comprehensive road improvement program.

In 1970, the city installed or widened 11 miles of new concrete roads and modified 12 major intersections. In addition, other roads were improved and dirt roads were stabilized.

Plans for the next four years call for even greater efforts, stressing continuing large scale road improvements to handle pressure on our city.

A full-time traffic engineer has been retained to expedite the flow of traffic and to assure maximum safety precautions.

**PARKS** and ecology:

Passage of the \$6 million park land acquisition bond issue now allows our city to purchase more

park land, especially in the southwest and northeast areas.

In addition, the newland acquisitions may include flood plain lands which help support wild life, preserve open space and ecological balance and provide more recreational opportunities for our citizens.

Other advantages include utilization of the flood plains as part of our drainage system and the elimination of construction on these properties.

**THESE ARE** but a few of the specific achievements Southfield can boast for 1970. Space does not allow more than a mention of other significant achievements.

These include the growth of our library, which has virtually doubled in size and circulation in less than two years. More of our citizens have utilized the library services than ever before and participation in our parks, recreational and cultural activities has reached new highs.

The newly formed Southfield Arts Council with its impressive program of events, activi-

ties and building plans is further evidence of the enormous interest and enthusiasm for local involvement in constructive community endeavors.

**THE FUTURE** of our city must build on and add to these solid and progressive achievements. Plans call for expansion of our city services, encouragement of more citizen involvement in civic affairs and an emphasis on raising the quality of life for all our residents.

# southfield strides confidently into the '70s

By Norman Feder

Mayor of the City of Southfield



## LIVONIA ★ FARMINGTON and SUBURBS AIR CONDITIONING



RESIDENTIAL ★ COMMERCIAL  
★ CENTRAL AIR CONDITIONERS  
★ ELECTRONIC AIR CLEANERS

WE CAN ADD AN AIR CONDITIONER  
TO YOUR PRESENT FURNACE

CALL FREE ESTIMATE

**421-5180**

SINCE 1954

**PRITCHARD HEATING**  
and AIR CONDITIONING

32788 5 MILE RD.

LIVONIA



Ford Marketing Corporation  
and  
Manufacturing Development

**DETROIT PARTS DEPOT**  
Telegraph Road at Glendale

Located in Redford Township since 1950  
Employing 1,000 people in 435,286 sq. ft. on 35.5 acres