

Mich. Bell Plans Livonia Expansion

Michigan Bell Telephone Company announced today it will spend \$2,551,000 in Livonia this year to expand and improve its communications services.

The local outlay is part of Michigan Bell's 1966 construction program totaling a record \$175 million, which surpasses last year's previous high by \$40 million and is about double the amount spent only three years ago.

William M. Day, Michigan Bell president, said in Detroit that much of the capital required to finance the program must come from investors willing to

put their money into the telephone business rather than in other investment opportunities.

He said the expanded 1966 program will require hundreds of additional employees to supplement the company's present force of some 23,400 men and women. It also will give substantial amounts of additional business to Michigan construction companies and suppliers.

Day attributed a good share of the surging demand to higher telephone usage stimulated by increasingly attractive prices. He

cited the recent series of rate reductions and service improvements which "are making telephone service a constantly increasing bargain."

As examples, he mentioned the declining costs of both interstate and intrastate calls.

"These economies are prompting people in general to use their telephone more and more," Day said. "In addition, many people without service now are

ordering it, and others with lower grades of service are ordering private lines. This adds up to the heaviest burden ever placed on our facilities."

"Our 1966 program is designed not only to meet the greater demand for basic telephone service, but to give every Michigan Bell customer the type and quality of service he wants and expects from us,"

John Kamego, Michigan Bell

manager here, broke down Livonia's \$2,551,000 outlay as follows:

\$1,425,000 for outside plant facilities, \$835,000 for telephone equipment in homes and offices, \$277,000 for central office equipment, and about \$13,000 for land and buildings.

Statewide, the program includes the massive placement of nearly 10 billion conductor feet of cable—about 2 billion more than was ever before constructed in a single year.

Michigan Bell will start nine new telephone buildings during the year along with 22 building additions. One of the major manual-to-dial completions will take place in Calumet where local dial service and Direct Distance Dialing will be inaugurated in May.

Three more communities — Port Huron, Mulliken and Scotts — will be tied into the Direct Distance Dialing network this year, bringing to 92 per cent the number of Michigan Bell customers able to dial their own long distance calls.

Touch-Tone modifications are slated for five more Detroit central offices and 18 outstate areas including Calumet, Auburn Heights, Birmingham, Roseville, Flint, Grand Blanc, Escanaba, Grand Rapids, Iron Mountain, Jackson, Niles, Grand Haven, Plymouth, Pontiac, Rochester, West Bloomfield, Saginaw, and Wyandotte.

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Remember When 'City of Elm' Was Hot Topic

By W. W. EDGAR

Industry, or the lack of it, always has been a bone of contention in Livonia.

While the city officials today are bemoaning the lack of industry required for a broad tax base that would lighten the burden on the home owner's real estate tax, there was a time when the officials had to struggle to keep the major plants from being "stolen" right out of their grasp.

Back in the late '40's when the movement for incorporation of the City of Livonia was instituted a group of folks in the southeast corner of the city fought the plan vigorously.

This group had a well paid plan of incorporating three square miles that could encompass the new race track, the General Motors Transmission plant (now the Fisher Body Upholstery Division plant) and the Ford Central Parts Dept.

General Motors and Ford had just completed their buildings and it seemed that Livonia was to have a head start in acquiring a broad tax base until the rival factions started.

The group in the southeast corner had visions of incorporating a city to be known as "Elm" and had gone so far as to make such rash promises as providing paved streets, curb and gutters, along with sewers at no extra cost.

More than that, the battle became so bitter that, in some areas in the southeast corner college educations were being

promised for all the youngsters. This would have been a fine trick, if it could have been done.

Paved streets! Curb and gutters! Sewers! All at no cost and college educations tossed into the bargain!

And a small, compact city that would include a major race track and two big industrial plants.

That was to be the City of Elm.

But those who had the broader view — those who envisioned a great city of 26 square miles—finally won out and the City of Livonia came into being.

No sooner had the fight been won to save the southeast corner than another started over the Lightweight Aggregate plant in the center of the city.

It was claimed that this plant caused too much noise in the normal sleeping hours. More than that, it was digging a hole in the center of the city from which no good could come.

These complaints became so numerous that City Council had to take action and only under a Council edict was the noise abated.

And the big hole? That's being used now as a garbage disposal area and was a real asset in time of need.

Now, the battle is on with the industry we have, but a struggle to lure more industry into our midst and thus bring relief through a broader tax base.

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Peanut Butter King

Meet Paul Zuckerman, Legend in His Own Time



Paul Zuckerman, president and chairman of the board of the Velvet Food Products, Inc.

E&L Trucking Names Stanwick Vice President

The appointment of Steven Stanwick, of 25620 Deborah, Livonia, as Executive Vice President has been announced by Donald C. Hayden, President of the E & L Transport Company in Dearborn.

Shortly after assuming his new position, Stanwick announced the appointment of Jack Lowry as assistant vice president of Maintenance and Equipment. Lowry will have primary responsibility for all maintenance and equipment functions at all locations and terminals of the company.

Other appointments announced were: James Robertson as Manager of the Dearborn terminal, Albert Douglas as Chief Dispatcher at Dearborn and Elmer Evans, who joined the company as assistant manager of the Lorain, O., Operation.

Peanut Butter King

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The Peanut Butter King has come to town and to the delight of the city's peanut butter fanciers and tax payers alike, brought his castle with him.

The castle, belonging to the industry-recognized king, Paul Zuckerman, is the home of the Velvet Food Products Corporation, a 20,000 square foot peanut processing plant.

Employing 60 workers and resting on a 4½ acre site fronting on Schaefer Road, the plant processes in excess of 10 million pounds of peanuts a year.

To the City of Livonia, the Velvet Company, world's largest independent producers of peanut butter, represents a large and significant molder of the city's tax base.

Zuckerman, known to his close friends as "Peanuts," moved the company from its old offices on Livonia near Ewald Circle in Detroit to the present half million dollar plant in Livonia in June, 1963.

According to Vice President Allan J. Cutler, Zuckerman built the new plant in Livonia because "he felt that the climate of the city was progressive and that the area was going through a period of substantial industrial growth. We felt that the city of Livonia displayed a very progressive community relationship with business," he said.

"Some food warehouses were moving towards the suburbs and naturally we wanted to be in the best possible location to serve them. Besides, the traffic in the interior of the city was becoming too hectic for us to remain there any longer," Cutler said.

The Velvet Food Products Corporation, in addition to pro-

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cesses granulated nut products and shelled peanuts.

Zuckerman, born in Turkey, is 53 years old, the president and chairman of the board of the Velvet Company and, according to the late Eddie Cantor, "one helluva guy."

Zuckerman, a friend of President Johnson, is regarded as ambitious and a diligent worker. Although he likes to make money he likes giving it away almost as much.

His friends say he is warm hearted. "Why should I be any different?" he asks. "After all, a rich man is only a poor man with money."



RECOGNITION FROM THE President. President Johnson shakes hands with Paul Zuckerman, president of Velvet Food Products, Inc., at the 1963 St. Erik's World Fair in Stockholm, Sweden.



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