

Forget Dream, Attract Industry, Westland Told

Westland should direct its efforts in attracting new industries toward immediate land development and solicitation of many small firms instead of having "dreams" of becoming a research center and the hopes of a large company locating here must be tempered.

This was the highlight of a report given to Westland Mayor Thomas Brown by a private plant location consulting firm.

Theodore L. Doman, of T.L. Doman Associates in Birmingham, wrote Brown that to realize the benefits of industrial development, "the present well-organized development efforts of Westland must be scaled to practical efforts."

"Dreams of Westland becoming a research center and the hopes of a large company locating here must be tempered," advised Doman.

"Serious efforts should be directed toward immediate development of the land and solicitation of many smaller companies allied with the Detroit area's primary activity, auto manufacturing, metal fabricating, and industrial distribution."

DOMAN ALSO POINTED OUT in his two-page report that he has outlined a practical evaluation of the industrial potential of the city.

"It is not a theoretical or academic approach but a short, sound analysis of what Westland can offer to industry and what the benefits of industrial

development can be to the community," Doman said.

With 800 acres now zoned for industrial use, about 600 would actually be available for development after considering the needs for roads and easements, Doman said.

The total investment potential for new industry in the city is about \$160 million of which \$9 million would be in land value; \$47.5 million in buildings and \$103.5 million in machinery and equipment.

WITH THE ASSESSMENTS to be pegged at half of the market value, or \$80 million and using the city's current tax rate of \$10.30 per \$1,000 of state equalized valuation; \$45 for schools; and \$9.80 for the county, the development would result in the following tax benefits:

\$824,000 for city income and \$3.6 million for the school districts.

The city revenue would be enough to pay 103 policemen or firemen each (at an average of \$8,000 per year); or pay local costs for 12,000 pupils at \$255 per year; or build and equip a new high school; or provide advanced teaching and educational aids.

Doman also said that 9,500 new jobs

that would be created by the future development would also benefit business and stimulate future growth of Westland to a marked degree.

"They will create a payroll of \$76 million, much of which will be spent locally for new homes, furnishings, personal goods, autos, and recreational services," he said.

STRESSING THE IMPORTANCE OF seeking out many smaller firms rather than pinning the city's hopes on a huge industrial complex, the consultant said: "It is much better to have ten smaller companies actually located in Westland than to lose the single large national company that may never have been a prospect at all," he pointed out.

In stressing the city's good points, Doman said that Westland is "equal or superior" to other communities in the areas of providing good residential areas, fine schools, recreational facilities, and excellent commercial services.

The city government is progressive with competent administration and future planning activities. The tax structure is fair and moderate," he said.

Concerning the city's transportation advantages, Doman pointed out that the proposed 1-275 freeway and the existing 1-96 freeway gives Westland an advantage for north, south, and east-bound movement of goods, although the freeways have given neighboring cities the same advantage.

There Are Are Some 'Ifs' Home-Building? It May Be Good

In a statement coinciding with his installation as president of the Builder's Association of Metropolitan Detroit, Gilbert B. Silverman, president-partner in the firm of Holtzman & Silverman, Detroit, is optimistic about single home and apartment house construction in the metropolitan area during the year. He qualified this, however, with "ifs" or two. Here is the statement:

"If we can keep control of some of the things that are involved—manpower supply and the availability of financing, with interest rates allowed to fluctuate so that big investors will be encouraged to participate in home and apartment financing, I believe 1968 will be one of the better years in the construction business."

"There are a number of legislative matters coming up at Lansing that are of great concern to us, and our association needs liaison with the Michigan Association of Home Builders so that we can know at all times what

is happening in the legislature.

"WE NEED to encourage the development of manpower to assume the responsibility of keeping our various programs moving toward completion in every area of our industry, which means single homes in mass production, custom homes, apartments, co-ops and condominiums, and various types of construction for business and industry."

"This year will see our association move into its new quarters at Northland, that office building being now under construction. I feel this relocation of our headquarters will bring all of us closer together for the work we have to do."

"We need an even stronger program to explain our zoning needs."

"Our image before the public is extremely important. We must find ways to produce lower cost housing under the government programs in-

tended for the elderly and the poor. We must help in the finding of suitable locations and we must produce good low-cost housing if we are to fulfill our role as builders for all segments of our society."

Rails Span Rough Ground

By 1969 the 121-mile rail connection from the Turkish city of Tavan to Sparaah-nah in Iran will traverse some of the most difficult terrain in the world, including mountains, deep gorges and Turkey's largest lake, plus in Iran series of 127 bridges from peak to peak and one span of 1,472 feet.

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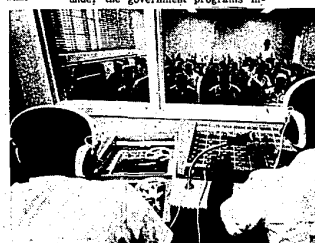
Gunningham & Sons

Mattress Salesman Was 'Well' Padded

Archibald W. MacDonald, of Pittsburgh, Pa., kept pretty much to himself. The retired mattress salesman drove an eight-year-old car and lived in a \$12,500 home. When he died last July at 89, his personal effects were worth \$320.

Neighbors didn't know much about him—except that he was a loner.

But later, it was disclosed in his will filed in the Register of Wills Office that MacDonald left \$556,986 in stocks and bank accounts.



SPACE-AGE EARPHONES adorn Saudi Arab students and instructors in the Arabian American Oil Co.'s new employee industrial training center in Dhahran, Saudi Arabia. They're studying English.

Grant Trains Men For Top College Posts

ANN ARBOR—A grant of \$84,000 from the W.K. Kellogg Foundation of Battle Creek to the Midwest Community College Leadership Council will assist three Michigan universities to train much-needed executive and administrative personnel for community colleges.

University of Michigan, Michigan State University, and Wayne State University. It has received substantial support in the past from the Kellogg Foundation and from the three universities.

Programs to be financed by the four year grant will be especially to prepare "inter-

institutional personnel" for community colleges and to provide in-service institutes for new presidents of community colleges.

"Interinstitutional personnel" include directors of state community college systems and professional staff in central administrative agencies.

Lifeless Moon Once Warm?

The moon appears cold and lifeless, but evidence collected in 1967 by the Surveyor V spacecraft indicates that the earth's satellite was warm in the past.

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