

# Airport

(Continued from 1-A)

fect indicated that as incomes rise so does use of air travel.

**RELATIVE LIKELIHOOD** of taking an air trip by income group for the U.S. as of 1957 was as follows:

Each family with income of \$3,000 to \$3,999 was estimated to take 36 air trips; \$4,000 to \$5,999—138 air trips; \$6,000 to \$7,499—84 air trips; \$7,500 to \$9,999—152 air trips; and \$10,000 and over—242 air trips.

Estimated median family income and per cent of SEMMA locally-generated passenger demand for Oakland County communities by 1970 were determined as follows: (Birmingham was not listed)

Bloomfield Township et al.—\$11,700—4.50 per cent  
W. Bloomfield Township et al.—\$5,700—1.87 per cent  
Southfield et al.—\$7,400—3.23 per cent  
Troy et al.—\$5,600—1.67 per cent  
Royal Oak Township et al.—\$7,000—1.68 per cent  
Royal Oak — \$7,100—1.98 per cent  
Pontiac City — \$5,400—1.19 per cent  
Pontiac Township et al.—\$5,400—97 per cent

**THE REPORT** further noted that the population forecast for SEMMA by 1970 will approach the present level of communities in the U.S. which are operating or planning two major airports.

A second airline airport in the Pontiac area could reasonably be expected to develop about 1950, and existing air passengers by 1970 which is an adequate volume upon which to provide a full pattern of scheduled airline service, states the report.

According to Delos Hamlin, chairman of the Oakland County Board of Supervisors, Landrum and Brown recommended a second major airport while recognizing Detroit Metropolitan's \$25,000,000 expansion plans to accommodate the airlines at Willow Run Airport which will transfer to Metro by 1964.

**THIS, GUIDED** by Landrum and Brown's studies, Hamlin and the county's 85 supervisors hope to receive the Federal Aviation Board's approval of the proposed 3,000-acre airport site, about a mile north of Pontiac in Orion and Pottawatomie.

However, Hamlin emphasizes that the multi-million dollar project would be undertaken in stages and developed only as the need exists. He expects the project to remain in the planning stage for the next two years.

Detroit Metropolitan Airport officials and the airlines, however, don't share Hamlin's faith or confidence in the Oakland proposal.

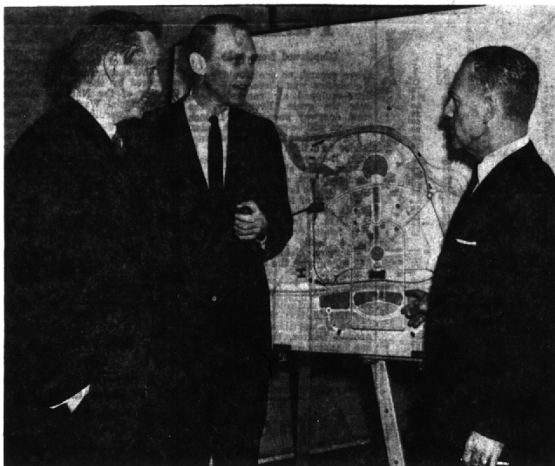
James M. Davey, airport manager and managing director of the Wayne County Road Commission, which controls and operates Metro, feels that Metropolitan, with its expansion program, could adequately serve increased demands for service.

**WAYNE ROAD** Commission officials note that the airlines, including those at Willow Run last fall, signed 25-year contracts to operate out of Metropolitan. These contracts provide the major source of revenue for operation of the airport.

The only way an Oakland County airport could acquire operations from these airlines would be if the airlines were willing to split their operations between two airports, and this would involve several millions of dollars to duplicate services and facilities.

**CONSIDERING** the financial condition of the airlines, and FAA analysis of their needs, Davey said he couldn't conceive of an airport operation by the airlines in this metropolitan area. And he said he can't see where the proposed Oakland airport is economically feasible without airline contracts.

According to Hamlin, the airlines were not and have not been sounded out by the county on their reactions to the airport "because we felt Landrum and Brown would know from their technical knowl-



Birmingham area executives (from left) Charles F. Adams, vice president of MacManus, John & Adams, Inc., and Milton F. Coulson Jr., vice president, discuss a series of seminars planned by the Bloomfield Hills agency with Maj. Gen. William E. Potter (right), executive vice president of the New York World's Fair Corp. Adams, 6139 Dakota Circle, and Coulson, 1220 Vaughan,

edge what the airlines' needs would be. John Brown of Landrum and Brown said the airlines were not contacted in making the air transportation study.

**A CONSENSUS** of various airlines reactions indicates they feel that the proposed Oakland airport, at present and in the near future, would be more of a convenience for area air travelers than a necessity.

One airport would adequately handle business for the next 10-15 years, said one airlines spokesman. "It is felt that it would be a long time before two airports would be practical for the airlines because of the cost involved in operating a two facilities, diversion of revenue between them and flight connections."

"It just isn't economically feasible. When operating a \$3 million dollar aircraft, you don't stop to pick up a handful of passengers."

**ONE AIRLINES'** manager commented that because so much money is needed to build such an airport, there is a feeling that there isn't a great probability of a second one coming about.

Another airlines representative believes there will eventually be sufficient air travel demand for another major airport—but not for another 20 years. He feels the demand for air travel is projected to be a little premature.

Plans for another airport should be thought about, he said, but not developed too quickly. He considered acquisition of land for a second airport as being good planning as long as it isn't developed right away.

**"LET'S FACE** it," he said, "the airlines would be glad to see the demand increase enough for expanded services. But, the demand would have to be sufficient to justify the additional cost in providing more airline service."

"I can't visualize the county officials going through with any development 'without getting commitments as to flights from the various airlines.'"

General impression from the airlines was that recognizing an eventual necessity for a second airport should be the demand for air travel grow, they appear hesitant about incurring the additional costs involved in providing more facilities and equipment at a second airport.

Next Week: The question of finance.

# Area Executives Review Plans for World's Fair

Selling opportunities inherent in the New York World's Fair for 1964-65 were outlined before more than one hundred and twenty-five Birmingham area executives Monday evening by Maj. Gen. William E. Potter, executive vice-president of the New York World's Fair Corporation.

The New York World's Fair executive urged his listeners to do their utmost to influence Michigan legislators and civic leaders to spearhead a drive to secure active participation in the World's Fair by the State of Michigan.

"The competition for industry today," he said, "is greater than at any period in our nation's history. Industry is continually searching for areas offering skilled manpower, abundant resources, and a favorable business climate. Michigan has these in abundance. The big job is to tell your story to the world. We believe the New York World's Fair offers Michigan this opportunity."

**OCASION FOR** Gen. Potter's visit was first in a series of lectures, sponsored by MacManus, John & Adams, Bloomfield Hills advertising agency, to keep key personnel current on modern communication techniques.

General Potter described the upcoming New York Fair as the "world's greatest by any criterion—size, cost or sheer grandeur." He reported that ground breaking is now under way, in New York's Flushing Meadows, for scores of buildings whose cost will exceed in half-billion dollars.

The Fair area, he said, will encompass approximately 650 acres and will include several hundred industrial exhibits by 67 nations. Already a total of thirty-four states and virtually all of the nation's leading industries and companies have indicated they will exhibit, he said.

**ACCORDING TO** Gen. Potter, the most conservative estimates show that more than 70 million visitors will visit the Fair during its two-year period of operation. The estimate, he said, is based on analysis of attendance at past fairs in this country and abroad.

No matter what you have to sell, Birmingham Eccentric classified ads will do the best job for you. The cost is low, they are easily prepared and usually bring desired results.

**Police Ticketing** Signal Violators. With automobile collisions in Birmingham up in February over the corresponding month last year, Police Chief Moxley has instructed Birmingham police to be on sharp lookout for traffic signal violators.

There were 65 accidents last month, according to Chief Moxley, and 100 in February, 1961. "If we are to reduce the accident loss we must discourage the type of violation that is causing these

## B'ham, Detroit Mayors Plan Job Swap May 21

Mayors Exchange Day will find Detroit Mayor George P. Lathrup and Birmingham Mayor Florence H. Willett swapping their posts May 21 in the ninth annual feature event of Michigan Week.

While Detroit's Mayor Jerome P. Cavanagh will travel eight miles to direct the government of 25,625 Birmingham residents, there is a question as to whether Birmingham's Mayor Florence H. Willett will represent Detroit's population of 1,070,144.

With Birmingham's city election coming up April 2 and the subsequent appointment of a mayor April 9, the community could have a new mayor by exchange day.

**MRS. WILLETT**, who is also Oakland County chairman for Michigan Week, has been selected twice by city commissioners as Birmingham's mayor. Although commissioners could appoint her to a third one-year term, third year term mayors in Birmingham are rare.

The Birmingham-Detroit swap is reported to have been set up between Mrs. Willett and Cavanagh to avoid working long distances traveling into their busy schedules. The idea is said to have originated as a joke at the Southeastern regional meeting of Michigan Week chairmen about six weeks ago.

**ACCORDING TO** Robert Zaver, coordinator of preparations for the mayor exchange committee, there is no violation of the rules in getting together on switching for the exchange as long as the switches are withdrawn from the formal drawing.

However, he said, such agreements are usually discouraged as much as possible. Since Cavanagh is a name in the news, several smaller cities are interested in exchanging with Detroit.

Other Birmingham area cities swapping mayors as a result of the drawing are Bloomfield Hills and \$81,430,280; 1958, \$93,485,480; 1959, \$95,122,300; 1960, \$97,011,200; Grandville; Franklin and Clio;

The total 1962 valuation is up \$1,982,840 over 1961. Total valuation in 1957 was \$81,430,280; 1958, \$93,485,480; 1959, \$95,122,300; 1960, \$97,011,200; and 1961, \$99,907,900.

## City Reaches Maximum in Assessments

When it comes to real and personal property assessments, Birmingham has just about reached its limits.

Birmingham has a total assessed valuation for 1962 of \$70,900,740. City Assessor Clark Hagstrom told city commissioners Monday night.

Because the city is almost completely developed, it has reached a plateau in assessing real and personal property. Therefore, it can expect to raise assessments very little more. This should be kept in mind at budget time, the assessor said.

**HAGSTROM** reported that the 1962 assessment roll was adopted following public hearings and adjustments to land values and new construction by the Board of Review.

Total real property in the city is valued at \$63,074,800; and personal property is valued at a total of \$7,825,940.

The total 1962 valuation is up \$1,982,840 over 1961. Total valuation in 1957 was \$81,430,280; 1958, \$93,485,480; 1959, \$95,122,300; 1960, \$97,011,200; and 1961, \$99,907,900.

## Con-Con Delegates Plan 'Dutch Treat'

Henry L. Woolfenden of Bloomfield Hills, Con-Con delegate from Oakland County's third legislative district, and Raymond L. King of Pontiac, second legislative district delegate, will hold a combined dutch treat breakfast at 9 a.m. Saturday in Ted's Restaurant.

The delegate will discuss latest developments at the Michigan Constitutional Convention in Lansing. Time will be reserved for a question and answer session.

Looking for a job... a home... a special service? See the Want Ads.

## Moths Can't Afford Mink

and ladies with mink can't afford moths

Don't risk costly damage to your scientific methods and modern precious furs, woollens and carpet materials and equipment to give ing by using inadequate, "do it your professional protection against moths, ants, spiders and other insect pests. Call the 100-year-old Rose Company now. Cost! Only pennies per day! Rose Exterminator Co., LI 5-2222.

**Spring CHANGE-OVER SPECIAL**

All These Services INCLUDED! Lowest price in town!

- 6 QUARTS OF OIL
- DRAIN AND FLUSH COOLING SYSTEM
- ADD RUST PROTECTOR
- CHECK ALL HOSES with pressure tester
- REPLACE THERMOSTATS (labor only)

**ALL FOR ONLY \$6.95** IF WHEELS ARE PACKED AT SAME TIME—PAY ONLY \$1.50 (SAVE \$1.00 MORE!)

**ED STONE'S HUNTER Standard SERVICENTER**

347 SOUTH HUNTER between Forest and Chestnut BIRMINGHAM ★ Phone MI 4-9654

**LEG OF LAMB 59c lb.**

**PORK CHOPS 69c lb.**

**FRESH FRYERS, Cut Up 35c lb.**

**CHICKEN BREASTS, Ribs On 59c lb.**

**CHICKEN LEGS 49c lb.**

**FRESH BEEF TONGUE 39c lb.**

**HILLS BROS. COFFEE \$1.17**

**FLOOR WAX 20c Off 95c Quart**

**DAIRY DEPARTMENT**

Rath Regular **SLICED BACON 59c lb.**

Downey's, 3 Cartons **HONEY BUTTER 99c**

Wisconsin Longhorn **CHEESE 59c lb.**

**SELF SERVICE BAKERY**

SAVE 10c Apple Pies (Regular price 69c)

SAVE 10c Cranberry Buns (Regular Price 6 for 49c)

Lemon Chip Cookies (Regular price 69c)

SAVE 2c Whole Wheat Bread (Regular price 28c)

Danish Cinnamon Twist Coffee Cakes 59c Each

Old German Pumpernickel Bread 32c Loaf

**BIRDSEYE Dinners, Chicken, Beef, Turkey, Fish 49c Ea.**

**BIRDSEYE Green Peas 2 Pks. 35c**

**BIRDSEYE Peas & Carrots 2 Pks. 35c**

**BIRDSEYE Cut Corn 49c Ea.**

**BIRDSEYE Mixed Vegetables 35c**

**MRS. PAULS Fish Stick Dinner 39c Ea.**

**STOKLEY'S PINEAPPLE GRAPEFRUIT or PINEAPPLE-ORANGE JUICE 5 29-cz. Cans \$1**

**ROBERTS BOUTIQUE**

cordially invites you to view our New Spring Collection of Dresses, Coats and Suits assembled by Mr. Joseph Le May

**MARGARINE 49c lb.**

**WIRE**

**BIRDS EYE FROSTED FOODS**

**G & W PIZZA With Cheese 49c Ea.**

**Cypress Garden Frozen Orange Juice 6-Oz. Can 6 for 99c**

Prices Effective Thurs., Fri., Sat., March 29, 30, 31.

**Apple Sauce 25-oz. Jar 2 Jars 49c**

**The Col. Gerrish Boomerang**

now brings this spectacular Australian sport to America at a popular price. Easily mastered. Handicrafting stick has a circular flight range of 100 yds. \$2.50

**Bird Kite**

Imported from Germany. Looks like a giant bird in the air above other kites. Easiest to fly and maneuver. Used for fishing in Brazil and for fast 60 mph winging stick has reel with 350 feet of monofilament line, and carrying bag.

(Add 25¢ for handling—4% State Sales tax in Michigan)

UNUSUAL GIFTS AND TOYS - FROM ALL OVER THE WORLD

263 PIERCE STREET • BIRMINGHAM, MICHIGAN

**GAMES IMPORTED**

**Roberts Boutique**

women's apparel

with **Furs by Roberts**

550 N. Woodward, Birmingham