

Employees' Living Conditions Important to Executives

Officials in many Michigan communities are working for an answer to an important question and planning specialists at Michigan State University think they have it.

The question, foremost in the minds of city planners hoping to draw new business to their economy, is why the "fringe" executive look for when locating a new plant?

Site, available labor and market proximity are obviously part of the answer. MSU experts say there is much more to be considered, however. Many communities can provide these features. The competition is greatly cancelled out in these categories.

"EXECUTIVES are placing more emphasis on recreation facilities, schools, shopping areas and other factors that contribute to the 'good life,'" says Louis Twardzik, parks and recreation specialist for MSU's cooperative extension service.

The theory is that the executive not only wants a nice place to live

and raise his family. He also feels that good living conditions for his employees will make for higher productivity.

This executive wants the "fringe benefits" of a well-planned community, according to Twardzik. The MSU specialist contends that subsidies for new industry will not necessarily provide the drawing power the community intends. Studies suggest that subsidies tend to attract unstable businesses while the well-established industries, the kind all communities really want, are more likely to locate with an eye on these "fringe benefits."

TWARDZIK stresses the value of well-developed and managed open spaces—playgrounds, sports areas, community centers, parks and swimming facilities. "In all too many cases, local

industrial efforts completely miss the idea that the town should be a pleasant place in which to live," he said.

In advising local planners, Twardzik's primary recommendation is that they view their community, by asking themselves the question, "Is this the kind of town where strangers would want to invest and live?"

APPROACH of the vacation season foretells increased traffic on Michigan's vast network of high-speed roadways.

To the state highway department it also means an increase in the comments about its directional sign placements. In the past two years, since motorists began to use full-length, east-west and north-south freeway routes, the comments about the signs have been numerous.

A legislative study of tourist industry problems last summer came forth with the general impression that motorists wanted more information from the signs. They wanted greater use of directional signs to small communities along the route and they sought more definite data than they could gain from the "food-gas-lodging" markings at freeway exits.

STANDARDS FOR the freeway sign installations are set by the federal government which pays for approximately 90 per cent of the limited access roadways.

State highway officials are hoping they can make some improvements in the system, however, to satisfy at least some of the most frequent complaints.

"We are making a continuing study of freeway signing," says Highway Commissioner John C.

Mackie. "Our goal is to provide the motorist, whether he be a Michigan citizen or a visitor from another state, with signs that will help him to reach his destination quickly and safely."

DO YOUR children look upon you as all-knowing? If so, a Michigan State University psychologist says this false idea should be removed as quickly as possible. This goes also for the child's belief that his teachers add the encyclopedias have all the answers.

Dr. Milton Rokach of MSU believes people cannot be creative if they blindly accept the word of authorities. They become closed-minded and unresponsive to new ideas.

The state of mind of complete reliability on authority comes about, according to Rokach, because children get the idea that

parents and other authorities know all that is to be known and that the most one can hope for is to learn that same amount.

According to the MSU psychologist, a parent ought to make it clear to his children that he does not know everything.

"Children should learn early that there is a spiral of advancing knowledge that never ends," the professor contends.

Training Underway

Andrew M. Baize, gunnery mate second class, USN, son of Mr. and Mrs. Don J. Baize, Sr., 7129 Ward Eagle Drive, N., Birmingham, is engaged in underway training aboard the attack carrier USS Shangri-La at Guantanamo Bay, Cuba.

U.S. Kicks Off Bond Campaign

The U. S. Treasury Dept. has kicked off its 1968 freedom bond drive to stimulate systematic purchasing of U. S. savings bonds in all American households. As a part of the national campaign every family in the country is being asked to buy at least one savings bond before July 4.

Leading civic, fraternal, business, labor, veterans', women's and professional organizations in the country are joining in the effort, according to Alfred C. Giera, chairman of the Oakland County savings bonds committee.

He explained that if the families of 50 per cent or more of the members buy at least one bond during the drive period, the organization

or club qualifies for a colorful treasury citation.

THE BOND may be purchased via the payroll savings plan at work, through the bond-a-month plan at a bank or over the counter at any financial institution. It also may be obtained in exchange for a filled album of savings stamps or received as a refund on one's 1962 income tax. A bond bought by one member of the family counts for all members of the family.

"Savings bonds not only provide an excellent means of building family security," the county bond volunteer said. "They also contribute to the economic stability of our nation and thus to the preservation of freedom."

Happenings

(Continued from 1-B)

first time in more than three months. The Wabek State Bank with a capital and surplus of \$100,000, which has been subscribed for the most part by Senator James Cooper, will open Monday in quarters specially fitted for it in the Senator's Wabek Building, corner West Maple avenue and Bates street, fully equipped for a savings and commercial account business.

A blanket property valuation as they now stand on the City of Birmingham's tax rolls is under consideration by the Board of Review. It was learned yesterday Albert W. Noonan, city assessor, said that the work of equalizing the roll is nearly completed, but if a blanket city-wide audit by the Board will have to remain in session for some time.

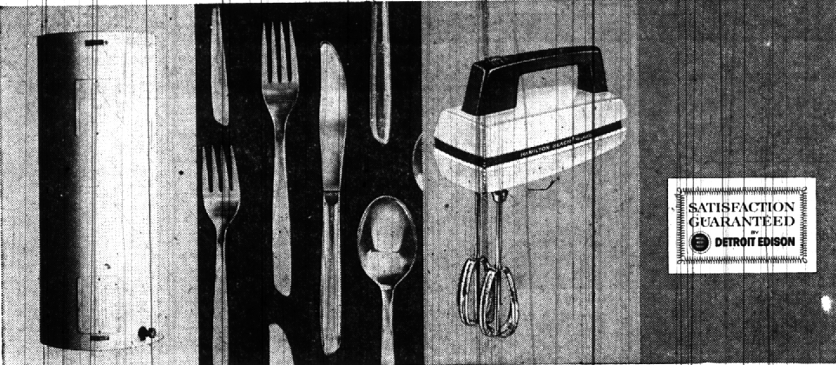
The sale of 32 beer is open to chain stores in Birmingham today, but consumption on the premises with a capital is still taboo. The City Commission Monday night amended the ordinance it adopted last week to enable any corporation licensed to do business in Michigan to dispense the beverage in packages here, and granted three new licenses, but stuck bits in refusing to allow it to be consumed on the premises.

15 YEARS AGO
May 13, 1948

John P. Hackett, Birmingham's chief of police for the past 18 years, will retire from the force on July 1. This announcement came today from City Manager Donald C. Egbert, who revealed Hackett's request for retirement which climaxes a total of 36 years in police work. At the same time, Egbert revealed that Ralph W. Mosley of Ypsilanti would succeed Hackett as police chief when the latter's retirement becomes effective.

Are the citizens of Birmingham willing to invest a little more than a cent a day for the next 30 years in order to correct in the next 10 years present street, sewer and water system inequities and thus give Birmingham a basic utility pattern that will be a great credit and of inestimable value to the city when completed? This question was presented to city commissioners Monday evening and they answered in the affirmative.

An exceptionally well-balanced Maple track team traveled to Mt. Pleasant last Friday for the Central Michigan Relay and came home with the championship score of 68 3/7 points in a field of 15 class B schools. Although the Maples took only three firsts, they rolled up points in every event but the mile to beat out runner-up Greenville by 20 points.



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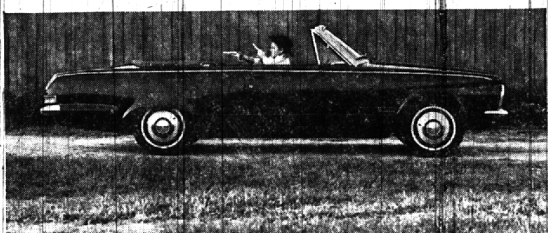
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