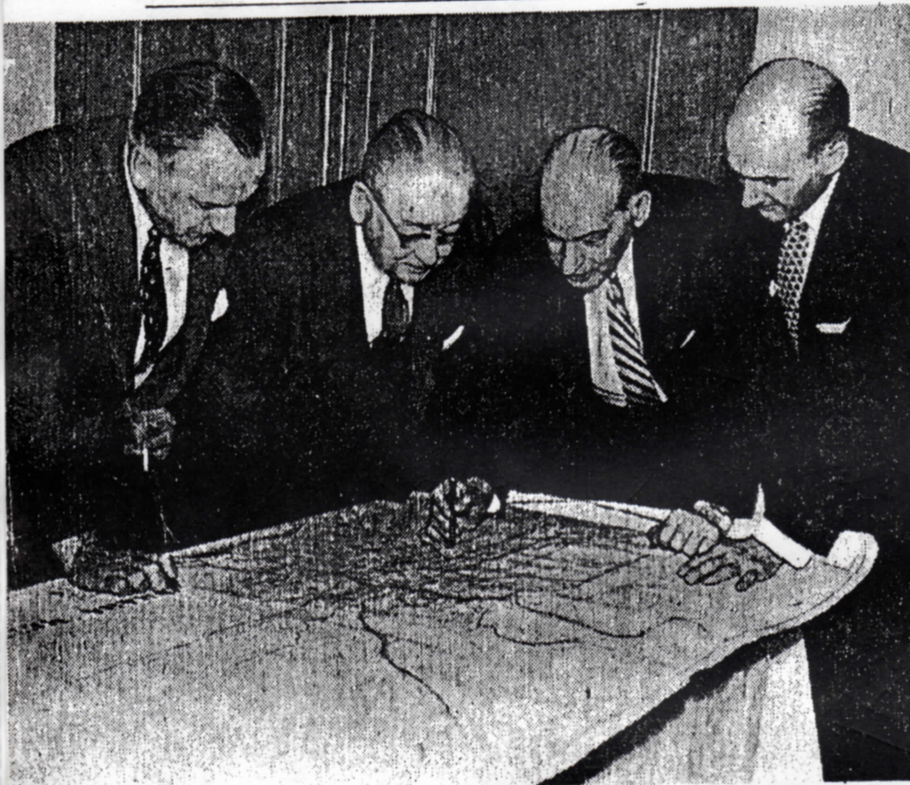


50,000,000 Outlay by Western Electric—

# Big Industrial Project Boon for Omaha Area



Gilbert, Schmidt, McLean and Jacobson... Study map of plant site.

## Near Millard; Up to 4,000 Jobs Certain

### Manufacturing to Start at Temporary Spot

Other pictures on Page 16.

Omaha landed the largest prize of its post-war industrial drive Thursday.

Western Electric Company revealed it will build a giant manufacturing plant southwest of the city. Until the new plant is ready, operations will be carried on in a building in the city.

Aside from the war-time Martin Bomber Plant, starting employment will be the largest of any firm ever to build here.

#### Million Square Feet

H. V. Schmidt of New York City, engineer of manufacturing, said employment will be three thousand to four thousand.

An employment of 3,422 would match the 1950 population of Auburn, Neb. An employment of 3,910 would be 10 times the 1950 population of Millard, closest community to the site.

No project cost estimates were given by the company. However, unofficial estimates placed the company's investment as high as 50 million dollars.

An engineer, noting that the new plant will contain one million square feet, said actual building costs would run at least 15 million dollars.

## Good Labor Selling Point

### Helped W.E. to Decide on Building Here

The high quality of Nebraska or was a big selling point Western Electric Company's decision to build a plant at Omaha.

I. V. Schmidt, engineer of manufacturing, said "our success with Nebraska people in Lincoln had a very decided ring" on the Omaha choice. He said the Lincoln plant has about 1,800 employes.

## 3,000 Parking Spaces

The plant site southwest of Omaha will have parking space for three thousand cars, Mr. Schmidt reported.

Metropolitan Utilities District will run water mains to the plant. Omaha Public Power District will supply power.

## 'Greatest' Yet

A. V. Sorensen, president of the Chamber of Commerce, called the project "the greatest development in the history of the state."

E. N. Van Horne, president of the Omaha Industrial Foundation said it is "the biggest single thing to come to Omaha."

## No Stranger

Fred R. Kappel, president of Western Electric, is no stranger in Omaha. He is a former operating vice-president of the Northwestern Bell Telephone

## Make Dial Equipment

The plant will consist of two modern factory buildings and an administration building. It will manufacture dial equipment and telephone cable.

It will be located on a 390-acre tract with these boundaries: One Hundred Twentieth Street on the east, One Hundred Thirty-second Street on the west, L Street on the south, and Union Pacific tracks on the north.

Millard is located across the road from the southwest corner of the tract.

Mr. Schmidt said ground breaking will probably be about June 1. Building will start as soon as weather permits in 1957. The company expects the new plant will be ready for operation in 1959.

## At Ford Building

In the meantime, the company will have operations in the five-story Ford Building at Sixteenth and Cuming Streets.

Western Electric has purchased the building from the Ford Motor Company at an undisclosed price.

Western Electric will take possession of the Ford Building immediately. Mr. Schmidt said it will require complete rehabilitation.

Mr. Schmidt said production in the Ford Building should start in about three months. About eight hundred will be trained and employed there. This group will form the nucleus for the new plant.

Western Electric, now in its eighty-seventh year, is the manufacturing and supply unit of the American Telephone and Telegraph Company.

## Vita: Role by Jacobson

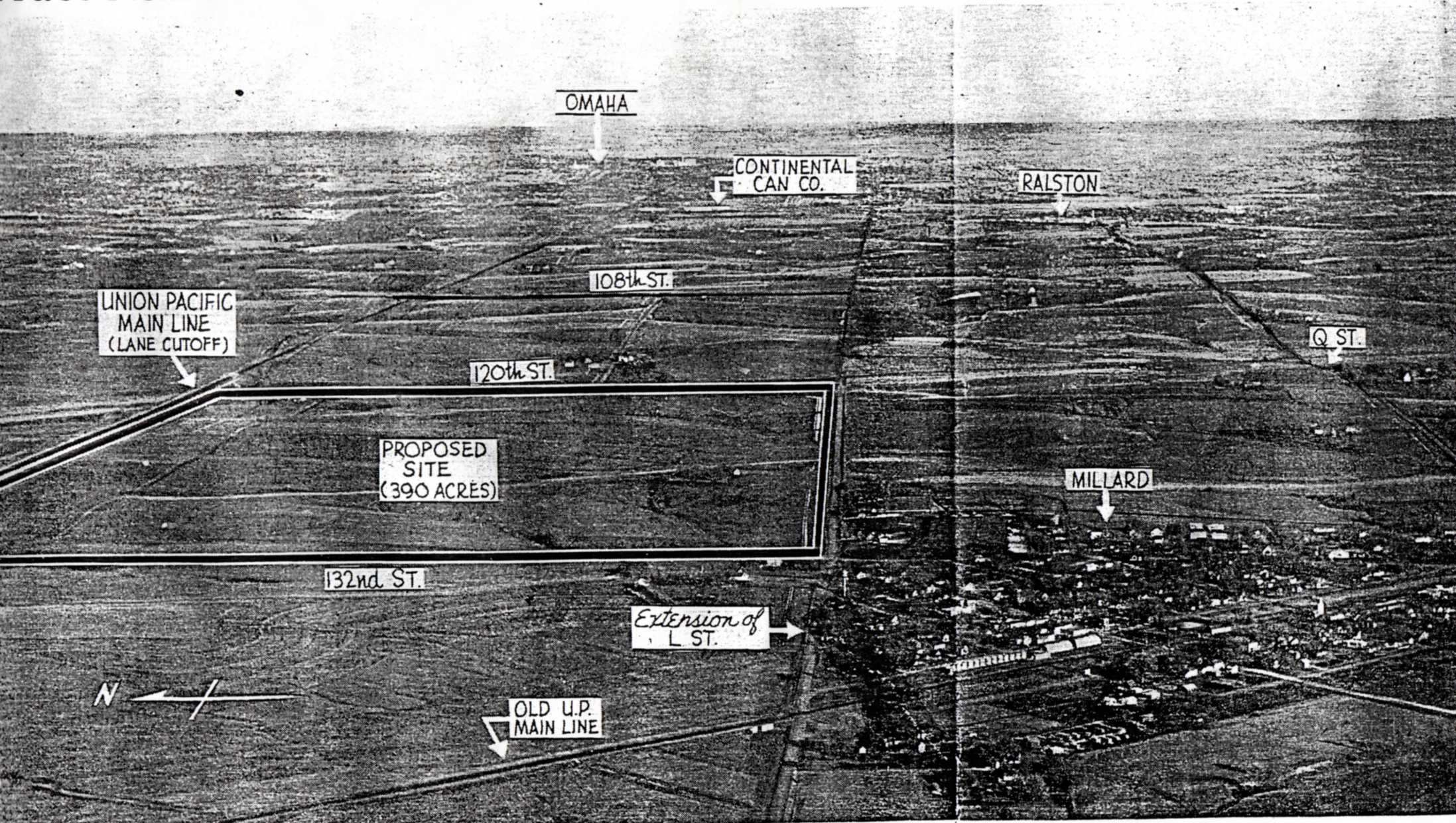
It has been a part of the Bell System since 1882. Headquarters are in New York City.

Others here from the company headquarters were: V. J. Gilbert, an attorney, and Vincent McLean, a plant engineer in the manufacturing department.

A. F. Jacobson, president of Northwestern Bell Telephone Company, played a vital role in getting Western Electric to select Omaha.

The Western Electric officials said the Omaha Industrial Foundation and the Chamber of Commerce played effective parts. Co-operation also was given by Millard leaders, Mr. Schmidt said.

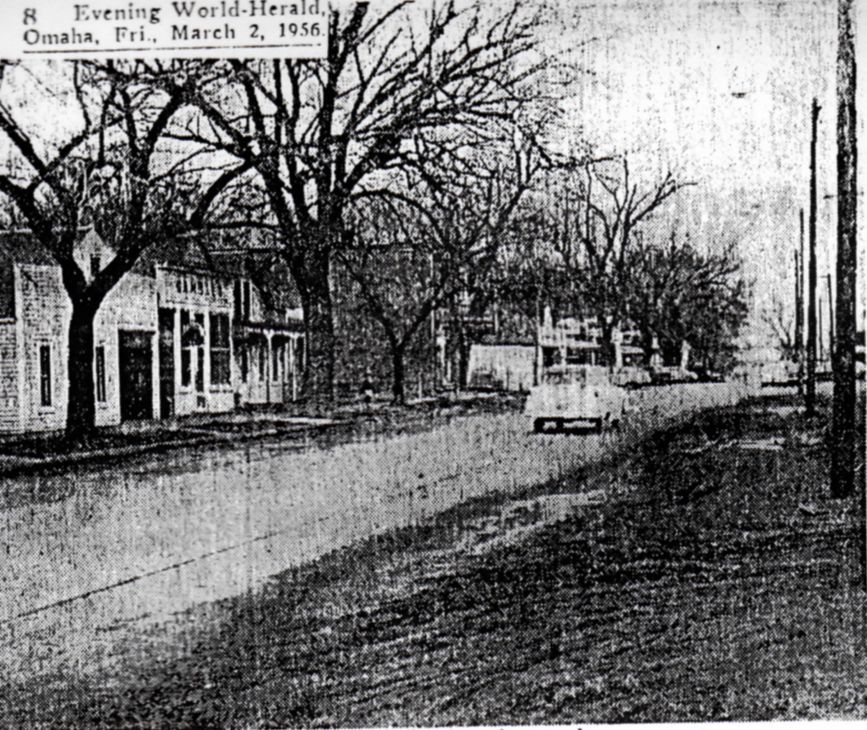
# Tract Near Millard Where Western Electric Plans to Build Multi-Million-Dollar Plant



Here's an aerial view of the tract west of Omaha where Western Electric Company will build a multi-million-dollar manufacturing plant for tele-

phone equipment. The plant is expected to be ready in 1959. At lower right is the Ford building at Sixteenth and Cuming Streets. This building

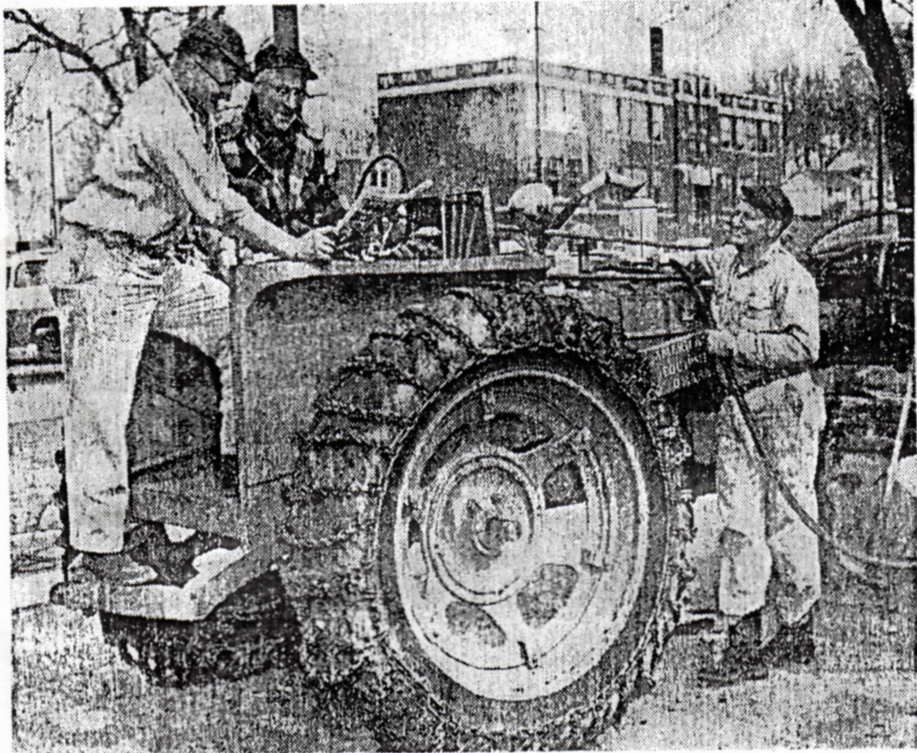
has been purchased by Western Electric and will be used for production and training until the new project is ready.



Fifth Street . . . Quiet, but changes due.



Planners . . . Russell (left) and Nelson.



Councilman Thomsen (center) discusses expansion . . . with gas station attendants Willis Rix (left) and Wesley Rix.

Marge →

**Millard Isn't Asleep**  
Millard, Neb.,  
Your reporter who tagged Millard a "sleepy" town should spend more time around here. Appearances can be deceiving. George Russell and Leonard Nelson are not only active locally, but also belong to the Omaha Chamber of Commerce. Mr. Russell is secretary of the Omaha Lumber Dealers Association and contributed to the Committee of '52 to help bring industry to Omaha.  
Interested.

## Millard Prepares for Growing Pains

By Thomas Moore  
Sleepy Millard, Neb., was being measured for a pair of long pants Friday.  
Thursday, this quiet farming community of less than four hundred persons learned it would be a neighbor to an industrial giant, the Western Electric Company.  
The news burst with the force of a bomb.  
Friday, townspeople and farmers still were reeling.  
The feeling was aptly expressed by one drawling farmer who tilted his cap and ran a gnarled hand through thinning hair:  
"After 70 years Millard is finally wakin' up. Ain't that something."  
To the planners—men such as banker G. E. Nelson, Mayor Harry Andersen, business man George Russell,

Lions Club member Leonard Nelson—it was the culmination of a dream that every small town has, but few realize.  
"It's the greatest thing that ever happened to Millard," smiled Mr. Russell. "But it means a lot of work, too. It's an opportunity and the town is going to have to make itself attractive."  
Commercial Millard is a row of frame 1½-story buildings along a two-block stretch of Fifth Street and predominantly brick-front buildings along D Street. The two streets form an L.  
Commented Leonard Nelson: "We had ideas of growing—but just a little bit." He is a member of the community development committee of the Lions Club.

"We've got to locate a doctor, dentist and lawyer. We don't have them now but we will have."  
Bank President Nelson is the kind who meets you at the entrance with outstretched hand. He knows everybody in town. Everybody knows him.  
"I wouldn't dare estimate what this news is going to mean to us. It would be a shot in the dark," he said.  
Looking out on the main street he chuckled: "Anyway, it's the talking topic in town today."  
Councilman Anders Thomsen, blacksmith "when there's smithing to do," looked down from his perch on a road grader to observe:  
"Now, anything can happen here. And probably will."