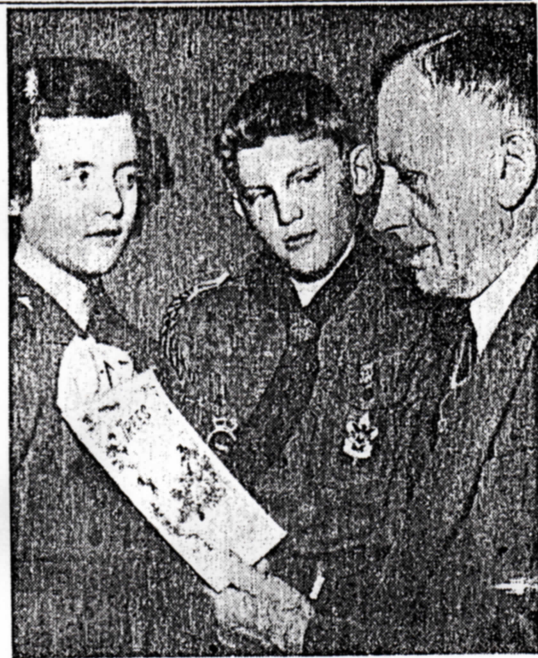


Impact Tremendous—

W. E. Plant Will Bring Jobs, Autos, Housing



—World-Herald Photo.
Cathy, Raymond, Mr. Pipal . . . All about "trees."

11,840 Climb in Population Seems Sure

Will Hurry Building of New Highways

Western Electric history on
Page 14-B.

By Walter Panko

The giant manufacturing plant Western Electric Company will build southwest of the city should mean to the Omaha area:

- Creation of 6,960 jobs.
- A population increase of 11,840.
- Building of 4,480 new houses.
- An increase of 2,040 in school children.
- An increase of 4,280 automobiles.
- Annual retail trade increase of \$14,400,000.
- Sixty-million-dollar increase in taxable industrial property.

—A speed-up of Southwest Radial plans and the building of access roads to the 390-acre site, located west of One Hundred Twentieth Street and north of L Street extended.

—Upspringing of commercial and service establishments nearby.

—Residential buildup to the west and southwest.

—Larger-scale planning.

The statistics above are based on the most widely accepted formula for gauging the effects of new industry on a community. It is used by the United States Chamber of Commerce, industrial foundations and sometimes by the Department of Commerce.

This formula holds that for every one hundred new industrial jobs there are actually 174 created—the hundred plus 74 from tie-ins.

The one hundred jobs also: add 296 in population, build 112 new homes; send 51 more children into the school system, add 107 cars; increase annual retail trade volume 360 thousand dollars and add \$1,500,000 in taxable industrial property.

Plant Will Help State—

W. E. Project Expected to Lure Others

World-Herald, Lincoln Bureau,
601 Federal Securities Building.

The Western Electric Company's decision to build a huge plant southwest of Omaha will help attract more industries to Nebraska, a state official predicted Saturday.

Declared C. V. Price, chief of the industry-hunting Division of Nebraska Resources:

"It will be very definite ammunition in our sales kit to point out to other industries. This puts Omaha and Nebraska

in the big leagues industrially."

Governor Anderson called the Western Electric decision "a wonderful thing for Nebraska."

Mr. Price said a factor in the Western Electric decision to build in Nebraska was the fact the company has had "splendid success" at its Lincoln plant.

Western Electric's satisfaction with its Nebraska operations will be a good selling

point with other industries, Mr. Price said.

The state official said he continues "very optimistic" about the prospects for more industry throughout Nebraska.

Western Electric estimates its plant will employ three thousand to four thousand. The formula was applied to the four thousand—probably conservative.

The employment estimate has many aspects.

Western Electric, manufacturing and supply unit of the Bell System, does not produce for general consumer demand. This would tend to make employment stable.

Plans call for 40 per cent of the employees to be women. This may have an impact on the area trend.

President A. V. Sorenson of the Chamber of Commerce said the new industry can be a big factor in blocking Nebraska population loss by offering opportunities to young workers and farm hands made jobless by mechanization.

This new employment also comes as Government plants are laying off workers.

Realtors agreed both residential and commercial building to the west and southwest will be speeded. One realtor said he encountered representatives of eight realty firms visiting properties near Millard the day after the plant announcement.

State Engineer L. N. Ress said both north-south and east-west roads serving the area are "completely inadequate" to carry the traffic from the plant.

The location increases the need for the long-stalled Southwest Radial.

Earle Spencer, head of the City Planning Department, said the development calls for a "new thinking" on zoning, parks, utilities and annexation as well as roads.

Ralph McClintock, Superintendent of Parks and Recreation, commented: "We should go out there tomorrow and buy sites for parks and playgrounds."

Utility officials said the plant's volume use of gas, water and electricity will tend to lower rates.

Metropolitan Utilities District estimates the plant will use about 275 thousand dollars worth of gas and water annually. The plant will be one of the top three customers of the Omaha Public Power District.