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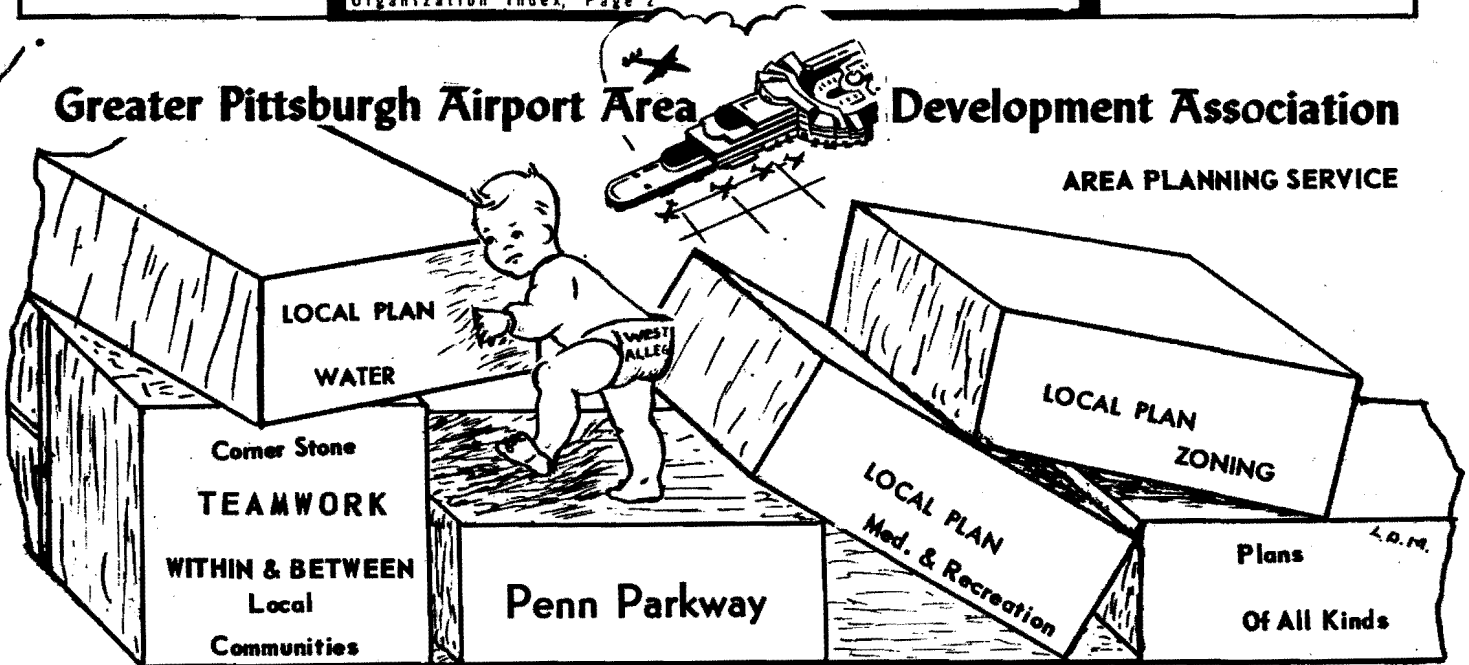
# WEST ALLEGHENY INDEXED NEWS

Organization Index, Page 2

A 1  
INDEXED NEWS  
BY  
TRIOP CO. - 10

## Greater Pittsburgh Airport Area Development Association

AREA PLANNING SERVICE



"Our Baby", the new Community of West Allegheny and the other younger communities of this area have a big job ahead. They will need more and more good building blocks (local plans). Then the building blocks will need to be fitted together into one over-all community structure and bound together by the unifying mortar of Good Area Planning.

The basic question being decided right now is whether we the citizens and governing bodies of the self governed communities of this area are going to do our job of community building ourselves, working willingly and zestfully together or whether, by refusing or neglecting to work our area problems out together, we make it necessary to institute some sort of metropolitan plan of government to replace present local governments which will have failed. - - But whatever the ultimate decision on this

Continued Page 6 Col 1.

### Issue 8, November 1...

as projected, is to feature our West Allegheny Schools. There will likely be 12 pages packed with information and with references to much more information about our schools, our Jointure contract, our Teacher's, our taxpayers, our outlook. The issue is timed to correspond with National Education Week.

### WHO & WHAT

is the Greater Pittsburgh Airport Area Development Association?

But this question is now beside the point. The real question is who and what is the association going to be? The answer to this last question is ours to give. The present members have delayed the selection of a permanent Board of Directors with the deliberate purpose of giving all of us the opportunity of making the Association who and what we want it to be.

We of West Allegheny and adjacent sections are, with ever increasing urgency in need of an Area Planning Agency which will be located right at the grass roots of our area and managed by us. This newly incorporated Greater Pittsburgh Airport Area Development Association is well started toward being just what we need under our own control through a Board of Directors carefully chosen by a large and widely distributed membership

### North Fayette Zoning

The North Fayette Zoning Commission met Sept. 17 for the first formal meeting. An ordinance was approved for submission to the Supervisors for final enactment at their Oct 7 meeting, requiring that permits be obtained for all new structures in the Township and that all buildings be set a minimum of 50ft. from the highway.

A general zoning ordinance is under preparation by the solicitor for submission by the Zoning Commission to the Supervisors. This proposed ordinance will be advertised for a series of public hearings after which as modified it may either be enacted or disapproved by the Board of Supervisors. This process will likely require about three months.

truly representative of our various local communities. Let's join up and get to work. It is the American Way.

Let's not ignore the inescapable lesson of history, that if we do not govern ourselves as we want to be governed we will be more and more governed by others in ways we may not want to be governed. L.Q.M.

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WEST ALLEGHENY INDEXED NEWS

## Member Notices

**Directions:** If you have not yet memorized your organization's Index Number, it may be obtained in the alphabetical index, Page 2, Col. 1. Notices to members of your organization, if any, will be arranged in order of Index Numbers below. Routine notices to organization members will not be headlined. Items of general public interest may be headlined.

The method of indexing messages to various organizations is demonstrated in this issue. Why not study it? See how convenient and effective it could be for your organization, both to members being informed and officers sending notices to members.

Think of it! No telephoning of members, no typing stencils, no mimeographing, no letter stuffing, stamp licking and envelope addressing, no shopping for paper, stamps, envelopes at the last minute. Yet this simple, effective, convenient system of notifying members is available to your West Allegheny organization at very small cost. Why not ask about it?

## G 1

The West Allegheny Community Council will take observations of area horizons from the vicinity of the Horizon Room at the airport on its regular meeting night, Wed., Oct. 6 when members are invited to listen in on the proceedings of the Greater Pittsburgh Airport Area Development Association. A dinner precedes the 8 o'clock p.m. meeting. Any Council members who care to make dinner reservations should call the Council Sec'y., Mrs. Geo. L. Craft, OWen 3-9486 on or before Oct. 4. Council members wishing to attend the meeting only are asked to meet at the High School at 7:30 p.m.

## G 3

The North Fayette Board of Trade has resumed its schedule of bi-monthly meetings on the first and third Mondays of each month. The October meetings will fall on the 4th and 18th of the month. Members are requested to consider the above notification as official. No postcard reminders will be sent.

## North Fayette Water

We are happy to report that the canvas for subscribers for water for North Fayette is practically completed.

The engineer advises that he will

## T 3

The Community Council of Clinton's next regular meeting, Oct. 21, the third Thursday.

The first Homecoming and fair sponsored by the Community of Clinton was held on Sat., Sept. 11, 1954 at the Clinton Elementary School grounds. A ballgame, races, movies, a band concert and organ music, together with booths sponsored by various local organizations, made it of interest to young and old alike. Two bear cubs and a wild cat loaned by the State Game Commission also added to the attractions. Though the weather was windy and quite cool the fair was well attended and an old fashioned square dance and a round dance rounded out the evening.

## T 13

The Imperial Lions Club efforts to get a M.D. for this area has already brought some inquiry from prospects.

## T 22

The "Have You the Right" questions appearing elsewhere in this issue are used by courtesy of the Grange. Splendid! - and "right on the beam" of the theme of this issue of West Allegheny Indexed News:

## T 28

The North Fayette P.T.A. will meet on Tuesday, Oct. 26, 1954 at 8 p.m. at the West Allegheny Sr. High Auditorium. Speaker will be Mrs. Edna C. Donaldson (Remedial Reading Teacher). Topic: "Why the Child Learns to Read As He Does." Selections by "Fife, Bottle, Jug" Orchestra, directed by Mr. Frederick DeMonte. A social hour will follow.

## T 34

Oakdale Kiwanis has laid the footers of Oakdale's Park Shelter House. This is a West Allegheny Project in the sense that the park facilities are available to other than Oakdale organizations.

have his work completed and will be ready to advertise for bids the first part of October. He states that the actual work on the laying of water mains will start this fall, very likely some time in October.

The North Fayette Township Board of Trade is very proud of the fact that through their efforts sufficient contracts were obtained to bring this project to its present stage.

# HAVE YOU THE RIGHT?

- To receive without giving?
- To benefit without creating?
- To accept without obligation?
- To consume without replacing?
- To belong without participating?
- To deprive others of your abilities?
- To enjoy freedom without responsibility?
- To be a part of without sharing the load?
- To be inactive when the need is so great?
- To partake of our way of life without contributing?
- TO LIVE IN AMERICA AND NEGLECT AMERICA?**

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### AND IT IS YOURS

Community Papers are variously described in their names as The Mirror, The Advocate, The Record, The Outlook, The Inquirer, The Forum, The Messenger, The Index, The Digest, The Herald,-----

We like to believe that our own little Community paper is more and more becoming a little of all of these things to more and more people.

The last issue was a "mirror" for the Clinton Homecoming and the reflection revealed beauty, cooperation, fun, enterprise, team work, profit. It was a "messenger" both to the memberships of local organizations, carrying notices of meetings and program announcements, and to soldier boys in far corners of the world, carrying a beautiful message of Home - a better revelation to them of what they are fighting for and a reassurance to them that we on the homefront, are not lazy, indifferent, selfish riders, but are vigorous fighters for a better American Community for us all to live in and for them to come home to.

All of us who care are very grateful to all those who are making this Community Mirror, Messenger,----etc. a success - especially to subscribers, advertisers, indexed organizations, and those who "tell" advertisers and others. Of course, We need more people to be grateful to.

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**Editor's Column**

**A STITCH IN TIME . . .**

Thomas Jefferson said that "Rebellion against tyranny is obedience to God". Now, if this be so, anything which we do or fail to do which tends to enthrone tyranny must be disobedience to God. But the refusal or the failure of free men or of free local governments to cooperate for their mutual benefit in situations which require common action is an invitation to tyranny to step in and bring order out of confusion - tending to bring with it loss of Freedom, enforced cooperation. (Disobedience to God?)

This world battle against tyranny, currently called Communism, is not concentrated in Washington or Indo-China or Formosa. It extends down down into the heart and conviction and resolve and action of every citizen of every Nation, every member of every grass-roots community of America, every member of every church, fraternal order, civic group and Veterans organization in West Allegheny and the surrounding area.

Let's be honest about this. Does it not ring true that he who secretly holds and acts upon the conviction that his American Neighbors cannot or will not work together "to form a more perfect union, establish justice, promote the general welfare - - - and insure the blessings of Liberty - - - is in very truth, whether he realizes it or not, running away from his share of the world struggle against Communism?

Not to believe in and work and fight for "Our American Way" is surely to weaken it and thereby strengthen the chance of victory of that which seeks to discredit and displace Our American Way. We have a choice before us.

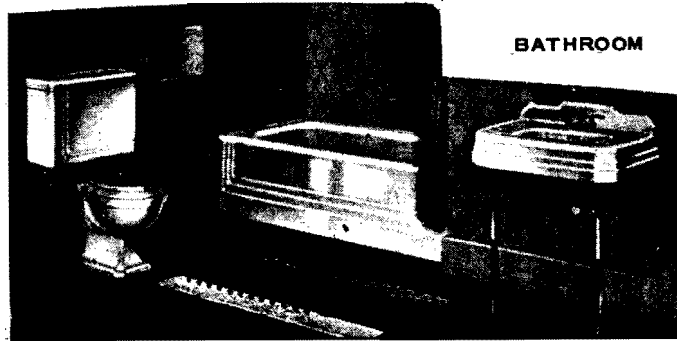
We can either make the Way of Freedom work by voluntarily planning and working together, zestfully, happily and very profitably, or, by refusing or neglecting to work together, we can cause Our Way of Freedom to fail, thereby making it necessary for us to be forced to work together under the whip of a growing authoritarianism.

This basic world issue of the day is brought into very sharp focus in our own West Allegheny community and surrounding areas by the irresistible pressures of rapid area growth. We, as private citizens, as members of the area's organizations and as

Continued Page 6 Col 1.

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Continued from Page 1, Col 1.

issue and until that decision is made, there is everything to be gained by the greatest possible degree of inter-community team-work both in terms of positive gain to all concerned and in terms of avoiding irreparable mistakes in our over all community structure.

More over, those who are partisan to strong local government as compared to the metropolitan pattern will strengthen their case in proportion as they can make inter-community action do the area planning job effectively.

L.D. McM.

See Page 7, Col. 1

### PROJECT SERVICE

L. D. McMichael suggests that a "Project Service Corporation" be established which would work like this:

Let us say that John Doe (you or I) has a project such as a major repair or addition to our home or the building of a modest new home. John would like to plan and carry through the project himself, but the job is too big for one man yet too small to justify an organized business setup. Anyway John is just plain bluffed out by the crushing load of legal requirements and administrative details that would be necessary for the lawful and effective accomplishment of his project.

Now, given a "Project Service Corporation", geared to the type of

nominal wage which would place him under compensation insurance and qualify him for Social Security benefits.

b. His helpers on the job, selected by him from the Corporation's employee roll would be fully insured and their wages accounted in conformity with government regulation on the basis of work-time cards approved by John Doe.

c. John would find that the corporation's credit rating would be available to him and would result in substantial quantity-discount in the cost of materials purchased for his project by him for the corporation's account covering his project.

d. Special types of equipment



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project John Doe has in mind, the following steps would be in order.

A. John, with the aid of a trained representative of the corporation would prepare detailed plans and specifications and a liberal estimate of overall cost.

B. John's personal and financial capabilities to carry out his end of the project would be established to the corporation's satisfaction.

C. John, with the corporation's help if necessary, would establish credit on the corporation's books for the total estimated cost of the job.

D. John would assign the contract for the project to the corporation.

E. At the same time the corporation would delegate the exclusive supervision of the assigned contract to John Doe.

F. John Doe would then proceed with his project - with all of the personal interest and zeal of the private owner but also with all of the manifold advantages of modern business organization.

a. As an "employee" of the corporation he would be paid a

owned by or assigned to the corporation, such as John would never have been able to afford on his own, would be available at established rates, for use on John's project resulting in big savings of time and money.

e. Material transportation tax and P.U.C. Regulations would largely be eliminated because the corporation would be the legal owner of materials being hauled in its own vehicles to

Continued Page 7 Col 2

Continued from Page 4 Col 1

local governing bodies can either face up to the ringing challenge and glorious opportunities of the situation or we can just wait (and it will not take long because circumstances will demand it) for some higher and more authoritarian agency to take over where we have failed.

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**THE EXPERTS TELL US**

The Pittsburgh Press, Sept. 18, devotes almost a full column to the review of an article in "Horizon" magazine, Sept. 1954, the publication of "The Associated Institutes of Government of Pennsylvania Universities."

The experts of the three largest Penna. universities come out strongly for the revival of the Metropolitan plan of government in rapidly growing areas near large cities. (That's US).

This metropolitan plan is advocated to solve problems created by lagging government services in areas such as ours. (Would this mean water, zoning, road structure?)

Says "Horizons":

"These numerous and overlapping government units try to cope with the problems of providing municipal services," but their best intended efforts result in much duplication of effort, often inadequate levels of service, and unequal charges for similar services . . ."

"The continued growth of a large number of government units in and around major centers of population stem primarily from a concept of democracy that implies that government is best which is closest to the . . . people," the article continues.

**POPULAR CONTROL**

"This is still an important and generally true concept, but the complexity of government problems and the inability of many small units to cope with them adequately defeats the theory of popular control."

"Local popular government is effective only if the citizenry is adequately served by its units of government."

"Inadequate services and continued failure of governments to solve mutual problems jointly will only result in the encroachment of higher levels of government into areas which are rightfully functions of local government."

Ouch!! This hurts, but it does "lay it on the line": Does it Not? Anyway, it is our move.

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--	--

Mill Work

Continued from Page 6 Col 2

John's assigned project.

f. All expense vouchers including all work-time cards would be approved by John Doe and forwarded to the Corporation's accounting department for routine processing. John doe would not need to spend long extra hours in the unaccustomed role of legal expert and skilled accountant.

g. At regular intervals and when the contract was completed John Doe would be furnished a detailed accounting of his project. When the contract was completed and all accounts settled, any excess of estimated cost over actual cost, including administrative costs, would be paid to John Doe as a "Wage Bonus". Any excess of actual cost over estimated cost would require adjustment prior to incurring the excess.

The proposed corporation would be organized on a profit pattern, but the earnings would be limited to a fee basis or a nominal percent of contract values.

Comments, suggestions and offers of collaboration in establishing some such organization will be appreciated.

The plan might be admirably adapted to the service of the many skilled mechanics in our area who have the ability but not the organization necessary to build their own home. It also has great possibilities in the field of the education of young people in the field of practical business organization.

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**Home Cooked Area Planning**

To permit the building up of its membership roll among those actively interested in the orderly development of West Allegheny and adjoining sections, the Greater Pittsburgh Airport Area Development Association, at its first corporate membership meeting, Sept. 15, delayed the election of its first corporate Board of Directors and Officers until December.

The present Board and officers were continued in office for the interim period except that L. D. McMichael was designated as co-secretary.

Because of urgent need, Mr. Holman appointed several interim committees as follows:

Water - Mr. Robt. Wilson, Chairman  
Zoning - Mr. Robt. Van der Voort,

Chairman  
Organization - Mr. O.S. Zimmerman,

Chairman  
Policy - Mr. Harry Seydor, Chairman

Mr. W. H. Powell, telephone OXford 5-5851 is chairman of the Membership Committee.



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**IMPORTANT NOTICE**

The base membership fee of the Greater Pittsburgh Airport Area Development Association is \$10.00. Mr. A. J. Poskin, McDonald, Pa., is the Treasurer. Editors Note: May we suggest to civic organizations that, in addition to buying a membership for their organization, it would be very appropriate and worthwhile also to buy a membership for some key local public official and present it to him as a token of your appreciation of his service to you and with an expression of your wish that he take an active and cooperative part in Area Planning. Mr. W. H. Powell, telephone OXford 5-5851 is chairman of the Membership Committee.



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**HEIR TO ERRORS**

West Allegheny and the surrounding area has a gold mine which it should work diligently. We are the heir to all of the errors which have been committed in the development of other areas and we are close enough to many of them so that we will have no excuse not to profit by them. Perhaps the Greater Pittsburgh Airport Area Development Association will, as part of its service, create a "mistake morgue" in which the most obvious and avoidable errors of other and older area plans will be prominently displayed for our warning and instruction.

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Oct. 3 & 4—Caine Mutiny—Humphrey Bogart, Van Johnson, Jose Ferrer, Fred MacMurray—Technicolor—Wide Screen.

Oct. 6 & 7—Duel in the Sun—Jennifer Jones, Gregory Peck, Joseph Cotton, Cartoon, News—Technicolor—Wide Screen.

Oct. 8 & 9 — Gone With the Wind — Clark Gable, Vivien Leigh, Cartoons—Wide Screen, Technicolor.

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OAKDALE BOROUGH

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TRIOP CO. - 10

## ISSUE 9 -- THE CHALLENGE OF GROWING UP

**IT MAKES SENSE**

Beautiful communities suited to "good living" in the best sense, do not "just grow". Capable men who have devoted their lives to the profession of community building tell us that beauty and convenience and work opportunities and cultural advantages must be planned into new communities, especially if they are growing rapidly. But, plans are worthless unless carried out and plans cannot be realized without appropriate Zoning Control. Planned Zoning Control is, therefore, one of the first steps in the growing up process of any fast growing community such as "Our Baby". This does make sense, does it not?



**IN A NUT SHELL**

The message continually and repeatedly hammered home in The Local Government Conference on Planning held at Webster Hall, Pgh., Nov. 11 and 12, and attended by representatives of this area was this: History and the experience of countless fast growing communities, makes it unmistakably clear, that, areas such as West Allegheny and adjacent communities will make many ugly, expensive and unnecessary messes in their community growth if matters are allowed to take their own course without any forethought and Planned Control. Organized, Publicly Supported and Ade-

(Continued, Page 6, Col. 1)

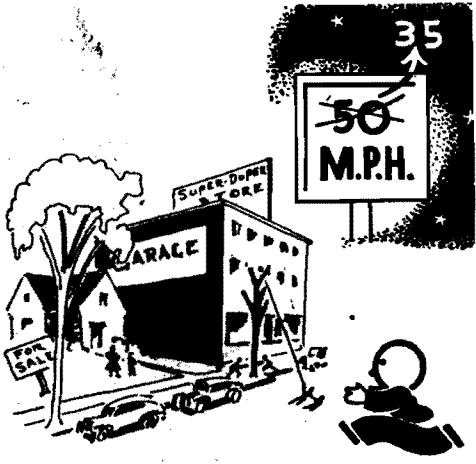
**DOWN - DOWN - DOWN**

Down goes the speed limit on a through highway because of safety hazards caused by lack of good area planning. Then, down goes the convenience of all who use the road. Down go tax values of areas served by the road. Down goes the business volume of those whose customers come to them over the road. Down goes the desirability of the area for more homes and for job-creating business and industry. Who, then, gains by lack of good planning?

**OF VITAL IMPORTANCE**

Shall we plan for ourselves, or just drift until others step in and plan for us (Leaving us no choice, but to conform to their plans)? The Greater Pgh. Airport Area Development Assn. offers us a channel through which we may develop our own plan through our own effort and subject to our own control--provided that we get key representative people into its membership and have them participate actively in the election of the Association's Board of Directors to take place December 8, 1954.

To this end, individuals are urged to join now and Civic Groups are urged to finance memberships either from within their own groups or of key persons in local government. Let's not "miss the boat".



**Unseen Progress**

At deadline, there is no public announcement available on water or on North Fayette Zoning. We are assured that progress is being made but there are many pivotal decisions to be made which, wisely, cannot be hurried. Big things like locomotives and water systems do not start easily. They are "heavy" and getting them into motion takes a lot of doing which takes time and patience.

North Fayette Zoning is delayed pending preparation of a tentative zoning ordinance which will be advertised for public hearing before being enacted.

**TEAMWORK WINS**

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T13	Imperial Lions Club
T14	Imperial Vol. Fire Dep't.
T15	Imperial P.T.A.
T16	Jr. C.U.A.M.
T17	Key Club
T18	Ladies Club of Cliff Mine
T19	McPherson Council 221 D of A
T20	Methodist Church, Noblestown
T21	Montours Church
T22	Montour Valley Grange 2005
T23	Montour Valley V.F.W. Post 7714
G-4	Montour Valley V.F.W. Aux. 7714
G-3	North Fayette Board of Trade
T24	North Fayette Civic Ass'n.
T25	North Fayette Garden Club
T26	North Fayette Citizens
T27	North Fayette School Board
T28	North Fayette P.T.A.
T29	North Fayette Twp. Commiss.
T30	Oakdale Ame. Legion 171
T31	Oakdale Boro Council
T32	Oakdale Citizens
T33	Oakdale Civic Club
T34	Oakdale Kiwanis
T35	Oakdale Masons
T36	Oakdale P.T.A.
T37	Oakdale Presbyterian Church
T38	Oakdale Rod and Gun
T39	Oakdale School Board
T40	Oakdale Sportsmen's Club
T41	Oakdale U.P. Church
T42	Oakdale Vol. Fire Dep't.
T43	Republican Women, Dist. 2
T44	St. Columbkille's, Imperial
T45	St. Patrick's, Noblestown
T46	S.N.P.J. Lodge, Imperial
T47	Sons & Daughters of Liberty 165
T48	Sturgeon Athletic Ass'n.
T49	U.P. Church, Noblestown
T50	U.S. Dep't. of Agriculture
T51	Valley Church
G1	West Alleg. Community Council
G2	West Alleg. Indexed News
T52	West Allegheny Schools

Type Composition  
by Varitype

The Imperial Press

## Member Notices

**Directions:** If you have not yet memorized your organization's Index Number, it may be obtained in the alphabetical index, Page 2, Col. 1. Notices to members of your organization, if any, will be arranged in order of Index Numbers below. Routine notices to organization members will not be headlined. Items of general public interest may be headlined.

The method of indexing messages to various organizations is demonstrated in this issue. Why not study it? See how convenient and effective it could be for your organization, both to members being informed and officers sending notices to members.

Think of it! No telephoning of members, no typing stencils, no mimeographing, no letter stuffing, stamp licking and envelope addressing, no shopping for paper, stamps, envelopes at the last minute. Yet this simple, effective, convenient system of notifying members is available to your West Allegheny organization at very small cost. Why not ask about it?

## G-1

West Allegheny Community Council, at its Wed., Dec. 1 meeting reviewed the recent Local Government Conference on Planning. Some of the delegates to this conference acted as panelists for the forum discussion.

As now projected, the program for the Jan. meeting will be a study of W. A. Publicity and how it can be improved. W. A. Indexed News is doing very well, but advertising alone cannot carry so much of the load if such essential feature issues as Nov. 1, on our Schools. Wider community cooperation by organizations and subscribers is essential now that the paper has a good start and its publisher cannot continue to devote so much of his time gratis.

## G-2 Effective Advertising

Now that W.A. Indexed News is established as an effective advertising medium, the publisher hopes advertisers will make provision for this in their next year's budget. A plan sheet is being designed so that the schedule for the year, monthly, bi-monthly or seasonal can be indicated and paid for quarterly. See also G-1, Par. 2, above.

## G-3

The North Fayette Board of Trade will meet the first and third Mondays of Dec., Dec. 6 & 20. The Dec. 6 meeting is scheduled for election of officers. All members should be present. The Board has done splendid work during the last year, but a larger membership is necessary if the growing community problems are to be dealt with effectively.

## G-5-(10)

The Clinton and all W.A.P.T.A.'s will unite for a "Joint Community Christmas" in the W.A. High School Auditorium, Dec. 21. The School Chorus directed by Mr. Stewart Morgan. Invocation: Rev. S.E. Glass; Benediction: Rev. G.T. Young.

## Dad Knows Best?

"Dad, what does 'Blighted' mean? It says here that the thief had been raised in a blighted community."

"Well, son, do you remember that almost dead tree near our Summer cottage with only a few sickly leaf clusters close to the trunk, with a poison ivy vine wrapped around it and its gaunt limbs sticking out from the trunk, bare and lifeless? That blighted tree is like a blighted community in many ways. You see, son, everybody wants to live in a beautiful home in a beautiful community with good, open roads, schools, churches, jobs, markets and everything which is needed for good living. So in every new community, a few people build beautiful homes, in beautiful settings along convenient highways. Then, unless we guard against it, blight sets in and choking vines wrap themselves around homes and trunk highways. Other people looking for places to build beautiful homes and a community in which to enjoy good living, see this blight and turn sadly away. The new community which had so much promise becomes a blighted community. Do you begin to get the idea, son?"

"I sure do, dad--Gee dad, please don't let this community become blighted."

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WEST ALLEGHENY INDEXED NEWS

## AREA PLANNING

### If We Wish it So

The actual program of the Greater Pittsburgh Airport Area Planning Association will be determined by us through our representatives on its Board of Directors elected by us at the December 8 meeting.

The following program suggestive of what might be done, has been worked out after consultation with various local and area sources of help and in the light of information and recommendations received at the recent "Local Government Conference on Planning":

1. Establish a Planning Center at a convenient and easily accessible point in the area, a large and well lighted room, big enough for committee conference work, carefully furnished with planning facilities such as a conference table, maps, charts, diagrams, pictures of good and bad planning examples in other areas, standard and current literature on planning and aerial photographs and topographic maps of the area. This Planning Center, on a scheduled and orderly basis would be dedicated to the service of the area - Participating governmental bodies, planning organizations, civic groups, P.O.D. classes, business and industrial Scouts, seeking new locations, etc.

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### Staff

2. Hire a lay staff for the Planning Center, as soon as feasible to be supplemented by a carefully selected professional planning consultant on an advisory status only.

### Planning Pictures

3. The staff would institute a set of skeleton diagram maps of the area all drawn to the same scale on trans-

parent paper, one being an outline diagram of existing and proposed water trunk lines, water sources, etc., one of through road structure, one of land use, one of utility services, one of planned recreational facilities, one of population trend, one of eventual sewage lines, one of the public aspects of civil defense plans, etc. - Comparative studies of these diagrams would be conveniently done by placing one transparent sheet over others.

### Quarterback Signals

4. These skeleton outline diagrams would be used as a systematizing and coordinating framework to bring into focus and into proper relative perspective the numerous problems

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of area Planning - a through road problem here, a border-line zoning control problem there, etc.

### Committees

5. Each specific area planning problem would be assigned to a carefully selected citizen's committee which would have the use of the Planning Center facilities, meeting room, reference books, the above framework diagrams, counsel of the professional Planning Consultant, etc. The function of the Planning Center Staff would be to advise and help committees, expedite and coordinate their work, maintain effective liason among local governing bodies and with higher governing bodies and cooperating organizations.

### No Loss of Freedom

6. The Staff would have an unofficial status only. It would have no authority, to issue executive directives to anyone, except when specifically granted, Local Governmental units would retain complete freedom of action.

### Lighting System

7. Some suitable routine system of informing Assn Members, newspapers and the public of the work and pro-

gram and progress of the Assn would of necessity, be established as soon as possible.

### Financing

8. Funds may be available from Federal sources on a dollar for dollar basis, if we want them and can get "off dead center" soon enough to qualify for them. Other sources:

- (a) Individual Assn. Memberships
  - (b) Business, Industry and Civic Groups.
  - (c) Participating Local Governments
- Spread out in this way over the whole area, the costs to any one individual or group would be surprisingly low. **Editor's Note: Why not provide for this in your 1955 budget?**

### Immediate Area Planning Problems

- A. What effect will Civil Defense requirements have on area planning?
- B. Is Route 30 really going to skirt the Airport or will Civil Defense and other factors change this projected plan?
- C. Will Route 22 West be relocated?
- D. What will Oakdale and points West be able to do with the help of organized area planning, about better roads to the Parkway and Airport?
- E. What can strong, organized area planning do to help Moon Twp., Findlay Twp., Beaver Co. Planning Commission, Coraopolis and others interested, to resolve the Airport Parkway Problem in a really satisfactory manner?
- F. Will North Fayette, Moon, Find-

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lay and Robinson Twp's. or any combination of them, project a joint Water supply source for long range requirements?

G. Will large corporations looking for locations for Research centers and similar highly desirable job-creating projects find a wide awake progressive area planning organization to encourage them to locate here?

H. And so - on and on - problem after problem concerning which local communities alone can do very little but about which local communities working together in an Area Planning Organization, can do a great deal for the benefit of all at nominal cost to any one participant.

**Whither Whence?**

10. The whole area situation presents both an awesome challenge to West Allegheny and adjacent communities. What is our answer?

Editors Note: It is emphasized, again, that the above program is suggestive only.

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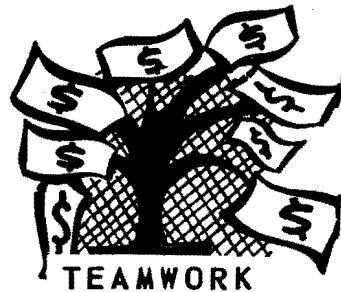
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**Editor's Column**

**SAPS, INDEED!**

School Board Members, Township Supervisors, Water Authority Members, Zoning Commissioners, Kiwanians, Lions, "Grangers", Veterans, Community Newspaper workers, P.T.A.'ers, Hot Lunch Volunteers, Active Church Members, all who serve without pay---for the betterment of their community. They are just SAPS---or are they???

Yes, SAPS they most certainly are. They are the finest specimens of that animal species called HomoSAPIens, that is, animals who can think and exercise wisdom.

These "foolish SAPS" are among the happiest people of the community. They live "more abundantly" because their lives broaden and grow by becoming wholesome, helpful parts of the lives of those about them. They are the "greatest among you" because they are the "servants of all"!

SAPS are the people who have made America great...and will keep America great. If America ceases to be great and falls into decay, it will be because of the sap-lessness of its people.

What is true of America as a whole is true of this community as our part of America. If this area fully realizes the opportunities available to it, it will be because of the Vitalizing SAPS which flow like life-blood through its Community Affairs.

If you, dear friend reader, sometimes get a worthless unwanted feeling, why not get really smart and try being a "SAP". Saps are very much wanted. Only Saps qualify for the biggest and best paid jobs. Every good job application asks for the Sap-qualifications of the applicant---what clubs, service organizations, civic groups, etc. he has been Sap enough to devote his time and energy to...Let's get into training for the big job up yonder. Let's join the noble and loyal order of Homo-Sap-iens. The password is "Service" and the insignia is an infectious smile of brotherly cooperation. The founder - we think - was a great teacher, the originator of a great religion which seeks to save this sad, sick, troubled, war scourged world from the curse of clawing greed and vicious hate.

**NEW HOMES!!!**

Title search is nearing completion on the twenty new homes on a plot of land just a mile West of the Cloverleaf, near the Greater Pittsburgh Airport. They are new brick, ranch type, half acre of ground and priced to meet the needs and pocketbook of the working man.

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NAME ONE W. A. ORGANIZATION

**In a Nut Shell**

(Continued from Page 1, Col. 3)  
 quately financed inter-community planning is a proven necessity if anything like maximum benefits for all concerned are to be realized and if serious mistakes and great losses are to be avoided.

Speaker after speaker in conference session after conference session, emphasized and pressed home the value and indispensibility of good inter-community area planning.

**Hell in a Handcar**

Mr. Dennis O'Harrow, Executive Director of American Planning Officials cited a number of cases in which real estate (and tax revenue) values are "going to hell in a handcar" because noisy, dangerous, high-speed traffic is being routed through high class residential districts, a thing which might easily have been avoided by good area planning.

He told of a town in the South which 20 years previously had made a wide through hi-way plan but had abandoned it. Twenty years later the tax payers paid \$1,200,000 more than would have been required under the original plan for the right-of-way alone.

He also gave a positive example of a district in Chicago where careful advance planning had specified storm sewers of double the size proposed by private developers with the result that enormous damage to the whole district was avoided during the recent flood.

**FEDERAL PLANNING AID**

The \$5,000,000 Federal Aid grant for community planning was discussed in detail. Dec. 1 was the dead-line for registry of intent to apply for this aid by local governing bodies and Planning Commissions. Some local units were registering - perhaps enough to make a joint application, later on, a formal basis possible under the rules. Because of lack of precedent, administrative details for the fund are vague. It appears, however, that not more than 8¢ per person to local units and 2½¢ per person for regional plans will be available. Federal grants are to be made through the Penna. State Planning Board and must be matched by local financing. All told, it looks as though West Allegheny has missed the first sailing of this boat.

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**THE REAL AIM**

Mr. Park Martin, Executive Director of Allegheny Conference on Community Development underscored the thought that the final objective of all community development plans is **Good Living**.

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up to good living of the sort that attracts people and the better type of business and industry.

"Good Living" ranks first in community ratings. Low taxes rank only 4th or 5th and may be harmful, if they reflect ineffective government and "poor living".

**NOT POLITICAL**

Mr. Pitkin, Executive Director of the Penna. Planning Commission pointed out that the administration of planning should be and predominantly is

non-partisan. Both parties in the last election were strong in their support of more activity in the planning field. Mr. Pitkin added his long experience to support that the most effective planning is done at local-cooperative levels. The State can only supplement local effort.

**NO PROFESSIONAL PLANNERS**

Trained, professional planners are in very short supply and planning agencies such as Pgh. Regional Planning Assn. are already overloaded. Conference leaders were agreed that the best pattern of new area planning under these circumstances is an active inter-community organization staffed by the best available local talent, supplemented by carefully selected professional service on a long term basis. This plan requires active public support and strong, working citizen's committees. Speakers pointed out that this factor of local public support and a planned working arrangement among

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local governing bodies is necessary even where an adequate highly paid staff of professional planners is available. Given a good local staff and active public participation, effectively complemented by professional consulting guidance, the very best results are obtainable. (Editor's Note: All of this makes it appear vital that some such program as that of the Greater Pittsburgh Airport Area Development Assn. be put into operation as soon as possible.)

### THE CONFERENCE

The conference, held Nov. 11 & 12 at Webster Hall Hotel was sponsored by the Penna. Planning Assn. and co-sponsored by some 31 organizations devoted to local and regional planning. About 200 professional planners and lay-delegates attended. A wealth of planning data and materials was on display. There were no less than 19 separate conference meetings and panel discussions dealing with various planning subjects.

Delegates representing this area got together at meal times for very enjoyable and profitable discussions during which they decided what later concurrent panel discussion each

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would attend-in such a way that some delegates would be in all discussions. Delegates were Miss Bovalina, of No. Fayette Board of Trade, Miss Nila Warrell, student delegate of Clinton Community Council, Mrs. Reher, President of Clinton Community Council of Findlay Twp., Mr. Cummings, delegate of Supervisors of North Fayette and Chairman of N. Fayette Zoning Commission, Mr. Metzler, N. Fayette Building Inspector, Mr. VanderVoort, legal counselor of Greater Pgh. Airport Area Development Assn., Mr. Neely, Solicitor of N. Fayette Twp. and L. D. McMichael, delegate of Greater Pgh. Airport Area Development Assn.

Printed by Basset Press

### THE GUIDED TOUR

The bus trip through good and bad examples of planning and lack of planning was a high of the whole conference. Delegates saw for themselves, with explanations by professional planners, about 17 major points of interest in the Pgh. area, including Pgh. Medical Center, Eastmont with its own sewage system, the Miracle Mile shopping center at Monroeville, Chatham Village and the Banksville interchange and tunnel site.

### Out of Knowledge Humility

The experience of being a Delegate to this Conference created a better realization of the enormity of the problems faced by the West Allegheny area and the hopelessness of doing anything like a good job unless we get organized and pull together.

### JUST SAMPLES

Space does not permit full discussion here of many technical matters. These, for those who are interested, will be presented in more detail at W. A. Community Council, Clinton Community Council, Greater Pgh. Airport Area Development Assn. meetings and elsewhere.

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Short Subjects.

Sun., Mon., Dec. 5 & 6, in Technicolor  
"Woman's World" with Christa Webb  
also "Cannibal Attack" with Johnny  
Weissmuller

Wed., Thurs, Dec. 8 & 9 in Cinema-  
scope, "Garden of Evil" with Gary  
Cooper and Susan Hayward also  
Short Subjects

Fri., Sat., Dec. 10-11, in Technicolor  
"Rear Window" with James Stewart

### School Calendar for December

Dec. 1-W.A. Community Council - at  
Junior High

Dec. 3-W.A. E.A. Round & Square  
Dance - at Junior High

Dec. 7-Basketball, Canonsburg at W.A.

Dec. 8-W.A. Joint Board Meeting

Dec. 10-Basketball, W.A. at Clark

Dec. 14-Basketball, Burgettstown at  
West Allegheny

Dec. 16-Band and Chorus Christmas  
Concert, Sr. High

Dec. 17-Basketball, McDonald at W.A.

Dec. 21-Combined P.T.A. Choral

Program, Sr. High  
Basketball, W.A. at Robinson

Dec. 22-Junior Class Dance, Sr. High  
Schod, vacation starts, 2:30

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# WEST ALLEGHENY INDEXED NEWS

A 1  
INDEXED NEWS  
BY  
TRIOP CO. - 10

Organization Index, Page 2 - Ad Index, Last Page



IT COULD HAVE BEEN BETTER

## ISSUE 10 - 1955 OUTLOOK

# 1955

### 1955 Challenge

The year 1954 has demonstrated that, with the advertisers and a few workers and subscribers carrying the load, the cost and income of W. A. Indexed News can be brought into working balance provided that general Community publicity is held to a small volume.

But, when we attempt to give adequate space for much needed over-all community publicity as in the November School Issue, cost becomes greater than income and the project becomes inoperative on a permanent basis unless Community Needs are given short measure of publicity.

Some of our organizations actively participate. This is one 1955 Challenge. How are we going to record our answer at the beginning of 1956?



### Prosperous New Year.

With Dr. Wilson and Dr. Miklausen holding the prophetic book, our picture shows W. Alleg. (You and I) taking a peep into 1955. No wonder the little fellow's mouth and eyes have opened wide! There is zestful outlook and awesome challenge and thrilling opportunity for all of us of W. A. in the year just ahead what with community planning, water, zoning, more schools, more homes, more industry, more roads, more citizen participation--more work for everyone (especially teamwork)

### Water

That "watched pot" in North Fayette is not yet boiling, but authority members confidently inform us at deadline that the whole water project is "cooking" satisfactorily. That it is "waterless cooking" for a little while longer is not all bad, but may be very good for many reasons which will become evident later. The Findlay Twp. Engineers are still working in the background but have nothing for public release.

Prosperous New Year --- West Allegheny!

### West Allegheny Joint Board Action

W. Alleg. Joint School Board was officially reorganized for the year 1954-55 as follows: President, Mr. Lee Pendleton; Vice Pres. Mr. James Maglich; Secretary, Mrs. Grace Drugmand; Solicitor, Mr. John M. Shane. Committee Chairmen: Finance, Mr. Raymer E. Lins; Property and Supplies, Mr. Paul McMichael; Transportation, Mr. Edward Ackman; Health, Mr. John A. Young; Personnel, Mr. James C. Trotter; Athletic, Mr. Warren Scott.

### ADVERTISER'S INDEX

Merchants and Businessmen of West Allegheny: Have you ever wished just to write your customers and clients a news note once a month telling them of something new or special or just thanking them for past business and offering continued service? Projected is an Ad-Index, similar to our Organization Index, which will make it possible for you to do just this, simply, easily and inexpensively. Forms will be available shortly. Meanwhile, please remember W. A. Indexed News in planning your 1955 Budget.

### THE REAPERS' HAVOC

1954

JANUARY

DECEMBER

BE TRAINED TO BE CHANGED

35

PH.

ISSUE 9

ISSUE 5

On The LEVEL

THE CHALLENGE

Water

Clinton Ho

IN A NUT SHELL

1954

TEAMWORK WINS

Zoning Study Petition

Editor's

Editor

message

## No. ORGANIZATION INDEX

T1	Am. Legion 33r, Imperial
T2	Champion P.T.A.
T3	Clinton Community Council
G-5	Clinton P.T.A.
T5	Eastern States
T6	Findlay Citizens
T7	Findlay Twp. Commissioners
T8	F. O. Eagles 1538
T53	Findlay School Board
T9	Findlay Twp. Garden Club
T10	Greater Pgh. Airport Dev. A.
T11	Ground Observer Corps.
T12	Hebron Church
T13	Imperial Lions Club
T14	Imperial Vol. Fire Dep't.
T15	Imperial P.T.A.
T16	Jr. C.U.A.M.
T17	Key Club
T18	Ladies Club of Cliff Mine
T19	McPherson Council 221 D of A
T20	Methodist Church, Noblestown
T21	Montours Church
T22	Montour Valley Grange 2005
T23	Montour Valley V.F.W. Post 7714
G4	Montour Valley V.F.W. Aux. 7714
G3	North Fayette Board of Trade
T24	North Fayette Civic Ass'n.
T25	North Fayette Garden Club
T26	North Fayette Citizens
T27	North Fayette School Board
T28	North Fayette P.T.A.
T29	North Fayette Twp. Commiss.
T30	Oakdale Ame. Legion 171
T31	Oakdale Boro Council
T32	Oakdale Citizens
T33	Oakdale Civic Club
T34	Oakdale Kiwanis
T35	Oakdale Masons
T36	Oakdale P.T.A.
T37	Oakdale Pæsbysterian Church
T38	Oakdale Rod and Gun
T39	Oakdale School Board
T40	Oakdale Sportsmen's Club
T41	Oakdale U.P. Church
T42	Oakdale Vol. Fire Dep't.
T43	Republican Women, Dist. 2
T44	St. Columbkille's, Imperial
T45	St. Patrick's, Noblestown
T46	S.N.P.J. Lodge, Imperial
T47	Sons & Daughters of Liberty 165
T48	Sturgeon Athletic Ass'n.
T49	U.P. Church, Noblestown
T50	U.S. Dep't. of Agriculture
T51	Valley Church
G1	West Alleg. Community Council
G2	West Alleg. Indexed News
T52	West Allegheny Schools

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## G 1 (See G 2)

West Allegheny Community Council very fittingly, will devote its first meeting of the New Year to the forward looking subject of Community Planning in 1955 and its problems for West Allegheny, with particular emphasis upon the general problem of Community Publicity - - - West Allegheny High School, Wednesday, Jan. 5. Election of 1955 officers will also be in order of the day.

## G 2 (Account Balances)

Beginning with the next issue, the account balance for each indexed organization up to the 1st of the preceding month will appear in parenthesis in each organization's news items, thus "(00.00)". A minus sign will indicate amount due thus "(-2.50)". Credits to this balance will include: 100% of cash payments; 100% of Index Registration fee \$10 year; 50% of individual \$2 annual subscriptions, credited to the organization by the subscriber; 25% of ads obtained, solely through efforts of the organization and credited to it by the advertiser.

Debits against this account will be Organization news and publicity at approximately -- the current cost of printing, mailing, etc. now about 10¢. These arrangements are subject to change to meet changing circumstances.

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## G 3 (See G 2)

North Fayette Board of Trade will meet the first and third Mondays of January -- the 3rd and the 17th. The Board invites visitors and prospective members to visit these helpful and informative discussions of Township problems.

North Fayette Board of Trade  
Studies Civil Defense

The North Fayette Board of Trade turned its attention to a study of Civil Defense measures for this area. Mr. John Jula, secretary of the Imperial Firemen spoke to the group at its December 20 meeting on the work, progress and aims of Civil Defense as it pertains to the fire department. A detailed study of Civil Defense will be made at its Feb. 7 meeting. All organizations in West Allegheny interested in aiding this endeavor are invited to participate in the discussion. The meeting will be held at the Sr. High School.

## G 5 (9.30)

Clinton P.T.A. Regular Meeting, Monday, Jan. 17. Theme: The Case of a Missing Handshake, also Buzz Session on Manners and Room Exhibit.

## T 3 (See G 2)

Regular meeting, Jan. 17, 3rd Thurs. The projected theme is Community Planning with emphasis on Zoning.--

## Zoning Study Petitioned

The Clinton Community Council has petitioned the Findlay Twp. Supervisors to investigate Zoning and the Supervisors have requested recommendations - - - So - - -

Greater Pittsburgh Airport Area  
Development Association

## T 10 (See G 2)

-- Next regular Corporation Membership meeting and Board meeting, Monday, February 7, Committees are currently at work selecting an Executive Secretary and arranging for office facilities.

T 28 (See G 2)

North Fayette P.T.A. will have the theme of "Building Toward the Future" at its Jan. 19 meeting. The speaker will be Mrs. Harry Kelso. Music by 1st, 2nd and 3rd Grades, Directress, Miss Boxel.

**Greater Pittsburgh Airport Area Development Association Elects Officers**

Mr. C.R. Keenan of Oakdale, Pa. was elected President of the Greater Pittsburgh Airport Area Development Ass'n., Inc. at the organization meeting of its Board of Directors, at the Airport, December 15.

Mr. Keenan, associated with the Equitable Gas Co. in the work of planning service extensions to new communities, will be in a familiar field in his new office as president of this new Area Planning organization for the region West of Pittsburgh.

The incorporated Association, under the direction of Mr. Keenan, is planning immediately to hire a staff

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and establish an office to give regional planning service to all of those interested in the Greater Pittsburgh Airport Area.

Other members of the Board are: H.V. McIntosh, Aliquippa, Developer; E.W. Cameron, McDonald, Pa., Coca-Cola Dist.; Earl Mitchell, Oakdale; Auto Dist.; L.D. McMichael, Oil and Gas Pro.; Chas. Fisher, Pgh., Investment Banker; C.L. Holman, Bridgeville, Banker; Robert Van der Voort, Legal Counsel, Pgh.; A.J. Poskin, Treasurer, McDonald, Bus Transp.; Chas. Scott, Vice Pres., Burgettstown, Auto Dist.; Robert Montgomery McKees Rocks, (Gayly) Pharmacist; O.C. Zimmerman, Clinton, Manufacturer; W.H. Powell, Clinton, Real Estate; A.L. Banks, Burgettstown, C. P.A., Co-Sec.; R.J. Benkart, Coraopolis, Benkart Steel.

Beginning with February, the first Monday of each month has been established as the regular Membership and Board Meeting night for the Ass'n.

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**1955**

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 that teamwork among local communities,  
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When all is said and done, too  
 many people keep on saying and not  
 doing.

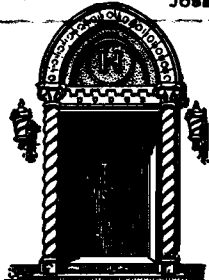
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 of the grass growing under other  
 folks' feet.

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# WEST ALLEGHENY

## INDEXED NEWS

A 1  
INDEXED NEWS  
BY  
TRIOP CO. - 10

ABOVE IS OUR OLD MASTHEAD BEING ABANDONED WITH THIS ISSUE

PROPOSED NEW MASTHEAD, Subject to change

Suggestions and Comments are Solicited.

August 1956

Issue 1 - Page 1

CAPS Monthly  
serving  
The "Rivershead"

# CAPS

COOPERATIVE AREA PLANNING SERVICE

PROJECTED TO BE  
PUBLISHED MONTHLY  
BY  
TRIOP CO.  
FOR CITIZEN PLANNERS

### Opportunity Trouble

When we attempted to outline a service area for our projected inter-community monthly in the field of over all planning for the region west of Pittsburgh, we ran into difficulty. Our analysis forced us to expand our concept far beyond our original intent. Political border-lines could not be brought into logical focus at

(Continued on page 5 col 1)

### A New Tradition?

Laughing Waters is an heroic and fictitious journalistic creation whose portrait, drawn by the inexorable finger of Mother Nature herself, is shown here. The "Waters" part of his name is what sets him apart from other geographical characters of the region but, because his wrinkled features are set in a pattern of perpetual laughter, we like to think of him as "Laughing Waters" after the manner of the Indians who were his friends so many, many years ago. Of course, "Laughing Waters" with all of his modern friends and guests, makes his home in "The Land of Laughing Waters" that beautiful and happy country that is bound together by the great northern loop of the Big Rivers. This land is sometimes called "Rivershead" or "Midlands".

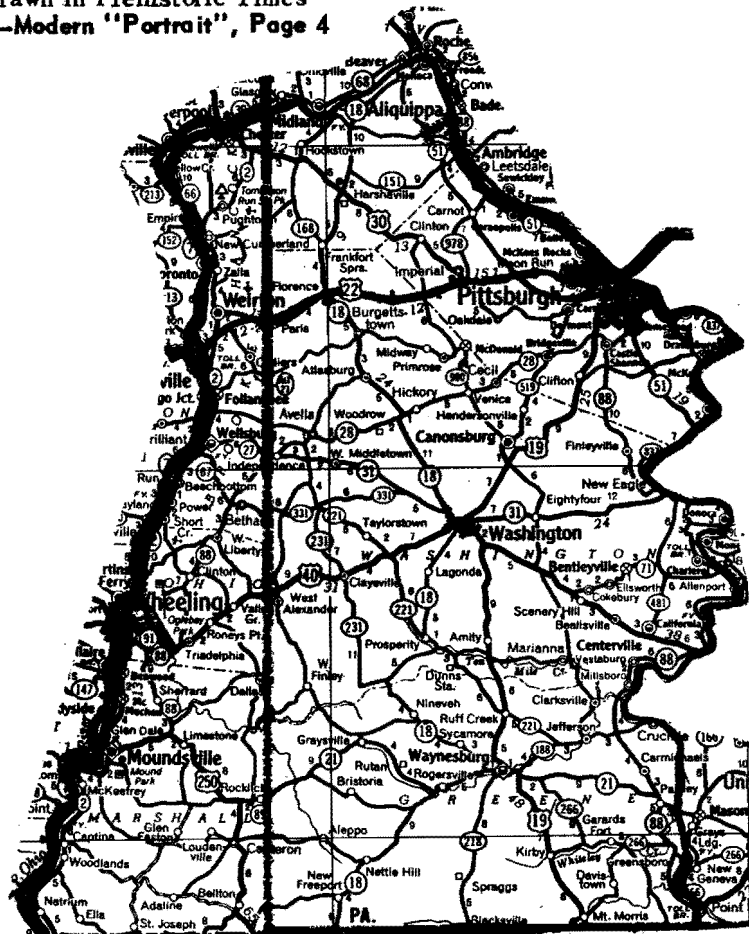
### GENTLE GIANT

"Laughing Waters" is a very powerful fellow both in brawn and in brain. He has sinews of steel. His huge river-bordered head contains a constantly growing wealth of inventive

Continued on Page 5, Col. 2

"Laughing Waters"  
Profile Sketch by Mother Nature  
Drawn in Prehistoric Times  
See-Modern "Portrait", Page 4

LET'S GET ACQUAINTED



**ORGANIZATION INDEX**

- G1 W.A. Com. Council OX 5-7316
- G2 W.A. Index News OX 5 5054
- G3 N. Fay. Bd. of Trade OX 5-4921
- G4 Mon. VFW Auxiliary OX 5-6951
- G5 Clinton P.T.A. OX 5-6341
- G6 W.A. Edo. Ass'n. OX 5-4301
- G7 Clinton Com. Council OX 5-5231
- G8 Imp. Vol. Fire Dep't. OX 5-7347
- G9 Jr. O.U.A.M.
- G10 Mon. Val. Grange OX 5-7549
- G11 Raccoon Wo. Club OX 5-7455

**INDEXED NEWS**

**G-2** This, if the proposed expansion into inter-community status is well received, will be the last issue under the West Allegheny Indexed News name. Unexpired subscriptions will be continued for the new paper.

Sincere thanks to all. The new "CAPS" hopes to continue to serve this community, only on a wider basis

**To Readers and Advertisers of West Allegheny Indexed News**

Our little paper is changing from local community to inter-community status. The name and subject matter and the distribution will change accordingly, but all of these changes will be gradual so that advertisers and subscribers will have

time to decide their future course in relation to the remodeled publication.

After this Issue, the Indexed News feature with automatic mailing to all members of registered organizations will be discontinued except where registrations have been or will have been renewed by special arrangement in each case. The distribution to local stores will continue on the same basis unless changes are announced.

**G-7** The Advisory Board of Clinton Community Council will meet Aug. 9. The continuing problem of Community Planning is high on the agenda.

**G-10** Montour Valley Grange - This month it will be Smorgasbord Style, the second Saturday, August 11.

By ticket only, \$1.50, call OXford 5-7549.

**G-11** The Raccoon Woman's Club's planned program for the Aug. 9 meeting has been changed. Mrs. Evelyn Messner and Mrs. Wilmot will be the hostesses. The new program will probably be a Flower Workshop with Mrs. Dorothy Kuntz of East Liverpool, Ohio as guest speaker.

**Fenton-Ord Hardware**



**Specials!**

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**North Fayette Township Water**

Sorry, at deadline, there is no news. Mr. Earl Gallagher, the engineer reports that the highly involved work of preparing specifications in collaboration with the Fiscal agent is progressing.

**Wilson's Own Words**

*This year marks the 100th anniversary of the birth of Woodrow Wilson,*

**I**T is for this that we love democracy: for the emphasis it puts on character; for its tendency to exalt the purposes of the average man to some high level of endeavor; for its just principle of common assent in matters in which all are concerned; for its ideals of duty and its sense of brotherhood. (1901.)

\* \* \*

Democratic institutions are never done—they are, like the living tissue, always a-making. It is a strenuous thing this of living the life of a free people; and we cannot escape the burden of our inheritance. \* \* \* (1889.)

\* \* \*

Nobility exists in America without patent. We have no House of Lords, but we have a house of fame to which we elevate those who are the noble men of our race, who, forgetful of themselves, study and serve the public interest, who have the courage to face any number and kind of adversary, to speak what in their hearts they believe to be the truth. (1914.)

\* \* \*

The wisest thing to do with a fool is to encourage him to hire a hall and discourse to his

fellow-citizens. Nothing chills nonsense like exposure to the air. (1908.)

\* \* \*

The best thing that you can do with anything that is crooked is to lift it up to where people can see that it is crooked, and then it will either straighten itself out or disappear. (1913.)

\* \* \*

We live in an age disturbed, confused, bewildered, afraid of its own forces, in search not merely of its road but even of its direction. There are many voices of counsel, but few voices of vision; there is much excitement and feverish activity, but little concert of thoughtful purpose. We are distressed by our own un-governed, undirected energies and do many things, but nothing long.

It is our duty to find ourselves. It is our privilege to be calm and know that the truth has not changed, that old wisdom is more to be desired than any new nostrum, that we must neither run with the crowd nor deride it, but seek sober counsel for it and for ourselves. (1910.)

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### Plan-Mobile

One brainstormer has come up with the idea of a mobile planning center for our West of Pittsburgh area. It would "play" the fairs, be available by arrangement at local and regional planning meetings, High School POD classes, etc. - especially available when industries are looking over prospective sites. This is worth some thought. (Editor)

Check That Impulse  
He who slings mud, loses ground.

CAPS, this publication, that is,  
aspires to be a Teen-Age Canteen  
for progressive young ideas.



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**Never Underestimate**

The power of a woman—or of a river. We have not had time to make the study, but, if anyone were to count all of the bridges across our "Laughing Waters" and if we were to compare the total width of all of these bridges with the total length of the rivers between the bridges, we would have a measure of the unbreakable strength of the cord which binds us together as a united regional community.

We would have a measure of the incentive folks within the border of "Laughing Waters" have to communicate and trade with each other, and to work and plan together.

**Socratic Answers**

It is a fantasy, of course, but our muse has it that a group of citizens from within the great northern bend of the big rivers which is sometimes called "Laughing Waters", once asked Socrates whether their homeland would become prosperous or whether they should journey to some more promising country. Socrates answered, "A very large industrial corporation has two plants located some distance from each other on the loop of the big rivers which border your homeland. This age requires that large corporations establish elaborate research centers. It is desirable that research facilities be convenient to the plants they serve. Where then, does wisdom dictate that the new research center shall be located." The citizens answered, "Somewhere along the shortest road between the two plants, which can be no where else than in our homeland."

Socrates answered again, "In the case of the many businesses which supply professional or low-tonnage services to the large industries such as are now, or will later become, established all along the valley of the northern loop of your bordering rivers, where do you suppose these companies should establish themselves in order to be as close as possible to all of their customers?"

The citizen replied, "They should establish themselves along the central throat of the river's-bend in which their customers are located."



August 1956

CAPS Monthly



"Laughing Waters"

Then Socrates continued, "Consider the case of a typical father of three sons. The father now works at the top of the loop, but better work opportunities may develop on the east or the west side of the loop. The eldest son is employed on the western side of the loop. The younger sons, one after another, will be attending schools of industrial craftsmanship on the eastern side of the loop. --- The family has so prospered that the father wants to build a beautiful permanent home that will serve himself and his family well, no matter in what parts of the loop they severally at any given time will find occupation. Where, then, do

you think this father should establish his home?"

The citizens answered, "In that beautiful midlands portion of the Land of Laughing Waters that lies about equidistant from all of the major occupational and cultural centers of the great northern bend of the Big Rivers."

Socrates again made answer, "Where would you consider a very desirable location for a new industry which will require large quantities of water and the cheapest form of heavy tonnage transportation of fuel and raw material and of supp-



lies and finished products to and from the largest possible number of other industries as near by as possible, and which will be greatly benefitted by being close to a large well-planned and well-governed region, containing all manner of prosperous accessory industries, splendid freight and passenger service by rail, air or highway, the finest of easily and quickly accessible residential areas interspersed with spacious recreational centers of rugged natural beauty, the very best of metropolitan educational and cultural advantages, all permeated by a happy victorious spirit symbolized by "Laughing Waters" and an open "Gateway Center"?

The citizens answered, "A most desirable location for the new industry would be somewhere in our own valley of the great northern bend of the Big Rivers which embraces (or soon will embrace) such a well planned and well governed region as you lastly described."

Then Socrates answered, "See, there is no need for me to answer your question, for you have answered it yourselves." L.D.M. 6/18/56

Continued from Page 1, Col. 1  
all because they arbitrarily divide the area into separately administered and potentially competitive segments, many of which are subject to the additional disadvantage of being under-developed, outlying components of political units whose centers of development emphasis tend to swing away from the area we hope to serve. Only when we determined to seek out and conform to an obvious natural boundary did the river-bordered pattern here presented come into clear focus. It is being presented here as a starting basis for continuing thought and discussion which we confidently believe can lead to the development of an aggressive, adequately financed, equipped and staffed program of over all planning for the area outlined. This can be accomplished either through sponsorship of some suitable existing organization or through a new group to be incorporated for the purpose. In any case, it will be the function and purpose of this new monthly publication to serve as a "cooperative house organ" for those working for any such program. Editor.

## The Imperial Bank

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Continued from Page 1, Col. 1  
technical knowledge and is a vast storehouse of cultural, commercial and industrial experience. The chemistry of his make-up is such that the more big jobs he is doing and the tougher they are, the more he sings and laughs. He has an enduring warmth of character which is evidence of an enormous reserve of the fuel of human happiness. His rugged muscle-knotted profile manifests an outward strength and an inward gentleness and beauty which invites confidence and at-home-ness on the part of all who have come to understand and love him.

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One outstanding characteristic of our Hero is his self containment. He is completely unperturbed, for example, when some agrieved human shouts that it is ridiculous and fan-

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tastic even to think of "Rivershead" as a unified regional community, because man has divided the area into states and the states into counties and each state and county has the right to develop itself independently. "Laughing Waters" makes no mind of this at all. He laughs and, like his distant relative, Ol' Man River, "just keeps rollin' along". (The friends of "Laughing Waters" even government officials, are coming to the realization that it is the natural boundaries and not the artificial boundaries which determine

the unit of regional planning and development, we confidently hope.)

It Would Take Many Books to tell the full story of "Laughing Waters"; his history, his great feats of strength, the wonders of his fut-

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ure prospects, his desire that those who have jobs, big or little, to be done for the good of his human brothers will come to him for help and for beautiful and happy homes. But, because of lack of space, we must limit the present presentation to this very brief introduction. More later, perhaps.

Note: Wise area planners, we feel, will make full use of "Package Psychology" and of popularized dramatization and meaningful focus-of-attention symbolization in solving their over all planning problems. The above "Laughing Waters" approach is one suggestion...Editor.

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- \* TASTY SANDWICHES

**ISSUE No. 2 ?**

The readers will decide. The whole outlook is fluid at this point. Subscription price, area of distribution, type of future coverage and many other decisions will evolve out of correspondence, discussion and conference based upon the proposals of this Issue. Developments will be reported in successive issues. Comments, suggestions and ideas will be appreciated. Ads of an inter-community nature will also be very helpful — and effective.

**Critically Important**

For the Between-the-Rivers area are decisions on the National Road Grid, being currently formulated by the Federal Roads Bureau in Washington, D.C.

A good foundational road structure in the "Rivershead" area is of vital importance, not only to the area itself, but to the states involved and to the whole Nation, from a defense and a military preparedness point

of view.

The danger is that we may have been too little and too late in our presentation of the "regional package" idea to those who are making the road decisions—but too late is better than not at all. Perhaps, copies of this paper with appropriate comment, sent to officials who have jurisdiction over this matter, might be helpful.

**IN MEMORIAM**

**Yolanda C. Bovalina**

Victim of Fatal Traffic Accident

Since her ads almost always urged careful driving, we feel that it would be fitting to say, in her memory, to all of her many, many friends:

Please drive carefully for your sake and for the sake of those you love.

The members of the Bovalina family express gratitude and sincere thanks to neighbors and friends for the beautiful flowers and cards and for their kind helpfulness during their bereavement. **Editor**

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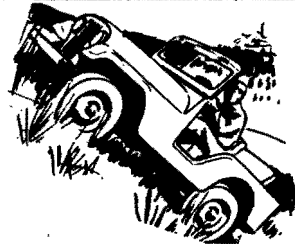
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**Teamwork— North Fayette Twp.**  
 If the often expressed opinion of expert planners that progressive "tone" and a will to work together at the grass-roots level is a major factor considered by fiscal agents, bond buyers, land developers and industrial scouts, then North Fayette Twp. should be rated high by the above picture. It was taken by the Signal-Item, Carnegie, at a recent team-work meeting.

Seated: Solicitor, John Neely; Arthur Rank, Chairman of Supervisors; Alvin Windsheimer, Supervisor; Earl Gallagher. — Engineer. — Standing: James McCrory, Planning Commissioner; Joseph Leonard, Adjustment Board; Raymond Cummings, P.C.; Dr. A.J. Miklausen, Chairman of P.C.; Valenti Pradetto, Building Inspector; James Maglich, member and Secretary of Board of Supervisors and Harry Seydor, Chairman, Board of Adjustment.

**Combined Fringe, Plus**  
 A straight river valley in an industrial region tends to become fringed by industries close to the river and accessory communities farther out. But, in our case, Mother Nature chose to bend the future industrial river valley back on itself, so that its fringes of industrial development would tend to come together and then, for good measure, packed the inside of the bend with a fabulous wealth of industrial fuel and raw materials. No wonder this creation of Nature laughed a born-and was called "Laughing Waters".

**A Large Bouquet.**  
 To Mr. Ray Cummings, (see picture, Page 7) of North Fayette Twp. who, for a token price of \$1.00 (one dollar) has "sold" an 80' x 400' plot

of ground to the local (water) authority for a water office and garage. A sincere and appreciative thanks on behalf of all North Fayette citizens. The plot lies just behind the Penn-Lincoln Drive-in Theater.



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and**

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Years ago when the present turnpike was being surveyed, some of our wisest planners wanted it to swing South of Pittsburgh so that it would have passed along near the throat of the big northern bend of the great rivers.

In many other cases in the past, the "Inside of the Big Bend" has lost out just because it was "inside".

Now, as with the celebrated Rudolph, there is a reversal in the making. The very inside-ness and together-ness of the virgin residential and industrial feeder area inside the teeming valleys of the Big Bend are becoming like Rudolph's shiny nose.

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Therefore, those who contrive to have their brain children meet and

develop together have the happy prospect of being the doting grandparents of a whole new generation of progress.

Brainstorms over idea hungry fields contribute greatly to rich harvests. Let's have more...not less of them.

**Correction**

Due to clerical error in transcription of copy, the name of Mr. R. J. Hanna of North Fayette Twp. and the Atlas China and Glass Co. was not included as a member of the Advisory Board of the Oakdale Office of the Bridgeville National Bank in the July Issue.

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and  
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**Teamwork is Winning Again**

The School Board, the Lions and the Jaycees of Robinson Twp., Alle. Co. are reported to be successfully working out plans for a Community Park for the new Montour Joint School District. It is probable that a Park Commission representing the School Board and the Supervisors and the public at large will be organized to administer the affairs of the Park, formerly owned by the Robinson Twp. School District, located behind the present Robinson Twp. High School.

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PLACE  
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Serving  
the "Rivershead"

# INDEX NEWS

Published Monthly  
by Triop Co.

FORMERLY, WEST ALLEGHENY INDEXED NEWS

## IN THIS ISSUE

We have bundled together information about the Penn Lincoln Parkway Cloverleaf area and its road arteries—with the problems of the projected developments in the vicinity of the Cloverleaf in mind, particularly the problems and interests of employees who will want to know

about roads, homes, schools, churches, shopping facilities, banks, lumber yards, real estate offices... (You know, about those who tell their story through Index News Ads)

## THE NEXT ISSUE

will feature another phase of "Rivershead" the "Land of Laughing Waters"; that happy and busy country which is outlined by the Great Northern Bend of the Big Rivers west of Pittsburgh.



**HOWARD JOHNSON**  
Plans for first construction are being offered for bids. The first unit will provide 96 restaurant seats, estimated construction cost about \$100,000. Target date for opening is March 1 for this first unit.

**SELECTED SITE FOR MONTOUR VALLEY JOINT (ROBINSON & KENNEDY) HIGH SCHOOL**  
SEE SKETCH, PAGE 4

**CRUCIBLE STEEL CO. of AMERICA**  
Land purchased, architectural designs being studied. First cost estimates are considered too high. Ways being sought to reduce cost.

**FRED HOOD'S MODERN RAILER COURTS CABINS**  
OX 5-7300

**MONTOURS PRESBYTERIAN CHURCH**

**HAGAN CORPORATION**  
At a Board meeting, Wed., Sept. 26, the decision was made to exercise purchase option. Final decision whether to go ahead with the project was deferred pending further study.

**HOLY TRINITY ROMAN CATHOLIC CHURCH**

**GREATER PITTSBURGH ROLLER RINK**  
BROWNING 9-2222

corners  
center  
PAGE 5

**CAROLINA SHOP PICK'IN CHICKEN 'TIL WINTER COMES**

**DEEP VALLEY LAKES FISHING LAKES**

**QUALITY GORDON BUILDERS DISPLAY MODEL**  
SEE PICTURE, PAGE 2

**MOBAY CHEMICAL**  
Architects are busy with detail construction plans. At this writing, there are no further developments

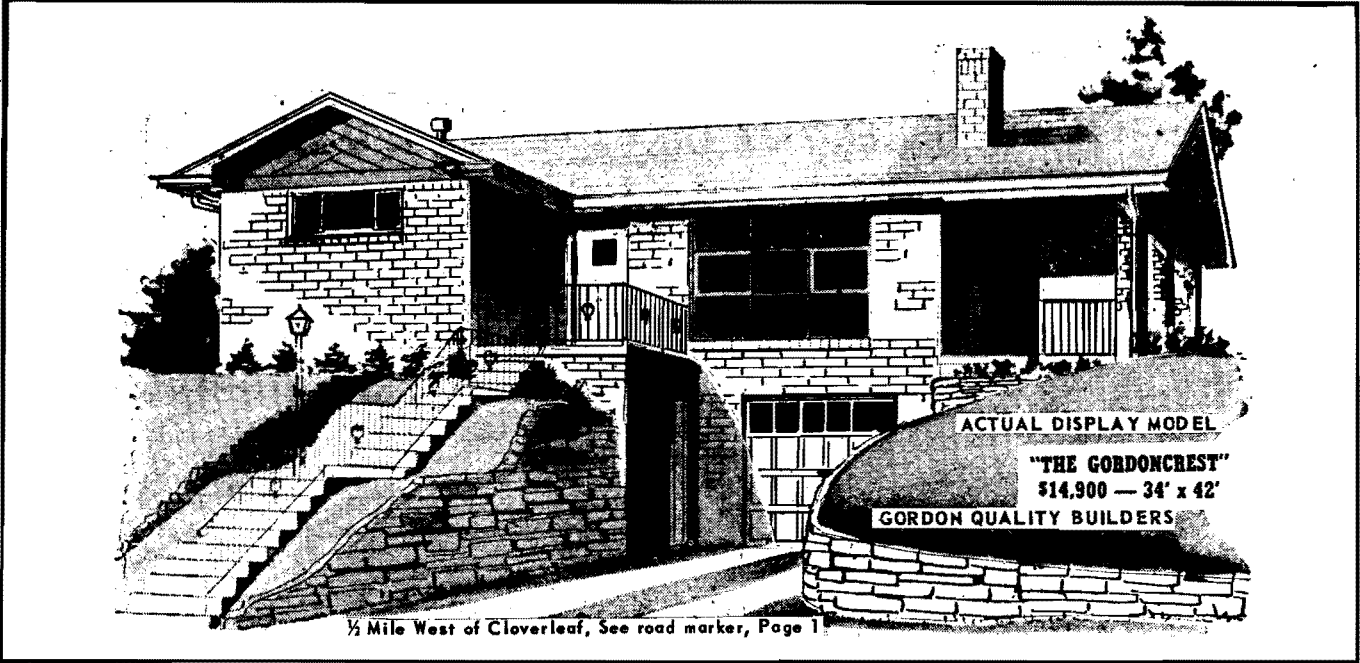
**MONDALE MOTEL**  
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1/2 Mile West of Cloverleaf, See road marker, Page 1

20— Different Models

36 Floor Plans

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**INDUSTRY FOR NORTH FAYETTE**  
 is to be the theme of a public program, Monday, Oct. 15, at the Senior High School, 8:00 p.m. The area development staff of West Penn Power will be the panelists. These include Mr. A.B. Kenny, Community Development Consultant; Mr. H. Diebold,

Local Manager; Mr. V.B. Livingstone, Area Development Rep. and Mr. Chas M. Fife, Manager of Industrial Development. These men are trained and experienced specialists in their field, employed by a progressive company, the fortunes of which are interlocked with those of

the citizens of North Fayette Twp. The program should therefore be very profitable to all who attend, but especially to owners of prospective industrial sites. The North Fayette Board of Trade, sponsor of the program is urging a good attendance at this important meeting.

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 Children (Realistic) only \$7.50 to \$8.00

Call Murdocksville 6700 (New Number)



**We All Feel Happy**  
 about a job well done together, like the repair of Scout quarters for Scout Troop 2334 at Clinton, Pa. The trustees, committee members, Scouts and parents are very grateful to everyone who so generously helped.

**Where Do I Stand?**  
 What say you, friend and fellow free-man? is all this just a dream? Shall we meet the challenge of our

**BRAIN STORM DEP'T.**  
 Please laugh, but Think a Little too.

**Solution to Metropolitan Parking**  
 Our inventor is working out an enlarged and motorized telescoping vehicle, like package carts in super markets. Metropolitans, says he, will buy a "Use Permit". Coming into town they will park (telescope) their car in the nearest stack. Going out they will simply grab the first car from the nearest stack even though it should be in an entirely different part of town. Of course, says he, there are a few bugs to be worked out.

**Speaking of canals**  
 One really wild idea (?) is the construction of a canal between the Monongahela and the Ohio rivers to complete the "Rivershead" circle.  
 WOW!

**We Almost MUST Have This One**  
 Want to save thousands of lives and make a million dollars? Then, invent a simple reaction-time meter which, placed in instrument panels of cars and trucks will automatically flash an enormous red danger signal when, in performing the operations designed into the driving routine for that purpose, the operators reaction time becomes dangerously slow. It would likely be electrical, maybe designed into the vehicle's lock so that the person who is excessively fatigued or has had too many drinks could not unlock his car.....and become an unpredictable risk to himself and everyone else he meets on the road.

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**Toronto Experience**  
 Mr. W. Frank Clifton of Toronto, Canada, was quoted in the Pittsburgh papers recently as saying that "Smaller communities grew up around Toronto without industry within their borders and soon learned that they could not foot the bill for improvements with home owner taxes alone. The wider (Metropolitan) type of government is inevitable because local communities cannot cooperate on mutual problems.

(Are we listening?)

**USE or LOSE**  
 Does this apply to Freedom, to self government, to our opportunity to build a beautiful community designed for good living in its every sense? **Use or Lose? Which?**

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time and place as free men willingly planning and working together, or shall we with that weakness which is the attribute of slaves and which perpetually invites the lash of the slave driver's whip, surrender to lazy drift and to contention and grasping greed?



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**The Legend of "Laughing Waters"  
Continued**

Our friend, that jovial giant, Laughing Waters, is many geological ages older than that other beloved giant whom we modern humans call Uncle Sam. Nevertheless, the two have been very good friends, indeed.

In the past when Uncle Sam had not grown to his present stature, but was grievously troubled by those who would have taken his free spirit prisoner to some strange land of

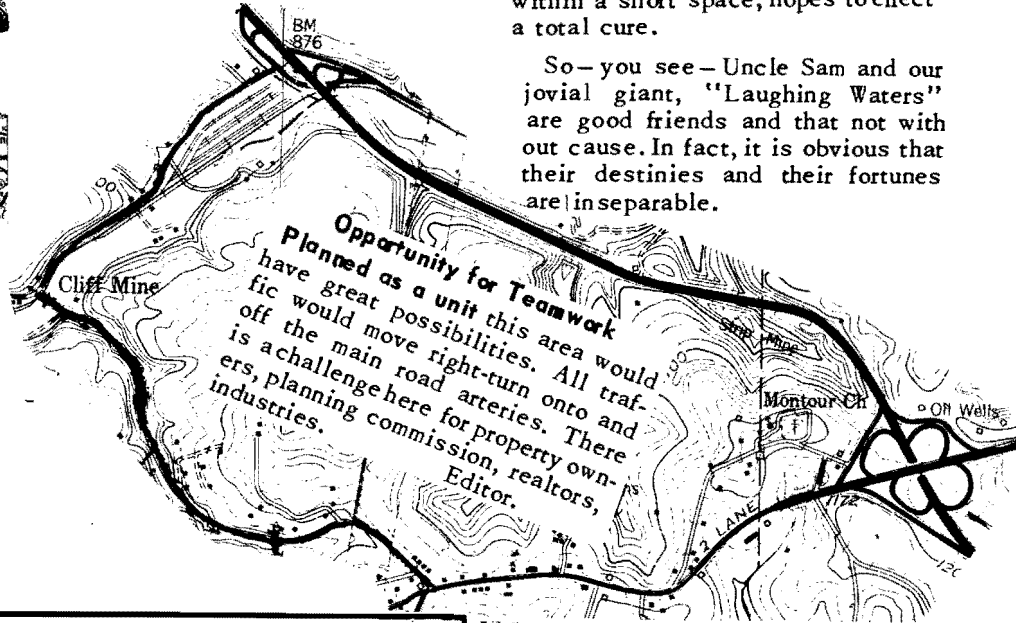
land of tyranny, his good friend, "Laughing Waters" mightily strove with his giant strength to forge many weapons of defense.

Then, in recent times, Uncle Sam,, partly in gratitude, has been striving to cure his old friend, "Laughing Waters" of a chronic malady sometimes so severe in its attacks that the wrinkled valleys of his rugged face would become swear-filled

with flooded streams of muddy Water. At these times his laughing, happy nature would change to rage and his kind beneficence to his many friends and guests would be transformed to turbulent cruelty.

By seeking out the causes of these seizures and performing extensive topographic surgery at key points, Uncle Sam has been able to well nigh eliminate the outbreaks and, within a short space, hopes to effect a total cure.

So—you see—Uncle Sam and our jovial giant, "Laughing Waters" are good friends and that not without cause. In fact, it is obvious that their destinies and their fortunes are inseparable.



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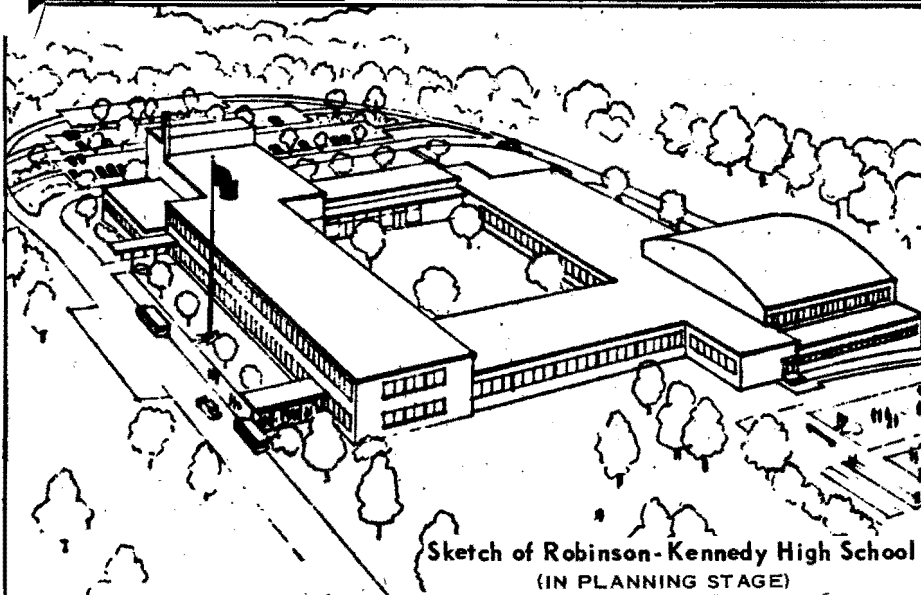
**GLadstone 7-8308**

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Sketch of Robinson-Kennedy High School  
(IN PLANNING STAGE)

**LET'S SHOW THEM**  
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**For Official Information:**

(IMMEDIATE CLOVERLEAF AREA)

**Moon Twp.**

Mr. Edw. R. Twigg, 108 Stillwood Dr., Coraopolis, Pa., Sec., Board of Supervisors. AMherst 4-4675

**North Fayette Twp.**

Mr. James Maglich, Sec., Board of Supervisors, OXford 5-8562.

**Robinson Twp.**

Mr. Jacob Phillips, Chairman, Board of Supervisors, R.D. 1, McKees Rocks, Pa., WAlnut 2-0606.

**Alleg. County Planning Commission**

Mr. John J. Matthews, County Office Bldg., Pgh., Pa. ATlantic 1-4900.

**Commonwealth of Pennsylvania**

Mr. J. Eric Jones, Regional Director, Department of Commerce, 519 City-County Office Bldg., Pgh., Pa., EXpress 1-4498.

**Regional Industrial Development Corp.**

Mr. John P. Robins, 1046 Union Trust Bldg., Pgh., Pa. GRant 1-3939

**Active Citizens Planning Groups**

**Greater Pittsburgh Airport Area Development Ass'n., Inc.** (Mailing address only) Greater Pgh. Airport, Pittsburgh, Pa., Secretary, OXford 5-5054.

**North Fayette Twp. Board of Trade**

Mr. Harry Seydor, Pres., R.D. 1, Imperial, Pa., OXford 5-7429.

**Robinson (Twp.) Junior Chamber of Commerce**

Mr. Robt. Montgomery, Pres., BRowning 9-3366.

**We Dare to Dream**

It is an American dream in which we see ourselves as free men willingly working together with our mutual welfare as our first objective, with financial profit and material benefit as a secondary objective only.

We, teamworking free men, are individuals and groups, small businesses and large corporations, political subdivisions, utilities, authorities, schools, churches, civic groups, service clubs—all pulling together with kindness and genuine courtesy toward each other so that this "Land of Laughing Waters" which is the region west of Pittsburgh may become a beautiful and satisfying home-land in which to live, work, study, play and worship.

In our dream we see these native hills of ours fringed by lovely homes neatly tucked into green foliage; quiet glens here and there, filled with tree covered light industrial plants close to the homes of those who work there with never a worry about parking or traffic jams; larger valleys and open spaces taken up

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FRANK T. TROHAUGH - WM. J. TROHAUGH  
DAVID T. BISHOP**CLOVERLEAF TEAMWORK**

The Cloverleaf development is not just a series of separate projects. In the background electric power channels must be enlarged, telephone facilities must be multiplied, water service must be provided, sewage disposal is a problem, gas lines must be laid, school space must be enlarged, many new homes close by will be in demand.

Although made up of separate projects, the Cloverleaf development will, in many ways, need to be treated as a unit and be so planned and so scheduled.

Team-work among local communities and the incoming corporations will, to say the least, be extremely desirable. The very first step in an efficient and collectively intelligent approach to the problems ahead is accurate information as to what the estimated increased requirements will be for each project. These, then, will need to be lumped together into an aggregate total available to all "members of the team".

Schedule for each project is also important—some estimate of starting date, completion date, whether new personnel will come in gradually or all at once and all such pertinent information, made a matter of public knowledge, will be of mutual benefit to all concerned.

by attractive commercial centers, research facilities, office buildings; the whole region benignly embraced by a long arc of teeming river valley filled with business and work opportunities all within easy commuting distance over well designed open roads.

## 'Satellite City'

That Satellite City probably to be preplanned and built "in the Western half of Allegheny County in the next 10 years" is really breath-taking.

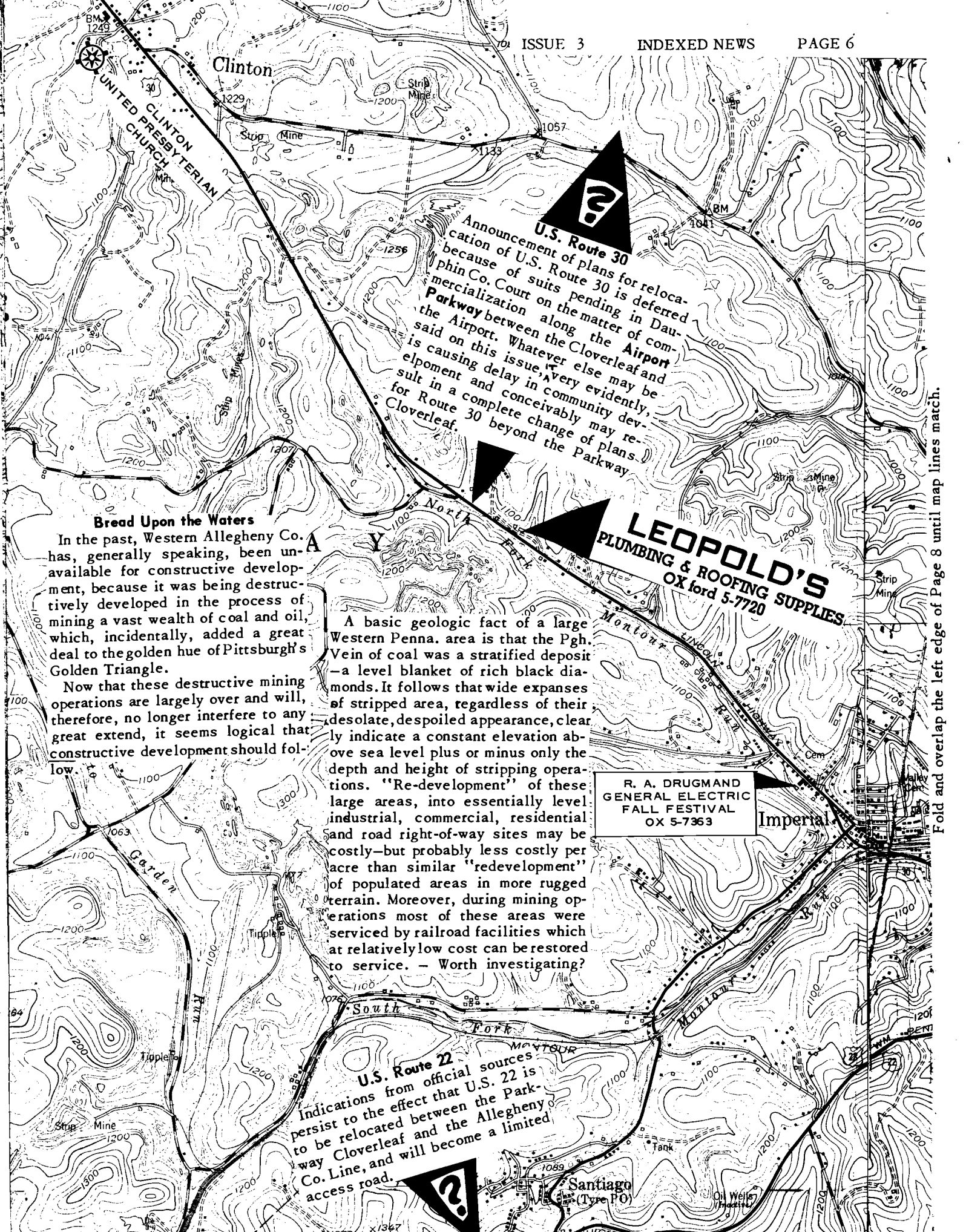
Pgh. Press, Sun., Sept. 23, 1956.

**But Why A City?**

Why must it be a city? Why can it not be a preplanned region instead of just another lesser city? Why not a comfortable preplanned spread-out of industry and living facilities instead of more concentrations. Why not let our present beautiful gateway center city remain exclusive and supreme in supplying our fundamental human yearning for mass togetherness, for magnificence of structure and organization, for accumulated culture and art display, for those extra-special shopping tours. It surely, plentifully provides an incomparable assembly of medical talent and facilities, advanced education and research advantages, financial and business leadership such as a wide-spread surrounding orbit of evenly developed good-living region would require—and such as our city shall have the need for.

**Why A Satellite?**

Why can we not inject positive, partnership terminology into our planning outlook. Why not "Pittsburgh's Land of Laughing Waters" or something of that sort so we can all have respectable status and be mutually respectful and zestful and unreservedly cooperative?



### Bread Upon the Waters

In the past, Western Allegheny Co. has, generally speaking, been unavailable for constructive development, because it was being destructively developed in the process of mining a vast wealth of coal and oil, which, incidentally, added a great deal to the golden hue of Pittsburgh's Golden Triangle.

Now that these destructive mining operations are largely over and will, therefore, no longer interfere to any great extent, it seems logical that constructive development should follow.

A basic geologic fact of a large Western Penna. area is that the Pgh. Vein of coal was a stratified deposit—a level blanket of rich black diamonds. It follows that wide expanses of stripped area, regardless of their desolate, despoiled appearance, clearly indicate a constant elevation above sea level plus or minus only the depth and height of stripping operations. "Re-development" of these large areas, into essentially level industrial, commercial, residential and road right-of-way sites may be costly—but probably less costly per acre than similar "redevelopment" of populated areas in more rugged terrain. Moreover, during mining operations most of these areas were serviced by railroad facilities which at relatively low cost can be restored to service. — Worth investigating?

### U.S. Route 22

Indications from official sources persist to the effect that U.S. 22 is to be relocated between the Parkway Cloverleaf and the Allegheny Co. Line, and will become a limited access road.

Announcement of plans for relocation of U.S. Route 30 is deferred because of suits pending in Dauphin Co. Court on the matter of commercialization along the Airport Parkway between the Cloverleaf and the Airport. Whatever else may be said on this issue, it is very evidently causing delay in community development and conceivably may result in a complete change of plans for Route 30 beyond the Parkway Cloverleaf.

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Fold and overlap the left edge of Page 8 until map lines match.



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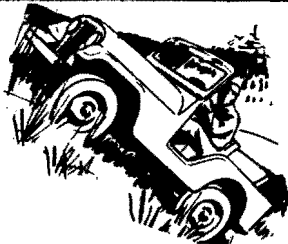
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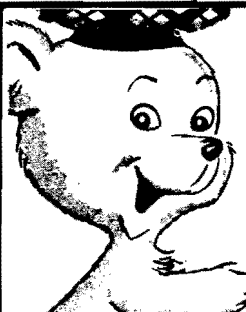
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**\$22,500**

This is the amount of investment required to make one job according to Adm. Ben Morrell, Chairman of the Board of J & L Steel Corp. as reported in the Sept. 27 Pittsburgh Press.

On this basis (shouldn't we ask?) how many jobs have been "invested" into our community in the last year? What encouragement have we, as individuals and organizations, given to those who have, or who are con-

sidering, investment in our community? Are we working together to make our community attractive to job-making "investors"?

Perhaps the simplest example is that of our local merchants. These neighbors of ours have in the past and are now investing time and money and effort and worry in new stores, rearranged interiors, new stocks of goods. Do we justify their faith (investment) in us or are we inclined to save a few pennies and lose a few dollars in travel cost, personal

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Cocoa Fla.

### North South Thoroughway

Persistent reports continue to the effect that the First North South thoroughway will be routed east of Greater Pgh. Airport even though very strong support is building up for a route farther west nearer to the throat of the "Big Bend". The decision will likely be announced as part of the Federal Road Bureau allocation of funds for the Federal road grid. Beaver Valley interests have been particularly active in support of the Western routing.

**IMPERIAL**  
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and all the rest  
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PAGE 7

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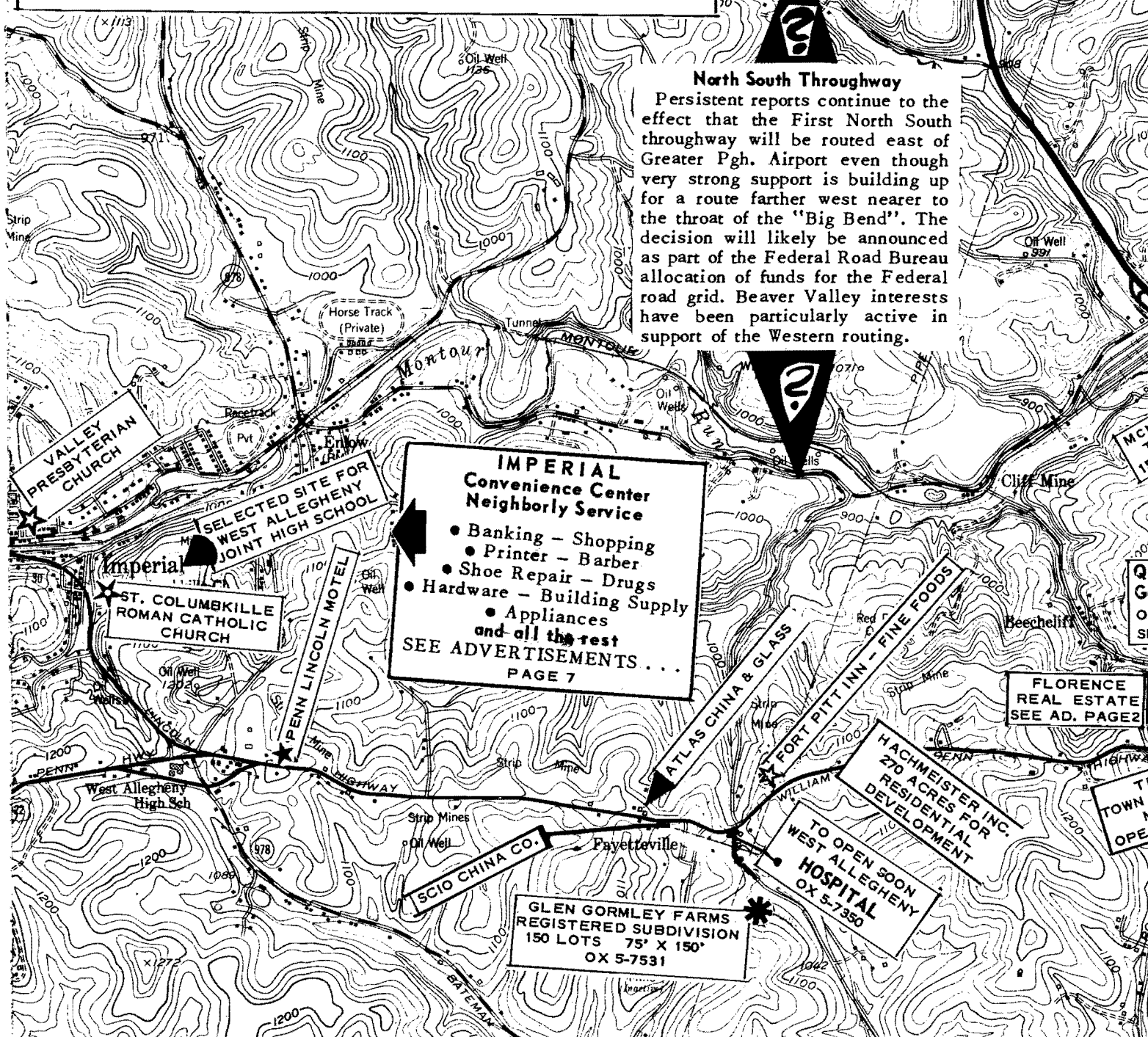
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FLORENCE  
REAL ESTATE  
SEE AD. PAGE 2

TEST  
TOWN & C  
MAP  
OPEN F



Serving the "Rivershead"

# INDEX NEWS

Published Monthly by Triop Co.

### WHERE ARE WE?

More and more the communities west of Pittsburgh are going to be asked this question by prospective home builders, businesses and industries. This publication urges that we make our answer positive, enthusiastic, proud, as we have a right to be, something like this:

"Our community is located in that part of **The Workshop of the World** which is called **The Pittsburgh Rivershead** sometimes known as **The Land of Laughing Waters**. The precise location of our particular community is indicated by the solid marking on our regional insignia shown herewith". For example, like this

This answer and this insignia, in various sizes, would appear everywhere throughout our region, on letterheads, prospectuses, promotional



More Electric Power is generated along our Ohio River in this area than in any other locality of the World and more plants are projected.

material, newspapers, planning maps, and magazine articles. As to our regional location we would have the same answer, separately, as groups of communities, as a whole region. Our answer would be our sales slogan and our "National Brand" name.

By working together, and at a very nominal cost to each participant, we would compile a comprehensive pro-



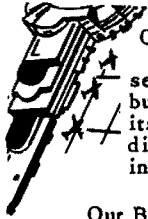
Our Big River With an enormous increase in prospect our Ohio River already carries more freight than the Panama Canal or the Suez.

spectus of our region, a really good, competent and attractive job. This regional prospectus would be available as a foundation upon which each local community could build its campaign of local promotion. All of this **Can Be Done, Let's Get Going On The Job!**

**TEAMWORK WINS**

### OUR PROPOSED

## REGIONAL PACKAGE



Our Very Finest Airport Our "Rivershead" is served by Greater Pittsburgh Airport which with its beautiful terminal building is one of the finest in the World.

Our Busy Beaver (River Valley) Thriving, growing, progressive, closest to world sea-port and mid-west markets.

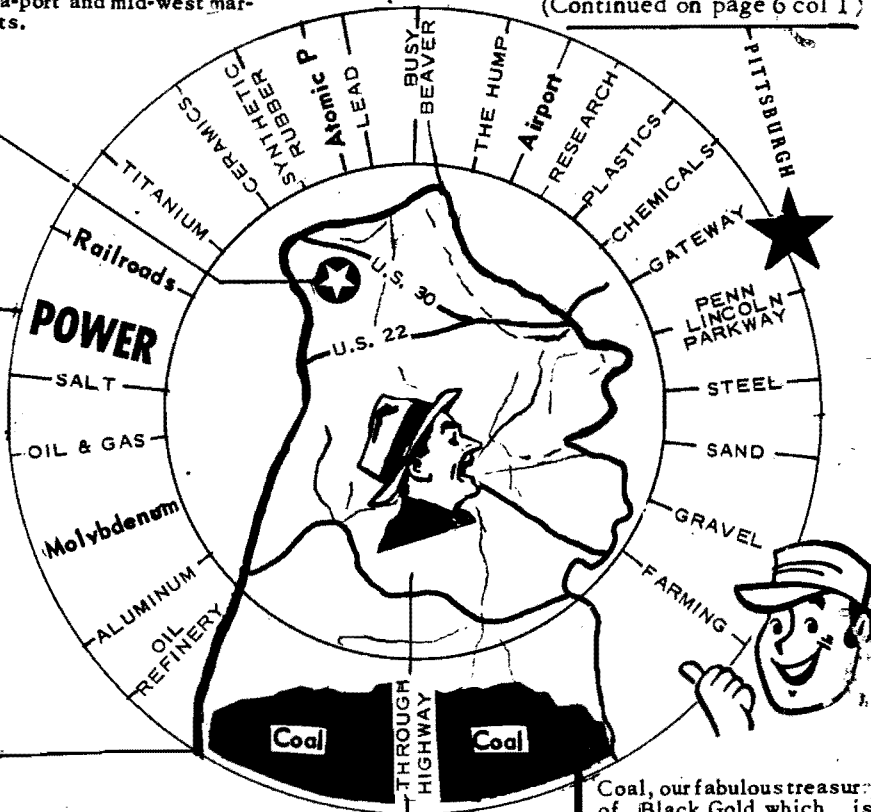
World Seaport

OUR METROPOLITAN CENTER PITTSBURGH, by geographical decree as well as by our own proud choice, is our metropolitan center - - - and what a beautiful center it is!

Please do not take our word for it, but, rather ask such recognized authorities as Mr. Park Martin, Exec. Dir. of The Allegheny Conference on Community Development or Mr. John P. Robin, Executive head of the Pittsburgh Regional Industrial Development Corporation - - - the fortunes and destinies of Metropolitan Pittsburgh and of the region to the west, to and including the Upper Ohio Valley, are completely interdependent.

The next step in Pittsburgh's phenomenal redevelopment to which the metropolitan

(Continued on page 6 col 1)



### Our North-South Through-Way

It is of pivotal importance to all of us - to those who live and work anywhere in the "Rivershead" Region, to Metropolitan Pittsburgh, to Allegheny, Beaver, Washington and Greene Counties, to Pennsylvania, to Ohio, to West Virginia and to the whole nation, that a modern express highway be constructed somewhere in the vicinity of the midway corridor, along the "throat of the Big Bend". Such a highway is critically needed to syphon off the growing



Coal, our fabulous treasure of Black Gold which is no longer just a fuel but is also a raw material for myriads of end products. Coal draws industries like a magnet because its values can be realized best close to its source.

congestion of the Big Bend's constricted River Valley's for population dispersion and military supply in case of attack, for the effective planned development of the whole region traversed, as a North-South feeder for Greater Pgh. Airport's passenger and freight traffic.

**TOOLS - LADDERS**

Sandran Floor & Wall Covering

Copper Tubing & Fittings  
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COME or CALL, HOURS:  
Tues., Thurs., Sat.---9:00 a.m. - 6:00 p.m.  
Monday and Friday-12:00 Noon - 10 p.m.  
Sunday 1:00 p.m. to 6:00 p.m.

**CLOSED ALL DAY WEDNESDAY**

The INDEX NEWS is having its troubles. In one months time its printing costs were increased over 50%. Prior to the rise, printing cost and composition just about balanced the total income. Some sort of radical adjustments have, therefore, become necessary.

West Penn Power representatives pulled no punches in their talks at the North Fayette Board of Trade meeting October 15. We must have industrial sites to offer if we are going to attract industry and we must have a good community to offer with the industrial site. The sites should each be specifically located, accurately described, reasonably priced, and "done-up in an attractive package, tied with a ribbon". The whole problem is largely regional in nature rather than a project for any one local community.---and, but of course, water is one of the musts. There is a big job ahead for all of our local communities both individually and collectively.

Findlay Township's Imperial street widening project has run into delay because, before the County of Allegheny will give further consideration to helping finance the project, a detailed survey financed by local appropriation will be required.

OPEN EVENINGS UNTIL 8 P.M.

DELIVERY SERVICE

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### You Do Not Know?

Then, why not learn about planning. There is a movement afoot to set up an adult education class and invite the "Institute of Local Government", University of Pittsburgh to supply material and instructors. Tentative registrations are needed. The course covers 6 sessions and will likely be scheduled for early 1957. Write or call this paper.

## JOS. A. MUSTIO

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## THOMAS FUNERAL HOME

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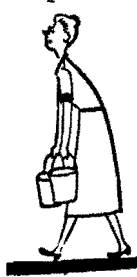
**RELIABLE AND COURTEOUS AMBULANCE SERVICE**

Our Ambulance is used exclusively for invalid and emergency service. Air conditioned and oxygen equipped

**THE HOUSEWIFE'S DREAM**

**Water! Water! Water!**

**Patience**



**Is Patience A Virtue?**

We recently heard one of the president's deputies say that there is no over estimating the value of water even though you live on the banks of a river.

For how long has our community been trying to get water? Three years, maybe? It's so long that we forget. We know that doing things the democratic way takes time. So we were patient while various sources of water were considered. Midnight oil was burned over the technicalities of getting it piped here and there. No news on water? Well, it takes time.



Then something broke! Water was discovered. Clear, sparkling, un-falling water. Right in our midst. But, that was two years ago. Still no water. There is the little matter of finance. Now that is over our heads. Again we were patient. There are specialists who do know. But now the option on those beautiful wells is running out. We do not understand why the financing is being delayed. Our community is economically a parched and arid land.



We have heard that there is a **DO IT YOURSELF** trend in government. May we humbly suggest that we look for money where we found the wells. Figureatively in our own back yards. Have the businessmen of the community been given the opportunity to buy these bonds? And if not, why not? There is no over estimating the value of water. Investing in your own community is a wonderful opportunity. We believe in the people. Let us have water or know the reason why!



Water for Findlay Township has been sought through negotiation with the County for a connection to the Airport supply. Currently, however, the County's own supply is so limited that, until facilities can be increased---at some indefinite time in the future---additional consumers in any appreciable number cannot be added to the system.




**North Fayette**

At this writing, North Fayette water is still welled, deeply. The fiscal agent's attempts to sell the Bonds through private placement have not been successful, due, presumably, to the extremely tight money market. It is hoped that negotiations may be completed soon. In fact some of our substantial citizens are suggesting that there may be enough local investment money available to break the deadlock. Then too there is a possibility that some of the incoming Cloverleaf projects could be prevailed upon to help. Others say that the election just about brought things to a standstill and that, now, they will start to move again."

**The Pittsburgh Region**

The Upper Ohio Valley Development Council celebrated its first birthday on November 2 at Stuebenville and Weirton with the Hon. Howard Pyle, former Governor of Arizona and now Deputy Assistant to President Eisenhower as the featured speaker at a banquet of about 300 members and friends. The keynote of Mr. Pyle's inspiring address was that such voluntary citizen groups as The Council (and, we hope, our own Airport Group) are proving over again the invincible strength of the American Spirit of cooperative inde-



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**Greater Pittsburgh Roller Rink**  
 Special Rate for Skating Parties

Christmas Special . . .  
 Chicago Rink Skater - \$12.95  
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 ASSOCIATE STORE


Louis Bouchon, Owner

Main Street      Imperial, Pa.  
 OX 5-7250

pendence and of healthy revulsion against the encroachment of federal paternalism. This message of understanding and appreciation directly from the White House to the "Grass Roots" should convey a renewed challenge to those of us who, sometimes, become weary of the slow, hard, patient processes of free enterprise and of voluntary self-government.

Mr. Walter Myers, Executive Manager of the Council told of the almost fantastic progress and prospects of the Upper Ohio Valley. Already, more electric power is generated here than in any other locality in the World—and more installations are projected. He told of aluminum, titanium, coal processing, salt, steel, other metals, chemicals, ceramics and most of all . . . of people striving cooperatively to create out of this whole situation the best possible good living for themselves and their children.

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LATH	PLASTER CEMENT	<b>Mill Work</b>
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**Identify "Litterbug" in Car  
 - Or Pay \$25 Penalty Yourself,  
 New Law Tells Operator**

**T**HE VEHICLE CODE has been amended by the 1955-56 session of the General Assembly to prohibit persons from throwing or permitting to be thrown "from a motor vehicle any garbage, bottles, cans, rubbish, wire, glass, or cardboard or wood cartons or boxes."

Persons convicted of violating this so-called "litterbug" law are subject to a fine of \$25 and costs, or imprisonment for not more than 10 days. The responsibility for enforcing this law rests not only with the State Police but also with all local law enforcement officers.

The law further states that in any prosecution under its provisions, the act of throwing waste materials from a motor vehicle "shall be prima facie evidence that they were thrown or permitted to be thrown from the motor vehicle by the operator."

The operator of the motor vehicle shall be held fully responsible unless he testifies under oath or affirmation that he did not throw the materials from the vehicle and also reveals the identity of the person who committed the act.

Headline composition and Vari-Typing for this paper is done by  
**The Imperial Press**

Mr. Ludick A. Puskar, on the occasion of his retirement from active business, expresses his sincere and grateful appreciation to all of his friends and neighbors for their generous patronage during his 38 years as a merchant in the Imperial vicinity.

He says, "I highly recommend my successor in . . ."

**Puskar's QUALITY MARKET**

Mr. Mike Hurzon, who is well qualified by 23 years of experience and who proposes to maintain Puskar's high quality of goods and services through the coming years.

THANK YOU ALL  
 L. A. PUSKAR



**GRACE H. TRUNICK**

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Broadhead Road Coraopolis, Pa.

**GLadstone 7-8308**



**Check Those Lungs!**

Tuesday, November 20 in front of Valley Presbyterian Church by mobile X-Ray unit, sponsored by West Allegheny Jr. Chamber of Commerce.

**Special**

BEGINNING NOVEMBER 15th  
Merchandise Certificates will be  
Given worth 4¢ on the Dollar with  
All Cash Purchases!  
A Full Line Of Christmas Presents

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Members South Hills Multilist Realtors, Greater Pittsburgh Real Estate Board

**We Sleep, Opportunity Knocks**

Not long since we thought a power company official was describing our west of Pittsburgh area when he told about a huge electronics industry looking for a site "near to, but not in a metropolitan city" (Pittsburgh?). The industry would need a large worker pool eventually to number into the thousands. (That is us of the Rivershead, the land of Laughing Waters. Heavy industries, steel, coal, loose chemicals are essentially a strong man's world. This tends to create a vast surplus of available woman and white collar workers such as are adapted to the electronics industry and the resulting balance and diversification would be very good for happy living and contented people and for stable industrial relations not only for the new light industry but also for the old heavy industries.)

The new industry would want spaciousness (That's what we have plenty of.) Good Roads (We are fighting to get them.) Progressive cooperative community "Tone" (We are resolving to do better along this line, are we not?) Water, sewage, recreational facilities, schools. (We are poised ready to provide all of these things, are we not?)

In short, we are an undeveloped regional package ready to be opened, containing all of the constructional elements necessary to build just the sort of balanced industrial community prescribed. But, are we "in there" telling them about ourselves, or are we...asleep?

**Ergen's Clover Farm**

Be Sure to Check  
**OUR PRE-HOLIDAY  
DOLLAR DAY VALUES**

**PLACE YOUR ORDERS NOW**

**FRESH BAKED GOODS**  
Thursday, Friday, Saturday  
**CALL YOUR ORDERS**

**FREE DELIVERY 6 DAYS A WEEK**  
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Imperial Pa.

**West Allegheny Senior High School**

The FBLA of West Allegheny Senior High School were host to 150 delegates of the Pennsylvania chapter of the Future Business Leaders of America on Friday, Oct. 26, with the state president, Miss Erma Savcikis, presiding.

After a program of convention reports, discussion groups, and a general meeting, another West Allegheny girl, Miss Elizabeth Payne was elected secretary. The sponsors of the West Allegheny High School chapter are Mrs. Catherine Briton and Miss Margaret Williams.

**Robinson Oil Co.**

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They Support Community Projects.  
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**COMMUNITY**

**SERVICE**



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Continued from Page 1, Col. 3

ropolitan leadership is turning its attention is that of "Balanced Regional Development" of the surrounding orbit--- which cannot help but include Pittsburgh's own "Land of Laughing Waters". This publication has been and is the strong advocate of an attitude and practice of full and zealous cooperation, both ways, between the central leadership and ALL SECTORS of the whole orbit.

Regional Aspects of Civil Defense are to be the theme of the Tuesday,

**PLEASE NOTE**



Dec. 11 meeting at the Greater Pgh. Airport Area Dev. Ass'n. in cooperation with civil defense units of the area.

Please patronize our advertisers and when you do, tell them you read their ad in the INDEX NEWS

### Municipal Needs of 100 Families

Citing the rise in population of many boroughs and townships as a result of the "flight to the suburbs," Miss Blatt in her Recognition Dinner remarks posed this question to the local government officials: "What does this great increase in population mean to a community like the ones in which you people hold office?"

As an answer to the query she propounded, she quoted from *Horizons*, a publication sponsored and distributed by the Institutes of Local Government of the University of Pittsburgh, Pennsylvania State University, and the University of Pennsylvania:

"When 100 families move into a medium-large city, what new services will they call for and how much will it all cost?"

"One hundred new families are approximately 450 new people. The children will create a need for 2.2 more grade school rooms and 1.65 high school rooms, which will cost approximately \$120,000. About 50 of the children will be in grammar school, 25 in junior high, and 25 in senior high. Four more school teachers will be needed. In all, the 100 families will add \$30,000 a year to the operating budget of the school system.

"The families will mean more street cleaning, more garbage collecting, and more tax collecting. City parks and city health will need more looking after. The water department will have to pump 10,000 extra gallons of water a day. The city will have to buy approximately four acres of land; one each for grammar school, high school, parks and play areas.

"This will mean hiring more municipal employees. The city will need 0.84 new employees in the police department and two-thirds of a new fireman. Probably four others will have to be added to the city payroll. The new staff will raise the police budget \$4,510 a year, add \$2,820 to fire department expenses, and boost the general payroll by an amount ranging from \$12,000 to \$15,000.

"Other things which the 100 new families will require include: a new hospital bed (price \$10,000); 500 new books for the library (adding \$675 to the library's annual budget); and a fraction of a cell in the jail."

INDUSTRIAL AND DOMESTIC



**CRAIG BROS.**

**CLINTON**

MURDOCKSVILLE 030

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OWEN 3-6841

REMEMBER . . .

**CHRISTMAS CLUB**  
Starting Dec. 1

MEMBER, FEDERAL DEPOSIT INSURANCE CORPORATION

Our "Automatic Hump" at the Conway RR Yards is one of the current wonders of the Railroad World. Freight trains are quickly broken up and the cars sorted and regrouped by automatic control "like playing a pipe organ."

**HUNTERS:**

**The Glen Campbell Lions  
Are At It Again**

For Only \$1.00 you get all the Hot  
Cakes and Sausage, you can eat!!!!

At Biss' Restaurant, Hillsdale, Pa.  
(Along Route 80)

**Dec. 1st & 2nd, 1956 - Day & Night**

### Overcoming Borderline Inhibitions

An active, aggressive grass-roots organization is of pivotal importance in the "Rivershead" as outlined by the "Great Northern Bend of the Big Rivers"; because so many border line areas are involved, not only inter-county borders within states but also interstate borders. The governmental administrations of the region are divided and, to a greater or less degree partisanly loyal to respective political subdivisions.

In this situation a vigorous, cross sectional organization of all segments of the "Grass Roots" with utter disregard of state and county lines appears indispensable if a comprehensive unified picture of the regional development problem is ever to be brought into clear focus.

This across-the-lines organization would have no official or partisan status in relation to the various executive agencies of the region. It would have the function of what chemists call a catalyst, which although not itself taking part in or affected by a chemical process, nevertheless causes reactions to take place which could not have happened without the Catalyst.

**Unbiased Authority**

As reported in the Post Gazette of October 17, Major Gen. Emerson G. Itschner says that industrial development in the Ohio River Basin is already accelerated to --- "I don't see how you can stop it". He believes it should continue for the next 20 years. He states that alth-

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ough other river valleys of the nation may be larger the Ohio River valley is in a more favorable competitive position to attract industry. Further, even in 1955, total tonnage on the Ohio was 71,500,000 compared to only 45,600,000 through the Panama Canal. The Ohio's traffic also exceeded that of the Suez Canal.

**Prayer for Today**

God give the World Common Sense -- beginning with me.

**HILLTOP ELECTRIC COMPANY**

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 Name Brand Household Appliances

**12.6 Cu. Ft. Philco Refrigerator**  
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Now, in the light of these authoritative statements, those of us who are interested in the regional planning of the "Big Bend of the Ohio" should project an accessory and coincidental development of the valley's fringes, especially the inside fringes where the fringe advantages tend to double up. We should be able to see also that a good basic road structure should be projected now before the "Big Bend" develops, while the region is relatively open. In fact, in the light of these predictions by an unbiased authority, the presumption that the whole area inside the "Big Bend" will eventually be developed is fully justified and a competent comprehensive regional plan based on this assumption is of critical importance to all concerned, especially to industry and to public utilities.

**Montour Valley Grange**

Scalloped chicken, family style, is on the menu for our next supper which will be held on December 8, the second Saturday of the month, as usual. Be sure to get your tickets ahead.

Master Rollin Cooper, state deputy will be here on Nov. 29 to install our new officers.

**SPECIAL PIZZA and SPAGHETTI**  
**Triscila's Restaurant**

at Gateway to West Allegheny

22-30 West of Cloverleaf

Delicious.

- \* STEAKS - CHOPS - CHICKEN
- \* PORK - BEEF - SHRIMP
- \* TASTY SANDWICHES



1/2 Mile West of Cloverleaf, See road marker, Page 1

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Queen Slipper, slightly imperfect. A good buy for every day use.  
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**8-pc Decorated Juice or Cocktail Glass**  
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98-pc. set, service for 12 with 6 extra cups. Several patterns to choose from  
\$79.00 & \$85.00 Value  
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**7-pc Wood Decorated Salad Set** Regular \$6.95 Value. Sale Price \$3.95

**4-pc Decorated Pottery.**  
Salad Bowl, Fork and Spoon. White decorated pottery handles. Bowl on wroughtiron stand.  
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**Cocktail Set**  
Holly Decoration, 6 glasses & cocktail shaker. Regular \$4.95  
Sale Price - \$1.95

**Import China**  
Snack set, 4 cups, 4 trays, sugar, cream  
Regular \$5.95  
Sale Price - \$3.95

OAKDALE, PA.

Phone: OXford 5-7459

### Gas IS ONE THING

Has anyone wondered why Manufacturer's Light and Heat Co. went "way out into the sticks" beyond Clinton and established a regional office and service center. A company official explains that they had in mind being somewhere near the center of the gas distribution facilities of that whole area, roughly outlined by what we have called "The Great Northern Bend of the Big Rivers".

Now gas is one thing but there are many others which require service, and distribution and sales over that natural geographical "package" which is outlined by the "Big Bend". Somewhere near the center of the region to be covered seems like the natural and logical place from which to conduct the operations. Gas is one thing but the same principles, in general, apply to other services and commodities. At the very least, with rapid development inside the "Big Bend" and more and more bridges to thickly populated areas on the outside of the Big Bend in prospect, a very careful analysis of the possibilities of this "Throat of the Big Bend" is desirable,

Why not investigate?

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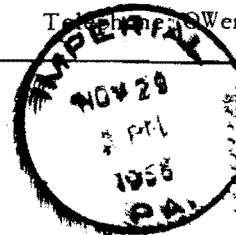
Very simple, if freedom is not exercised, there will be no exercise of freedom.

### Oakdale Insurance Agency

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Triop Co.  
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*Cocoa Fla.*

Serving  
the "Rivershead"

# INDEX NEWS

FINAL REGULAR ISSUE

Published Monthly  
by Triop Co. OCCASIONALLY

## The Miracle of the Open Road

The modern limited access, express highway has the effect of compressing distance. To put it in another way, it pulls outlying communities closer together so that what was formerly a large region of at least a full day's journey, tends to be compacted into a large neighborhood, easily traversed in a matter of minutes.

In this final issue of Index News we have attempted to present this amazing aspect of the modern scene as it would (will?) apply to our "Rivershead"; "The Land of Laughing Waters" if and when we get the basic east-west and north-south highways which we need and Pittsburgh needs and Pennsylvania needs and Ohio needs, and West Virginia needs and industry needs, and our

Now, of course, even the best limited access roads cannot be constructed level and straight. Our diagrammatic illustration does not take this into account, but is intended merely to emphasize the enormous advantage of a good through road system.

## Double Benefit

Now, of course, speed of travel is not by any means the only advantage of the express thoroughway. The volume of traffic that can be moved is multiplied many times.

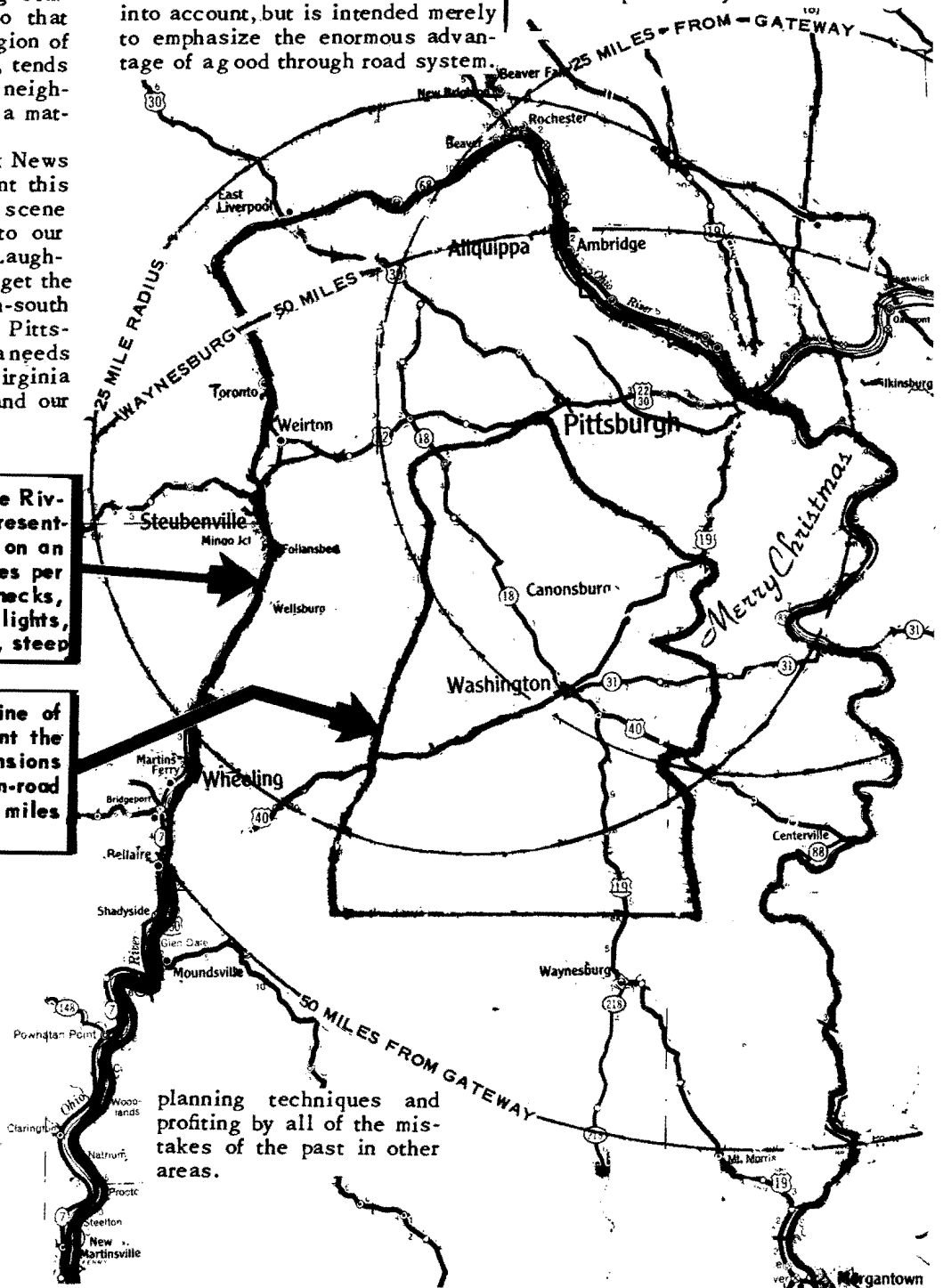
If this large outline of "The Rivershead" is considered as representing travel dimensions based on an average road speed of 25 miles per hour, not too slow for bottlenecks, traffic jams, cross traffic, stop lights, creeping trucks, sharp curves, steep grades,

then this inner outline of The Rivershead will represent the comparative travel-time dimensions based upon a constant, open-road (Legal) travel speed of fifty miles per hour. Amazing, is it not?

## Late Discovery

It is very hard to understand why the fabulous potential of the Rivershead for modern planned development as a region package was not "discovered" long before this. However, that it was not may prove to be a great advantage, because, now, we can begin at the beginning, using all of the new professional

planning techniques and profiting by all of the mistakes of the past in other areas.



**Index News Regular Issue Suspended**

We are extremely sorry but sharply increased costs and lack of proportionate increase in ads and subscriptions have made it impossible for us to continue INDEX NEWS in its present form. Therefore, unless and until a plan can be worked out that will at least be self-sustaining, we are suspending regular publication.

We are sincerely grateful to all of those who have so generously supported our efforts. We have enjoyed the struggle and feel that it has been very much worth while. We, of course, intend to continue our active interest in the planned development of this community.

Those with unexpired INDEX NEWS subscriptions will be refunded the unexpended portion of their payment.

**THE NEXT ISSUE ?**

It is already in the advance planning stage.

**Any Suggestions ?****Prosperity Unlimited**

It has been conclusively proven by many examples such as Bedford, Penna. that a through express highway tends to bring prosperity to the communities along its route. Now, if, in addition to being near to an express highway, a community has the good fortune to be near to a highly industrialized river valley, it would seem reasonable to think that its assurance of prosperity would tend to be doubled. But on this basis, if the community, in addition to being near to an express highway is also in the vicinity of not just one, but two teeming river valleys, its assurance of prosperity would tend to be tripled. Then, if nearby, we add to all of this a fabulous natural-resource wealth of black gold, oil and gas, ceramic clays, salt, agricultural soil and an inspiring metropolitan center with an additional transverse expressway or two thrown in for good measure, we will have a rough general idea of the prosperity outlook of communities along the "Throat of the Big Bend" west of Pittsburgh -- if the through express highways are provided.

**Gold Mine Discovered - Or Have We?**

Region-wide community planning is, literally, a gold mine for those communities which have learned to work together under the guidance of trained professional planners employed as consultants.

Under the Federal Aid Plan as little as \$1000 added to the municipal budget will set the comprehensive planning program into motion. Even this can be spread over several years. Why not investigate this as a profit-making item for the 1957 budget?

**PRESHRUNK**

This applies to fabrics but, in a very real sense it also applies to distance. There is a magic in the open road that brings Pittsburgh within commuting distance of a whole new orbit. The whole river's ring of towns become literally only a few minutes away from each other. Safe, clear, open, high-speed highway arteries, planned and constructed to serve the "Pittsburgh Rivershead" **NOW** will have the effect of pre-shrinking distances over the whole area.

**Cloverleaf Thinking**

Old fashioned common sense tells us that, if we want to go to the left, we should turn left. The modernized brand of common sense requires that, if we are approaching a cloverleaf and want to go to the left, we must turn to the right instead. In this situation, our good, old fashioned common sense is apt to get us smashed up or land us in jail.

As we see it, those Pittsburgh "concentrationists" who, with admirable tenacity and very laudable loyalty, are striving to advance the fortunes of urban Pittsburgh to the exclusion of the regional fortunes of Metropolitan Pittsburgh are, in effect, approaching a modern cloverleaf and listening to the promptings of their old fashioned common sense.

Crazy though it may seem, the very best way to help Pittsburgh is to help develop all of the region of which Pittsburgh is the metropolitan center. This is **modern** common sense like turning right at a cloverleaf when you want to go to the left.

Various sections of local communities can always profit greatly by planned cooperation. Blind, beat-the-other-fellow competition is both very wasteful and harmful to the community and to all concerned.

**A Long Second Look**

These brand new super-duper shopping centers are wonderful, says the thoughtful citizen - - but sometimes their planning is very much out of focus. We have a new ten million dollar shopping center just outside of the tax limits of our town, for example. But we have a **fifty million dollar shopping center in our town**, which pays taxes to help support our schools and government services, gives jobs to our townspeople, business opportunities to our merchants, contract work to our builders and remodelers, medical and other professional services to our shoppers - - this all within easy walking distance of most of our local citizens.

The very sad part of the whole deal is that, for a great deal less than \$10,000,000 dollars this old, familiar, neighborly, job giving, tax paying main street shopping and business center of our town could have provided the parking space and open roadways which are the major drawing power of the new, just-out-of-town shopping center.

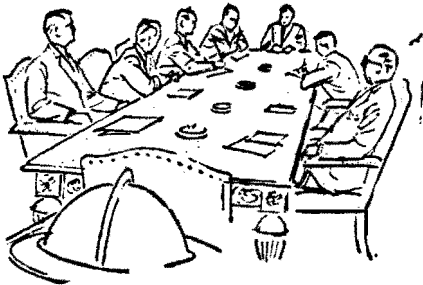
Our planners should take a long careful look at all of these factors which make up the whole community picture, before projecting completely new shopping centers.

**EITHER OR ?**

There is a tendency for partisan interests to lock horns in an influence struggle on the issue of whether the north-south throughway west of Pittsburgh shall be routed close to urban Pittsburgh or through the mid-corridor, or throat of "The Big Bend". We wonder why this matter has tended to bog down into an either-or controversy when, in over all planning perspective, both roads are necessary. The current issue is not that of either-or but rather, which first. Indeed, if both roads can be put into the longrange schedule, their designs and routings could be vastly improved because of the two-artery prospect in place of the one throughway compromise design.



"PUBLISH GLAD TIDINGS: TIDINGS OF PEACE,  
TIDINGS OF JESUS REDEMPTION AND RELEASE."



### WORLD WAITING

#### Christmas Reverie

That old, old story of Christmas, as usual, takes on new meanings and calls forth new associations with each advancing year. For example, at this Christmas time when everybody is talking about the wonderful new roads that are coming we read that "the rough places shall be made smooth and crooked places straight", and we wonder. This, of course, has a spiritual meaning, but there is some sort of a parallel between the material and spiritual, is there not? Could it, perhaps, be that these smooth straight roads that are going to bring us so much closer together in the physical sense are a revelation of easier and more satisfying spiritual communion also?

#### A CHILD'S POEM

What can I give Him,  
Poor as I am ?  
If I were a shepherd,  
I would bring Him a lamb.

If I were a wise man,  
I would do my part  
What can I give Him ?  
Give Him my heart ?

#### POWER

What a word to conjure with! To each of us it means something different. For some it is the mighty power of water as it roars over the cliffs at Niagra, or swirls through a broken dam to wash away a city.

To others it is the silent power in a tiny seed which grows into a tree or a flower.

Some are compelled to think of a teen-ager behind the wheel of a 300 horse-power car.

When we look at the morning paper we cannot help thinking of the ugly power of a mailed fist as it crushes weeping women or helpless children.

Then there is the clean, quiet power of electricity which turns night into day, tirelessly serves us, or carries our voice a thousand miles away.

But, for most of us in this modern age the source as well as the ultimate in power is atomic, holding within itself, we think, all good or all evil.

The world of sense presses so close about us that it is easy to forget that Power made perfect in weakness; the tiny Babe born in Bethlehem almost 2000 years ago pitted against the encrusted institutions of all time.

Oh! that at this Christmas season His Spirit might be reborn in the hearts of each of us, so that we could LIVE the song the angels sang: "Glory to God in the highest. Peace on Earth. Good will to men."

Ora G. McMichael

#### Christmas For Laughing Waters

Throughout the years, Laughing Waters and all of his friends and guests who live in "The Land of Laughing Waters" have been very generous with their wealth of Black Gold and power and metal and all of the rest. Now, at this Christmas time in the year 1956, there have been broad hints that Father Penn and Uncle Sam aided by a whole host of modern advances ranging from new air survey techniques to new road building equipment and construction methods are planning to surprise Laughing Waters by giving him a brand new basic road structure both north and south and east and west. Anyway, our happy and jovial giant, always boyish and young of heart, is hanging up his sock. It just doesn't seem possible that those who love him and have accepted so much from him day in and day out for very many years could possibly disappoint him now.

#### Why Shouldn't Laughing Waters Be Happy?

Up until now he has never become an integrated community because he has been too big across the neck and up and down from his shoulders to the top of his head. But, now, there is good promise that the miracle of the open road and the wonder of the modern automobile will reduce his travel-time dimensions until they will be just right for the sort of big, prosperous, happy, friendly neighborhood that Laughing Waters has always wanted to become with all of his parts within fast, easy traveling distance to all other parts.



Merry Christmas

AND A HAPPY NEW YEAR



L. D. McMichael

Ora L. McMichael

