



ROBERT S. WILLIAMS/The News Tribune

Finished Ford Escorts rolling along the assembly line at the company's Edison plant.

# Driving force in Edison

## After a big cutback, Ford still brings in many bucks

By **MIKE MORETTI**  
News Tribune Staff Writer

NT 4/1/88

When the manager of a plant that annually pays \$1.3 million in real estate and sales taxes talks, people listen — particularly when he says, "We're serious about survival."

Phil Staley is manager of the Ford Motor Co. — the most popular car in the world last year with almost 1 million sold — is produced.

On its 40th anniversary in Edison, which the company will celebrate on Tuesday, Staley says the company's future is secure in the township. Just six years ago, the plant was dealt a near devastating blow when 1,500 employees were laid off — about half of the work force.

Now, 1,100 people are now employed in production, and 155 are in salaried supervisory and administrative positions. In 1987, salaries totaled more than \$50 million.


The company spent nearly \$10 million within nearby communities, says plant controller Charles Browning, for things such as production supplies, transportation services and local contractors.

"The Ford plant is pretty significant to the area," says Patrick Gaughan of the Fords section of Woodbridge, an economics professor at Fairleigh Dickinson University. "With wages and expenditures (totaling \$60 million), it has quite an impact. If you consider the 'multiplier effect,' with each of those dollars being re-spent two or three times, Ford is very important to the community."

The plant is so important that Gaughan says, "If it's shut down, it might cause a minute recession in the area."

At the time of the 1982 layoffs, the country's second-largest automaker was

Edison Twp. Pub. Library  
340 Plainfield Ave.  
Edison, N.J. 08817



**EMPLOYMENT:** 1,100 hourly; 155 salaried.

• **COMPANY WAGES (1987):** \$50.2 million.

• **PRODUCTION (1987):** 120,747 Ford Escorts and Mercury Lynx; 56 vehicles per hour.

• **EXPENDITURES:** On local goods and services, \$8 million.

• **TAXES:** Paid on real estate and sales, \$1.35 million.

feeling severe repercussions from a changing marketplace.

"Back then, we were into a massive change of down-sizing our automobiles. We had too many of the wrong types of products that weren't meeting fuel restrictions and needed aerodynamic and design changes to help bring us to the forefront," Staley says.

Of those laid off, some were able to return to their jobs due to attrition. Despite the reduced work force, the plant now is near full working capacity, turning out 56 Escorts per hour. In 1982, about 52 cars were produced per hour.

"With productivity emphasis in the intervening years, even though we're producing more vehicles, we're doing it

without an increased work force," Browning says. "This is the price of survival."

Last year, 120,747 Escorts and Mercury Lynxs (since discontinued) were produced at the plant. Another Ford plant, in Wayne, Mich., also makes the Escort.

The 1982 layoffs, Gaughan says, were part of a recession, but currently, "Ford is doing real well, while General Motors, its chief competitor, is lacking. Sales of cars are doing well, and Ford has very high levels of profitability as many GM models are suffering."

"And Ford's employment has picked up too," he says, although that isn't significant at the Edison plant.

"Ford's expansion is a result of the rebounding of manufacturing in the United States," Gaughan says. "The rise of the dollar has made Japanese cars more expensive so consumers are looking to Ford and General Motors a lot more closely."

Internally, things are strong at Ford in Edison, Staley says.

"We have a strong employee involvement program," Staley says. "We delegate authority for our people to exercise quality control whenever they feel the need to."

Staley explained there is a "Stop" button at each work station where an employee can shut down the production line if he or she feels there is a problem.

The company is producing a 1988½ Ford Escort that will be unveiled Tuesday.

The 1988½ Escort will include a new back-end design, new bumpers and side moldings, crisper aerodynamics and some interior changes. However, Staley says, the Escort will probably be discontinued after the 1990 model year and may be replaced by the Ford Ranger, a utility vehicle.

"The industry works in 10-year

See **EDISON FORD** Page C-9





ROBERT S. WILLIAMS/The News Tribune

Richard Dason installing an overhead map and dome light plate in one of the cars produced at Ford's Edison plant.

# Edison Ford still a force

Edison Twp. Pub. Library  
340 Plainfield Ave.  
Edison, N.J. 08817  
NT 4/1/88

Continued from Page C-8

design programs. After 10 years, they feel a model has run its course," Browning says. "We're currently placing a replacement in its field. But because of the success and popularity of the Escort, they may decide to continue it."

Staley began as plant manager in April 1981, then went to the Kansas City plant for two years, before returning to Edison last spring.

"When I came back, the momentum I had put in was continuing," he says. "It was like it was when I had left it."

Also, over the years, the plant has forged an excellent relationship with the community, according to Browning.

"We are quite visible in the community," he says. "We support many hospital fund drives and actively support college scholarship funds. We're also involved in Easter Seals," he says, referring to the nationwide program that benefits handicapped people.

The employees, too, contribute to the handicapped, with Christ-

mastime contributions of about \$3,000 and with a party for retarded children.

Browning estimated the Edison-based manufacturer donates \$200,000 to New Jersey for corporate memberships. He is a member of the state's Chamber of Commerce Education Committee, while Staley serves on the state Chamber of Commerce board.

This week, the company joined with Middlesex County College and the county's vocational and technical high schools in a cooperative education program called ASSET, short for Automotive Student Service Educational Training. The program, to train automotive technicians, was launched at a new facility adjacent to the Edison assembly plant.

"All of the factors look good for us in the area. Things have been very profitable for this plant and should continue to be," says District Manager Frank Ascione. "The market share continues to improve in the New York-New Jersey area."



# MetroPark embodies best, worst of suburban life

By GWEN SHRIFT  
Home News staff writer

Two stops on the express train from Manhattan lies a workaholic's dreamland. It is the MetroPark office complex, stronghold of commerce, all stone and mirrored glass and corporate might, towering silently above the busy landscape of Central New Jersey.

MetroPark, with 10 buildings in Woodbridge and six in Edison, is a sizable chunk of the kind of development that communities like.

The buildings, erected during the past three decades, contribute hundreds of millions of dollars each year in commercial ratables to Woodbridge and Edison. The office park is located near major roadways — Route 1, Route 27 and the Garden State Parkway. It is adjacent to but distinct from the MetroPark railroad station.

There are no polluting factories among the quiet buildings, no smokestacks, no crowds of blue-collar laborers.

There are plenty of back offices, marketing executives, industrial designers, researchers, bankers and other providers of the services high-tech New Jersey increasingly requires.

## Parking deck planned

Within the next few years, MetroPark may also boast a symbol of corporate concentration — a parking deck planned at the train station. The deck may include retail stores, providing workers a closer place to shop than local malls or stores on Route 27.

MetroPark may exist only as a place of work, but if you want to work, it is a good place to be, workers said.

But when you want to work out after hours, or run errands at lunch, the surrounding traffic congestion can waste many precious minutes.

Workers said they must plan their afternoon departures to the minute — or else stay late — because traffic congestion can make the few blocks between Wood Avenue and Green Street a half-hour trip at 5 p.m. "Leave at 5, home 5:30. Leave at 5:15, home 5:30," explained Doreen Hlavenka, an office administrator at the Siemens Corp. who lives four miles away in the Colonia section of Woodbridge.

Workers also described the anonymity of MetroPark, the absence of parkland and the dangers of walking along roads dominated by fast-moving traffic pouring off the Garden State Parkway.

Lunch at area restaurants, or visits to nearby green spots such as Roosevelt Park, can eat up more time than employers allow for the noonday break, they said.

MetroPark has a hard-working, upscale corporate atmosphere about it, according to workers. But that atmosphere has diluted the human element, according to Samuel M. Hamill, a regional planner, who called MetroPark "a bleak and inhospitable environment."

"It was probably one of the best-situated sites on the eastern seaboard. It could have been designed with a comprehensive plan with amenities, but those opportunities were not envisioned by the public bodies" who approved the development's projects over the past three decades, said Hamill, executive director of the Middlesex-Somerset-Mercer Regional Council.

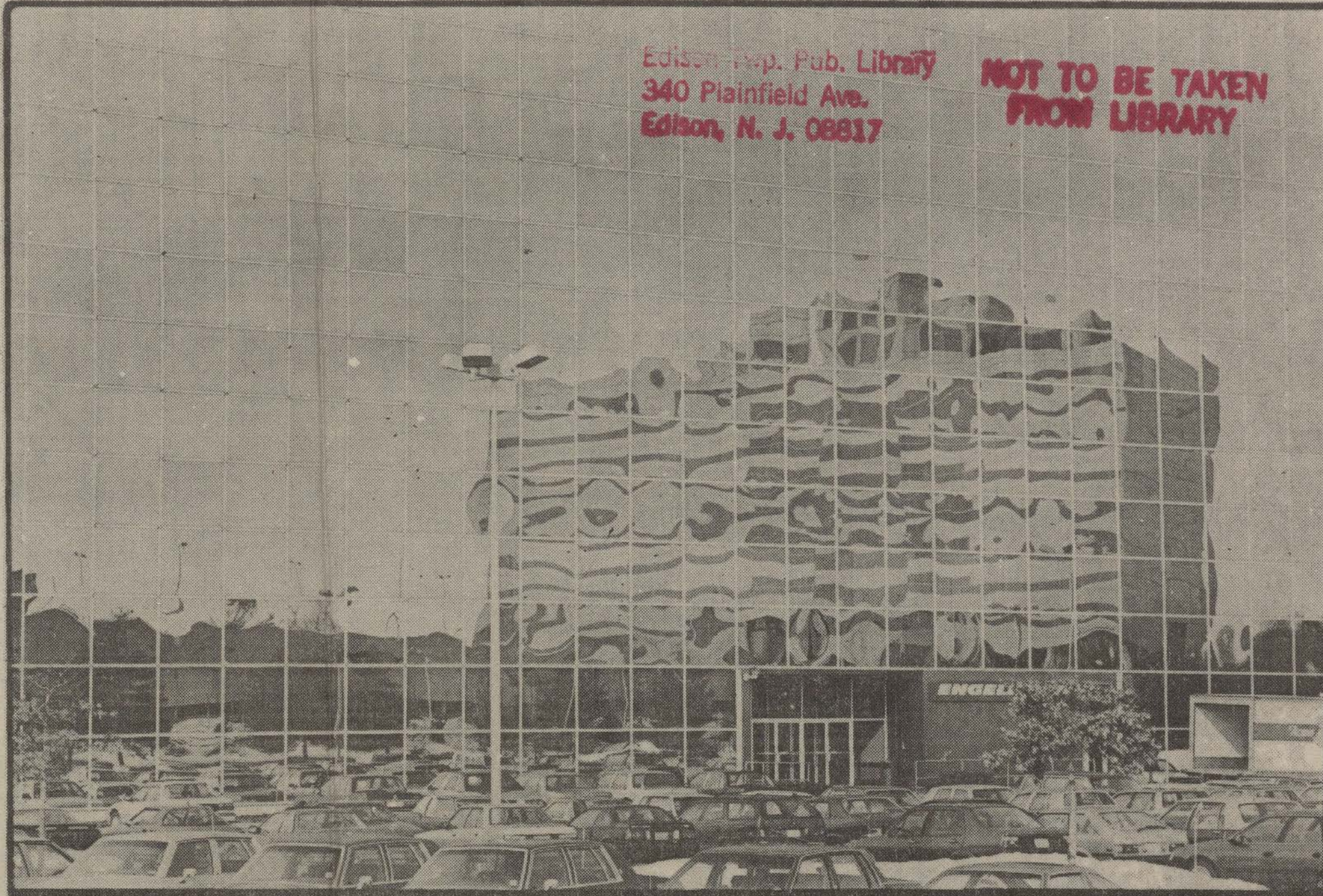
"It's probably one of New Jersey's outstanding regional development failures. It could have been a mixed-use center, but it's 99 percent offices, isn't it?"

George Ververides, Middlesex County's director of planning, said MetroPark's problems are part of Central New Jersey's larger planning dilemmas. "You can't just look at the site itself, you have to look at the region. The county envisioned MetroPark as one of the regional subcenters between Philadelphia and New York. ... It is a type of development that has occurred within an urban area in a growing county, there's a lot of people working there, and on top of it all is the subsequent congestion with the traffic.

"You cannot compare the development at MetroPark with the development that occurred at Forrestal and Carnegie centers," Ververides said. "It does not have the opportunities and benefits that Carnegie and Forrestal had." Forrestal and Carnegie are located in Plainsboro and West Windsor, both of which offered large open tracts of land.

Within the region, the future convenience of MetroPark as a workplace partly depends on improvements to Route 27, several railroad underpasses that are now traffic bottlenecks, and state plans to improve Route 1 between New Brunswick and the Union County line, Ververides said.

Yet for some workers, MetroPark represents the height of convenience. Lucille Boyle of Milltown, an executive secretary at Siemens Corp., favorably compared working at MetroPark with working in New York.



Mirrored glass of the Englehard building in the MetroPark office complex reflects one of its corporate neighbors. Thousands work in

the multi-building Woodbridge/Edison complex, aggravating the congested transportation network at rush hour and lunch time.

"One is all pressure and a 60-hour work week, versus this pleasant 20-minute drive in the morning. Here, I have the option of dining in a nice cafeteria, or going out to the local restaurants," she said, "whereas in New York it was too expensive to eat out and too expensive to shop, and too dangerous."

The lack of affordable amenities such as restaurants and health clubs within MetroPark, combined with traffic congestion, insulates some workers from important lifestyle considerations.

## Road trip

Cliff Zatz, a product marketing manager for Siemens, said a road trip to his gym in Highland Park on the way to his home in East Brunswick can consume an inconvenient amount of time. He said it usually takes 45 minutes to get to the Apollon Gym on Raritan Avenue after work, a trip that takes only about 15 minutes in light midday traffic.

"I think it needs a little park ... a

place to walk without car fumes," Zatz, who is a product marketing manager, said of MetroPark. "There's nowhere to walk here, where you gonna go? Everywhere you want to go to lunch you have to drive to — that's a problem."

Even the worker without a car is vulnerable to the traffic, especially in the winter when early darkness and uncleared snow combine to endanger pedestrians.

Christoph Boeninger, a Siemens industrial designer who commutes by train from his home in Manhattan, said, "When you want to cross the street in the evening when it's dark, it's really scary. Cars don't see you."

If a worker in MetroPark does drive away from the office for lunch or errands, trips must be carefully scheduled to the minute. By doing so, Donna Cusano of Roselle, who works in the corporate communications department at Midlantic Corp., said she managed to pick up a few necessary purchases in three

stores on Route 27 recently. "I don't need to do all different things on my lunch hour. The errands I need to run are within a distance that's convenient," she said.

## Formerly woods

Robert Kazimir, a research specialist at Engelhard Corp., remembers that when he began working in MetroPark 27 years ago, "We had free access to the roads, the roads were the same width as they are now. They did widen the Middlesex-Essex Turnpike a little bit, but basically all the roads are one lane in each direction. There were all woods behind where the MetroPark station is."

Now, like other workers in the office park, he carefully plans any lunchtime trips that may take him across Route 1 to the Woodbridge Center. Kazimir said he allots time to wait through the usual four to five changes of traffic signals that it takes to get from the mall back across the highway.

Despite the lack of community connections among the buildings of MetroPark, the signs suggest workers feel they belong to the larger culture of the professionally dedicated.

Many MetroPark workers said they get to work well before 9 a.m. and leave later than 5 p.m., often because of the traffic, and often because the job demands it. "The later you leave, the longer it takes you," said Cusano. "I'm usually so swamped that I don't leave anyway. What's the difference?"

Boeninger, a German who is on an overseas assignment here, said MetroPark is "More or less anonymous. There's not much going on here, it's all work." But the atmosphere has little impact on his life, he said. "I'm here for working. The system is working, everything is working. It's very quiet. If you stayed in Manhattan, it would be more distracting than here," he said.



# Federal Business Centers, prime developers at Raritan Center, celebrates its 50th year!

**Keeping the quality  
of life #1 at the East's  
finest corporate park**

Since 1938, Federal has been serving New Jersey companies on the move. Diversifying from moving and storage into commercial warehousing with computerized distribution capabilities, Federal has become one of the nation's most successful developers of office/high-tech facilities.

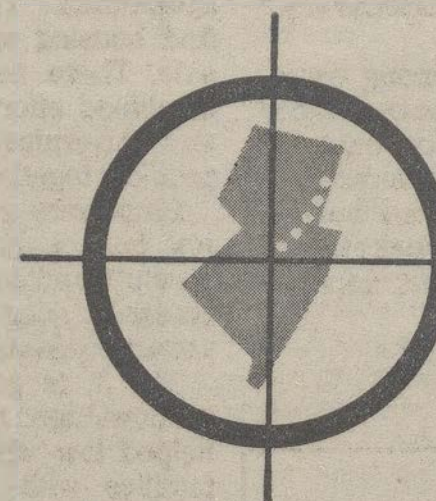
Innovative planning, quality construction and professional management transformed 2,350 acres of unproductive land in Edison and Woodbridge into the finest corporate campus in the East. Since Federal started Raritan Center 23 years ago, it has evolved into a prestigious showplace of hundreds of multi-national industries employing more than 12,000 people.

In addition to hundreds of construction jobs, Raritan Center is on its way to providing 30,000 permanent jobs when it is fully developed. The park now adds \$200 million in

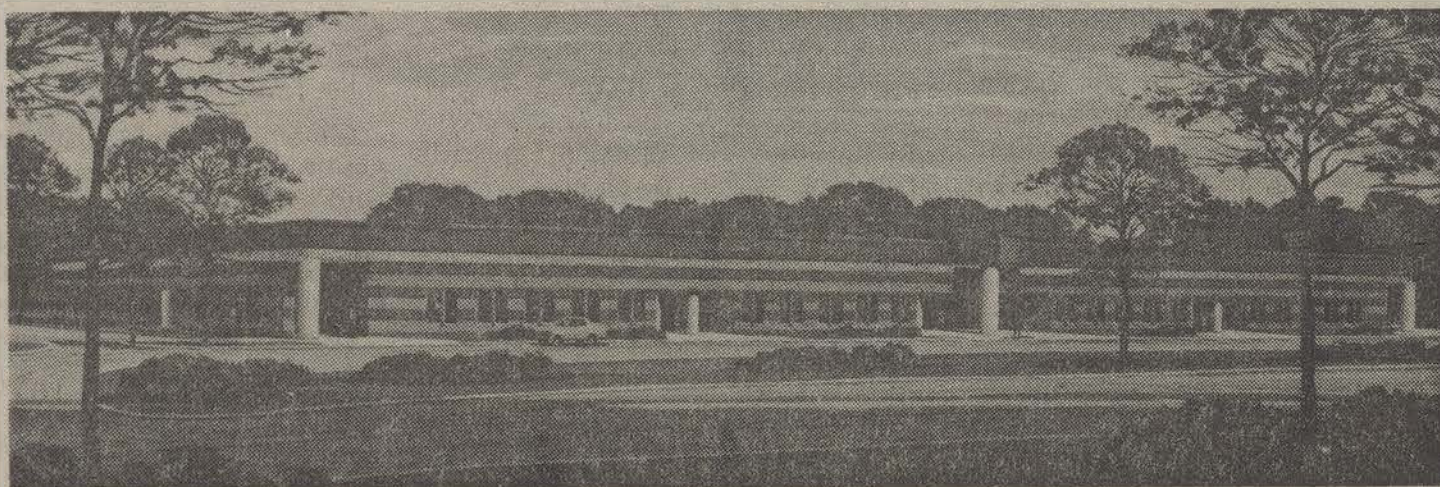
wages to the area's economy each year, with an eventual total over a half billion dollars a year. Today, millions of dollars of ratables help municipal and county governments stabilize property tax rates while supporting police, schools and other vital services.

Last year, dozens more major companies made their home in Federal's facilities at Raritan Center. In 1988, Federal will begin a 22-acre corporate park-within-a-park along Fernwood Avenue in Edison. As always, we will uphold our stringent development standards, exceeding government requirements in building and environmental amenities.

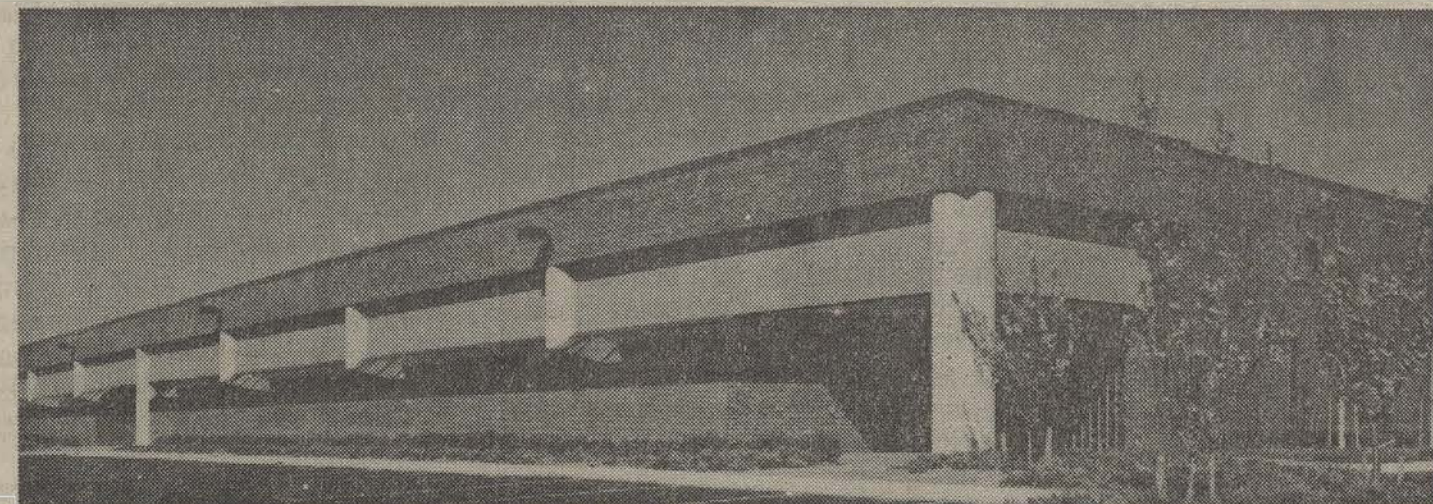
Central New Jersey's superb quality of life is our #1 concern. Federal is proud of the contributions we have made to the well-being of the region, and we pledge to continue the award-winning tradition of our first half century.



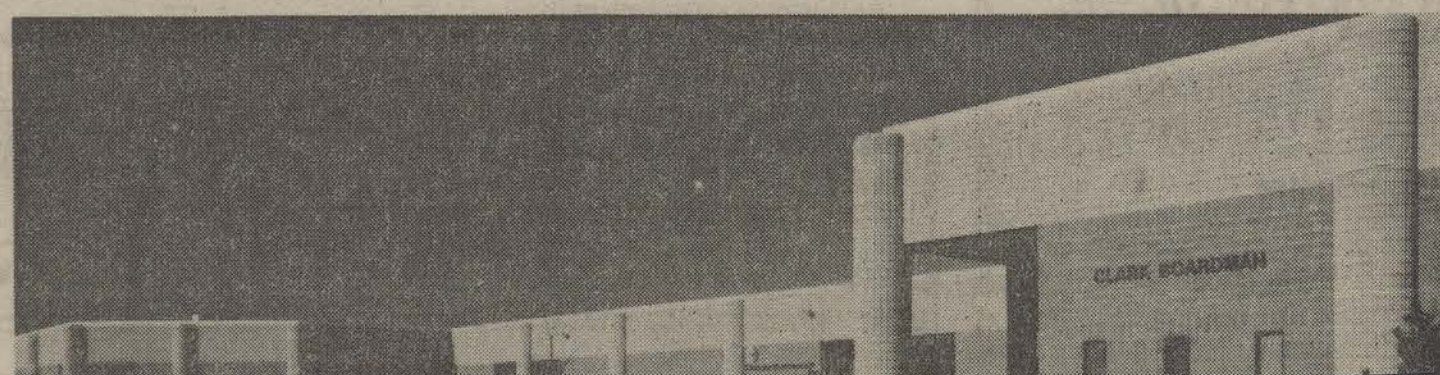
**FEDERAL  
BUSINESS  
CENTERS**



A Good Neighbor Beautification Award was bestowed on Federal in 1987 for its new Campus Plaza X building, which houses Bell & Howell, Hospal, Combustion Engineering, Miles Labs and other firms.



Campus Plaza IX won a Good Neighbor Beautification honorable mention last year. Its tenants include Kraft Foods, Yoshida Printing, Creative Data Systems and AT&T.





NOT TO BE TAKEN  
FROM LIBRARY

Edison Twp. Pub. Library  
340 Plainfield Ave.  
Edison, N. J. 08817

Edison: Business

ASK AT DESK

# Edison experiences third year of record growth

By ERIC J. GREENBERG  
News Tribune staff writer

EDISON — The economic light continues to shine brightly in the township after another year of record growth.

In fact, if it were in a hockey game, Edison would have earned a hat trick, obtaining record figures in ratables three years in a row.

Mayor Anthony Yelencsics, in his 22nd year as chief municipal officer, is delighted by the continued growth.

He said the additional income taken in by the township from sale of township land and development of properties "belongs to every taxpayer."

"It helps replenish our surplus in the 1987 budget and provide more services for the people," he said.

In 1986, Edison added \$175 million in new development to its tax rolls, topping the record-setting numbers from the previous two years.

In 1985, the township brought in \$145 million in new ratables, making it the second richest jurisdiction — propertywise — in the state. Atlantic City ranks first.

And in 1984, Edison obtained \$120 million, then a record for Middlesex County.

Township Assessor Paul Raffiani said it is too early in the year to say whether Edison has maintained its second place state ranking.

But he indicated that the boom should continue into 1987, as builders begin to develop their properties.

Last year's boom was led by residential development, which accounted for \$89,047,600 of the \$175 million in new assessments.

New housing, including single-family homes, townhouses and con-



## Library renovation

The Edison Public Library on Plainfield Avenue has a brand new look. A new children's

area and a second floor circulation desk are among improvements made.

TNT staff photos

line items in the township's tax books, increasing the total to 20,941, up from 19,967 a year ago.

Plenty of commercial and industrial development also added to the township's coffers.

Forty-eight new commercial properties were added, raising the total from 607 in 1986 to 655 and adding \$37,793,600 to the township. Industrial properties assessed increased from 290 in 1986 to 305 in 1987, accounting for \$35,204,400.

ship added two new apartment complexes in 1986, bringing the total to 86. They added \$24,869,300 to the tax rolls.

"In equalized value, the township assets could be \$4 billion plus," said Raffiani.

Although the township has sold the majority of its vacant land, tax assessments should increase again this year, when the properties are developed, the assessor said.

"We haven't seen the end," Raffiani maintained. "The land bought

will be developed and be worth more.

He noted that in just one apartment complex, Edison Glen, 312 units are expected to "come on line" this year.

Yelencsics said his policy has been to sell township lands while real estate markets are bullish.

"Why keep them in inventory when they don't do anyone any good?" the mayor asked. "Investing the money and earning interest is the most productive use of the land."

The mayor said his philosophy has helped to keep the municipal tax rate down while allowing the township to maintain a high level of services.

The development boom has led township officials to commission a comprehensive report on the boom's effects over the next decade.

The master plan will be designed to guide Edison through the early

1990s. State law requires municipalities to update their development codes every six years.

Township planner John Chadwick is conducting the master plan update, which is expected to be completed next year.

The report will examine Edison's future housing, transportation, recreation, sewer management and energy needs, among others.



## IN NEW JERSEY

## Building Boom Transforms Edison

Key to Its Growth  
Is Area's Network  
Of Transportation

By ANTHONY DePALMA

**T**HREE weeks ago, the engineers, draftsmen, clerks and executives of the Heyward-Robinson Company could look out of their windows on the 94th and 95th floors of the World Trade Center in lower Manhattan on a clear day and see across the lower harbor into Middlesex County.

Now the 220 employees of the large international engineering firm are settling into their new offices in the county — a leased, three-story, 66,000-square-foot brick building that is one of three office structures in a complex called Edison Square on Route 27 in Edison. The offices look out on a center courtyard and water fountain.

Heyward-Robinson, which is now known as H-R International in its new home, is the latest of many large companies to relocate to Edison, making the rambling township of 70,000 residents in central New Jersey one of the fastest-growing commercial and residential real-estate markets in the state.

Over the last decade, thousands of new houses and condominiums have been built in Edison on what used to be open fields. The construction of new offices has been even more dramatic, with millions of square feet rising in the area around the Metropark train station, the old Raritan Arsenal and along busy Route 27.

Such explosive growth has brought traffic jams and higher prices, but it also has engendered a sense of prosperity that township officials welcome.

"We're very much for development," said John A. Delasandro, the township administrator. "For the past six or seven years we've been selling off township land to get it into development, and to this point we've been successful."

Mr. Delasandro said the township had conducted a land sale just six weeks ago at which eight parcels totaling about 15 acres had been sold for \$961,000. Ten years ago, he said, such a sale would have brought no more than \$100,000.

What makes Edison such a desirable place for developers is its location. In Edison or nearby are the New Jersey Turnpike, Garden State Parkway, Interstate 287, U.S. Route 1, a serviceable network of county roads and the Amtrak northeast corridor main line,

with a busy stop at Metropark. This transportation web puts New York, Philadelphia and Atlantic City no more than an hour away, a fact that developers have not missed.

"An office building to some degree can be just an office building — it's space more than anything else," said Ronald R. Lichtenberger, managing partner of the Weingarten Group, developer of Edison Square. "But any time I can say in one of my brochures that my tenants can be on the Parkway, the Turnpike or Route 1 in five minutes, you're talking about a heavy-duty location."

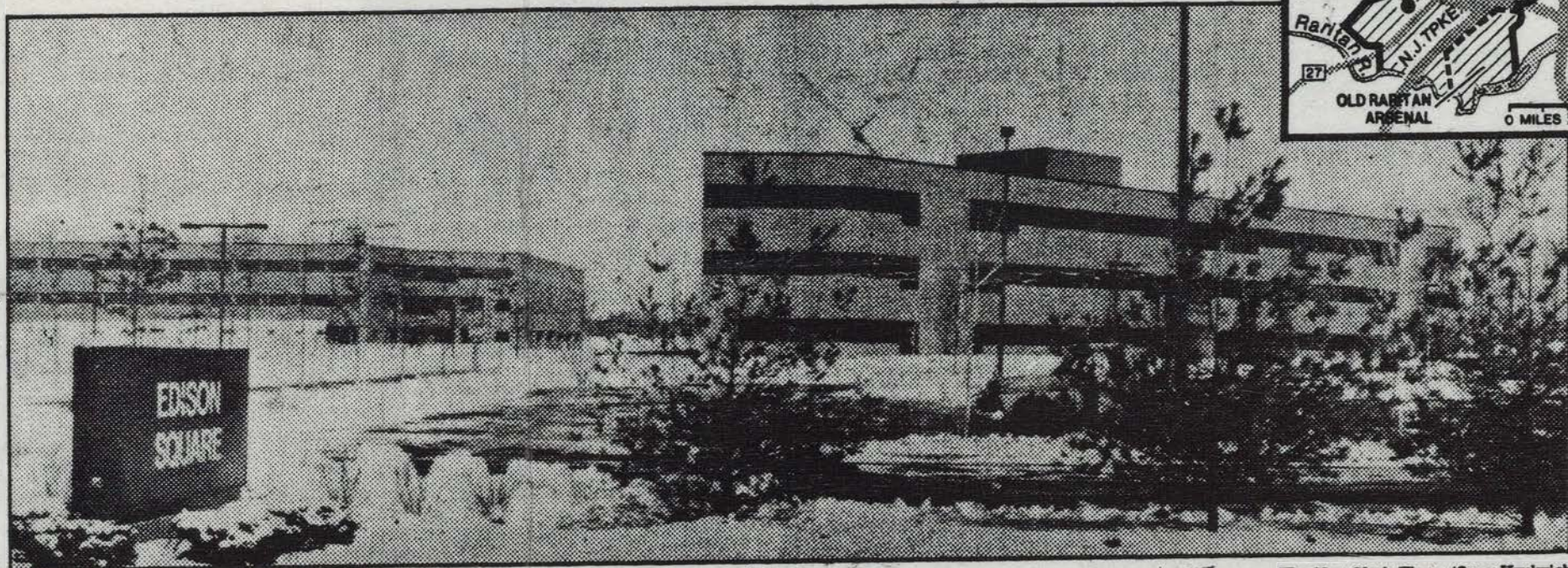
Officials at H-R International said that while they weighed the cost differences between Manhattan and the suburbs when they considered relocating, accessibility was just as important.

"A majority of our clients are in New Jersey, Pennsylvania and Maryland," said Edward J. Lanigan, the company's controller and vice president. "Also, 50 percent of our staff lives right in New Jersey, with an additional 30 percent in Staten Island, Brooklyn and Queens."

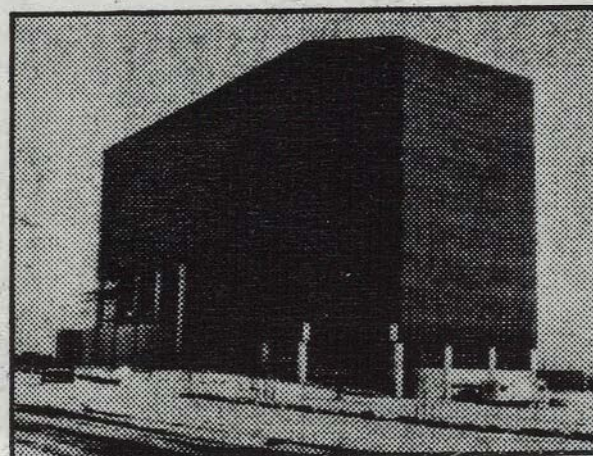
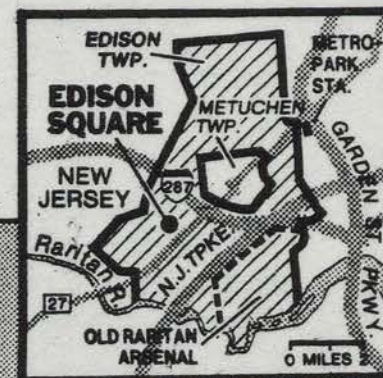
Mr. Lanigan said the company had looked at other sites in northern, central and western New Jersey, but had chosen Edison because "the confluence of transportation and roads in the area makes it more accessible to most of our employees."

The project itself, he added, offered many amenities that the company felt were necessary. For example, the three-story red-brick building, designed by the architectural firm of Rothe & Johnson Associates, has the neat, stable look preferred by the company. And being able to occupy an entire building, and thus maintain control of it, was a decided advantage.

Another important amenity for the company, which is a member of the Alusuisse Engi-



The New York Times/Sara Krulwich



Edison Square on Route 27, a 3-building complex under construction; Plaza I, new office building at Raritan Center.

neering Group, was the availability of a 170-room Quality Royale Hotel that will be the fourth building in the Edison Square complex. Customers, as well as company officials from the Swiss offices, can be accommodated just a few hundred feet across the landscaped central plaza from the company's offices.

Mr. Lichtenberger, the developer, said his company is also building a 59,000-square-foot office structure about two miles north of Edison Square. In addition, it is developing six residential projects in Edison with a total of 1,300 town houses, condominium flats and single-family detached houses ranging in price from \$65,000 to \$175,000.

**W**HEREVER you have offices you need housing," Mr. Lichtenberger said. "That way the commercial project can support the residential community and maintain a reasonable tax base, while you always have enough people to work in the office buildings."

The single largest commercial project in Edison is Raritan Center, the 2,500-acre mixed-use complex on the Raritan River that

served as an Army arsenal in two World Wars.

Since 1965, when it was sold by the Federal Government, Raritan Center has been developed by the Visceglia family into one of the largest warehouse and light industrial parks in the northeast. Recently, the center has turned to developing commercial office space.

A partnership between Summit Associates, owner of half of Raritan Center, and the New Jersey division of the Vantage Companies, is now developing three office buildings with more than 700,000 square feet of office space along with a 279-room, 11-story Holiday Inn. Geoffrey L. Schubert, executive vice president of the Vantage Companies, said the Dallas-based development company considered Edison "a focal point for the entire region," and the best building location in Middlesex County.

Construction has just started on Crossroads at Raritan, a new, highly visible project on a 25-acre Raritan Center site immediately adjacent to the New Jersey Turnpike in Edison. Mr. Schubert said the project consisted of 7- and 14-story office towers connected by a glass atrium and three-story parking garage.

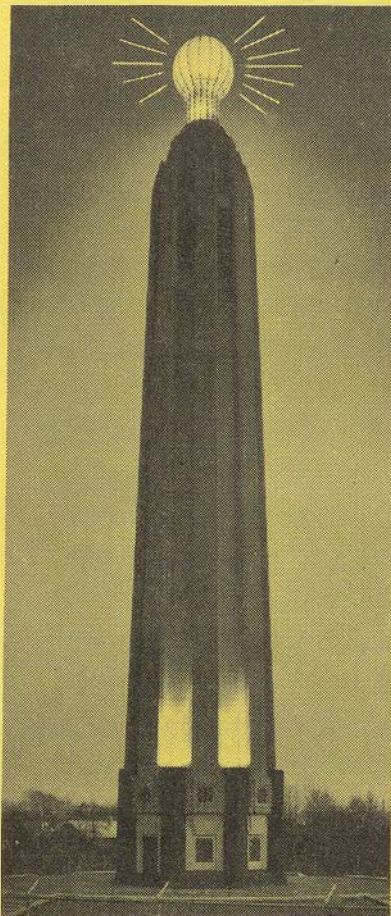
"This will be one of the tallest buildings in Middlesex County," he said. From the ninth floor and above, tenants on a clear day will have a full view of the World Trade Center towers and the New York skyline.



# INDUSTRY IN EDISON . . . The Favorable Tax Structure Planning and Zoning . . . The Master Plan

Edison:  
Business

## Ask At Desk



EDISON TOWNSHIP enjoys the heritage of a great inventor whose alert mind and artful hands completely changed the lives of men as well as the course of industry. It was here, at Menlo Park, that Thomas Alva Edison started his "invention factory." It was here that he sparked the keen minds of science and industry to increase employment opportunities and to cause the development and expansion of industry felt 'round the world.

Now the Edison Memorial Tower continues to cast its beams of light over this particular area and proclaims that man and industry prospered here and still does.

## There's a Healthy Industrial Climate in EDISON

Edison, one of the most forward moving sections of Middlesex County, is on the move — a bustling center of growth and improving developments. Fine home construction, new communities have kept in step with incoming industry. New, modern highways criss-cross the area.

Labor and management have reached maturity here. State, county and particularly the local government work hand in hand in the interest of good labor relations. Never before has there been a more healthy industrial climate as is to be found in EDISON.

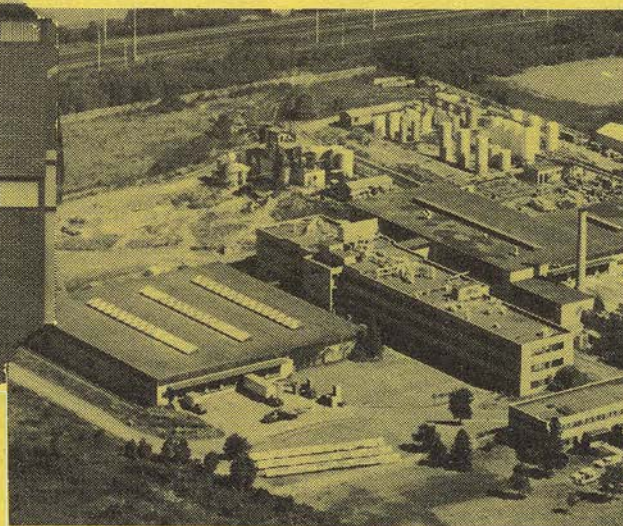
## Planning, Zoning and the Master Plan

Township officials have been well aware of the need for proper zoning controls and for long-range planning to guarantee the orderly growth of the community. A complete Master Plan was prepared for Edison with the help of the Fels Institute of Local and State Government, University of Pennsylvania, who were retained as consultants to the Township Planning Board.

The Master Plan provides for land use, recreation areas, improved transportation and traffic plans, for scheduled capital improvement projects based on sound financial programming, and for the coordination of all municipal projects with the goals of the overall Plan.

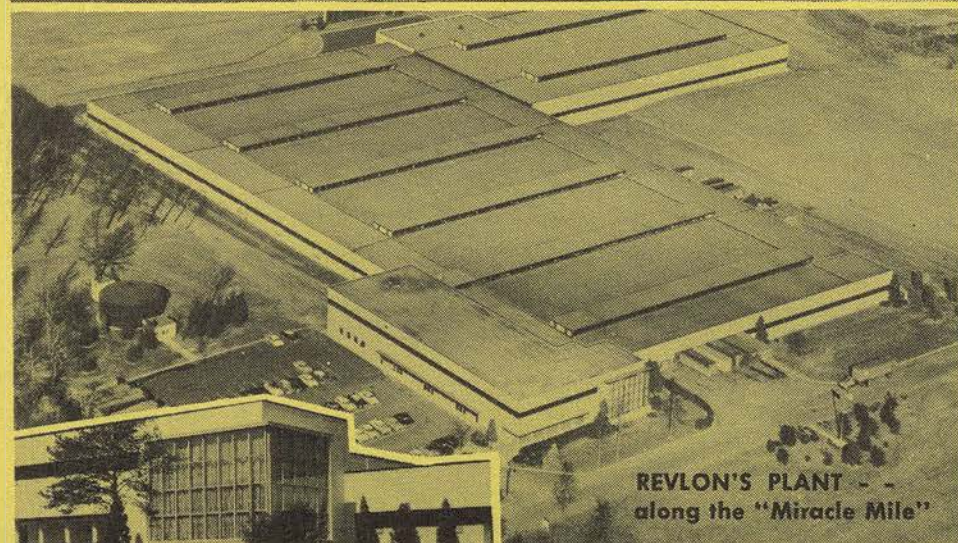
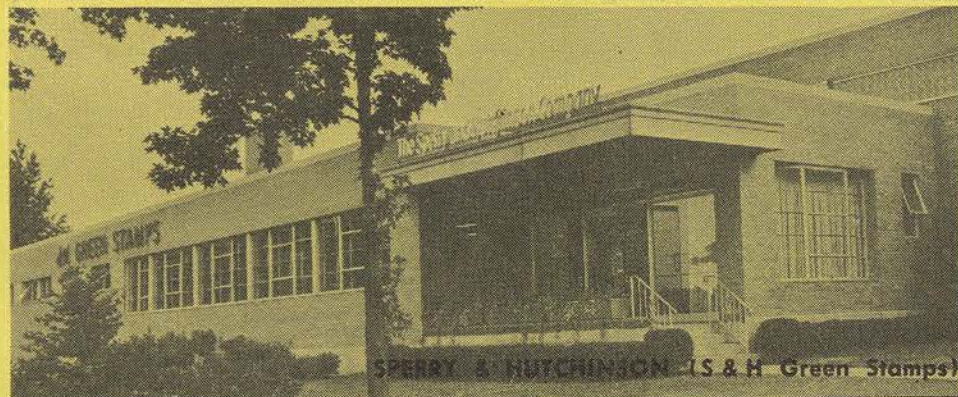
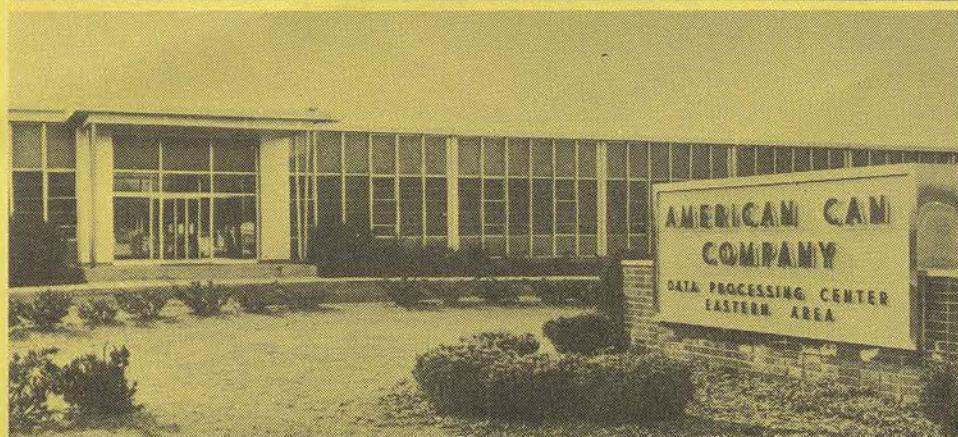
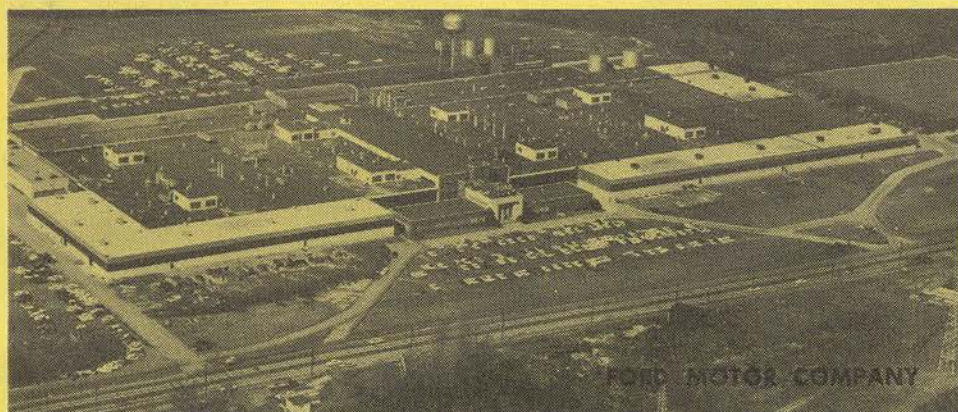


One of the early comers to Edison . . . Socony Paint Products, a division of Socony-Mobil. Located on 23 acres on Route 27. Additional plant facilities have recently been added.





## Industry in Edison



## The Purpose of the Master Plan

The purpose of a master plan has been to develop an appropriate pattern of land use, to avert community blight by requiring the physical development of the community according to legally prescribed standards. This new master plan which was adopted is much more comprehensive and projects the growth of the township for the next twenty years.

As a direct result of the completed Master plan the Municipal Council adopted a new and up-to-date zoning ordinance in July, 1963. Under this ordinance nearly 40% of the Township is zoned for industrial use, and about 35% for residential use. The remainder is zoned for commercial uses (approximately 3.2%) parks, playgrounds, public uses, etc. The provisions of the zoning ordinance will insure that the Township will continue its program of balanced economy and will attract additional ratables to be added to an already long list of satisfied industrial users.

## Industries, Large and Small Thrive in Edison

Edison can be justly proud and thankful that its unprecedented growth has included the establishment of many large, nationally known industries within its boundaries. The ideal location and moderate rate of taxation are prime factors in attracting industry with the result that approximately one-third of Edison's ratables are presently industrial. The total tax paid by industry to the municipality exceeds 35% of the total monies raised by taxation.

This industrial expansion has been greatly aided by the availability of highly desirable sites, adequate supply of water, easy access to power



## Industry in Edison

supply, modern highways for transportation by truck, plus excellent railroad facilities including sidings to three important railroads. Important, too, is the plentiful supply of labor of all types, both skilled and unskilled.

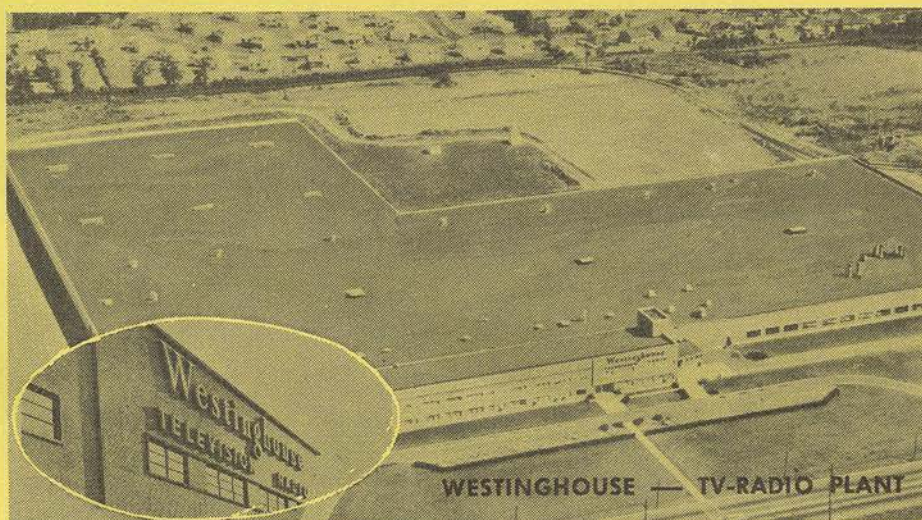
Edison's proximity to the metropolitan area with its markets and easy access to raw materials has caused a great variety of industry to realize that Edison is an ideal location. The Township Governing Body has continually encouraged industrial growth through planning and zoning. It has provided efficient fire and police protection. Also because of its receptive attitude to industry's needs, plus long range planning of the capital improvement program many manufacturers are selecting Edison as a site for their major operation.

## New Tax Ratables

1964-65 marked a unique development in the history of Edison Township. The Federal Government closed two large military installations, Raritan Arsenal and Camp Kilmer and made available 2330 acres as new tax ratables. The lands involved provide prime industrial sites. Water, rail and motor transportation are readily available.

Federal Storage Warehouses of Newark, N. J., new owners of the Raritan Arsenal tract, stated that with the community help and proper planning, they can attract substantial industries to Edison. Also, Edison Township owned 100 acres of industrial zoned land adjacent to the Raritan Arsenal, which has been purchased by the Fedders Corporation. This well known air conditioner manufacturer is expanding its operations and is building on this fine new site a \$3.7 million facility for the manufacture of not only air conditioners but other home appliances.

With the advent of these new ratables conforming to our present rate of growth, it can be estimated that Edison will have a very favorable ratio of residential and industrial balance.





## COMPARISON OF TAX RATE AND TAX DOLLAR RATE ON \$20,000.00 TRUE VALUE HOME

Tax Rate per \$100 Assessed Valuation		25% Ratio of True Value	Total Tax - Garbage Tax Excluded	RATE ON \$16,000.00 TRUE VALUE HOME			
1959	8.64	5,000.00	432.00	1959	8.64	4,000.00	345.60
1960	9.62	5,000.00	481.00	1960	9.62	4,000.00	384.80
1961	9.89	5,000.00	494.50	1961	9.89	4,000.00	395.60
1962	11.07	5,000.00	553.50	1962	11.07	4,000.00	442.80
1963	11.93	5,000.00	596.50	1963	11.93	4,000.00	447.20
1964	9.37	5,000.00	468.50	1964	9.37	4,000.00	374.80
1965	4.65	10,000.00	465.00	1965	4.65	8,000.00	372.00

### Nationally Known Industries in Edison

Many nationally known industries have made their home in Edison, and quite a few of them added to their original plants since their original construction. A partial listing of existing plants includes:

Name	Plant Area Sq. Ft.	Land Area Acres	Product	Name	Plant Area Sq. Ft.	Land Area Acres	Product
NIXON-BALDWIN CHEMICALS	192,600	103	Plastics, Vinyls	FYR-FYTER INC.	*25,000	3	Fire fighting equipment
RICHMOND RADIATORS	275,000	11	Plumbing Fixtures	FEDDERS, CORPORATION		101	Air Conditioners Home Appliances
EDISON INDUSTRIAL CENTER	343,250	26	Various Industries	GARFIELD PHARMACEUTICALS	20,000	10	Seidlitz Powders
FORD MOTOR COMPANY	848,740	77	Falcon-Comet Assembly Plant	LEE FILTERS	250,000	15	Filter Cores
L. A. DREYFUS	275,000	33	Gutta-percha compound	BOURJOIS, INC.	32,000	10	Perfumes
SOCONY-PAINT PRODUCTS AND MOBIL CHEMICAL	82,000	33	Paints R & D Buildings	CASCADE POOLS	32,000	10	Swimming Pools
PUBLIC SERVICE ELECTRICAL PLANT	42,000	34	Electrical Station	ALCOA	260,000	76	Aluminum Die Castings
WESTINGHOUSE ELECTRIC CORP.	569,866	51	Televisions, Radios	NATIONAL CAN COMPANY	270,000	15	Metal Cans
RADIO CORP. OF AMERICA			Distribution Center	DURA ELECTRIC	24,000	7½	Fluorescent Tubes
W. T. GRANT	270,000	25	Distribution Center, Eastern Area	HOLOPHANE CORPORATION	54,000	10	Plastic light diffusers
REVLON	400,000	93	Cosmetics	SHERMAN LABORATORIES	20,000	1½	Pharmaceuticals
S & H GREEN STAMPS (Sperry & Hutchinson)	400,000	23	Distribution Center	APPLIED ELECTRONICS	*10,000	1½	Electronic Equipment
AMERICAN CHOLESTEROL PRODUCTS	29,000	10	Cosmetic Bases	BOND BREAD (Gen. Baking)	27,000	3	Distribution Center
SWEET-ORR	43,200	6½	Work Clothes	SPECS INDUSTRIES	8,000	2	Analytical Equipment
AMERICAN CAN COMPANY	67,200	10	E.D.P. Center.	BELL TELEPHONE INTERNATIONAL PAPER	46,000	2	Telephone Center

\* Located on a 15 acres industrial park being developed.