



If any generation of youth gives proof that too many of them are straying from the straight and narrow, can a healthy youth alone? "As the twig is bent so the tree is inclined" is an old and tried maxim. Youth once was a healthy, precocious infant; what it learns by the precept and example of its early environment largely charts its life's course. Youth could be GOOD!

84th Year—No. 23

His and That

by George R. Averill

Prior to the occurrence of the fiscal crisis, President Kennedy's fiscal program included the expenditure of additional hundreds of millions of taxpayers' dollars, much of which was not approved by many Republican and Democratic members of Congress. Yet enough support was given to throw the Kennedy budget into a multi-billion dollar deficit. Now, the needed extra billions required to strengthen our military position in the Middle East, Kennedy has been asked to pare down his non-military budget demands. But this, he declares, he cannot do. Well, when some men are given millions of their dad's dollars, and one of them also is motivated by the desire to win another Presidential election, how can you expect him to manifest the frugal and thrifty type of thinking? Especially, too, when the money he wants doesn't come from his own pocket. In brief, so long as the President, who should be the American taxpayer itself to exercise thrift from the White House, he appears to approve the plan of " . . . having the government do for one what one ought, for the most part, to be doing for himself and his country."

If that second alleged orbiting of Mama Earth by a Russian is a real fact, (if only you did Khrushchev to invite free-worship reporters to witness it) then the money man Titov's 7½ sleep aloft sets a new page in celestial history. Well, man always has been quite a bit flighty!



John F. Gordon, General Motors president, relaxing before his Bloomfield Hills home.

EXECUTIVE PROFILE

World's Largest Firm Runs With J. F. Gordon at Wheel

By JESS MAXWELL
Staff Writer

A large Georgian-colonial type home, with grounds the size of a county park, sits behind Bloomfield Hills Country Club. It is the residence of John F. Gordon, president of the world's largest corporation, General Motors.

Gordon, 61, is a balding, medium-built man with a keen sense of humor and stout devotion to the automobile industry.

"AUTOMOBILES ARE a basic human desire," Gordon said. "They are needed for increased personal mobility and freedom of action, just as food and water are needed."

Gordon, a 38-year veteran with General Motors, lives at 1560 Rathmore, Bloomfield Hills—a block or so away from American Motors.

"Mrs. Gordon and I enjoy working around the yard," Gordon said. "The yard is a beautiful, landscaped panorama of pines, hardwoods and flowers."

"I love to fuss around with flowers and trees," he added.

"The GORDONS ARE long-time residents of the Birmingham area."

The family lived in Birmingham "for many years" after he was reassigned from the Allison division of GM in Indianapolis in 1943. They have lived in Bloomfield Hills for nine years.

"We like Bloomfield Hills very much, as we did Birmingham," Gordon said.

The Gordons belong to Bloomfield Hills Country Club, Detroit Athletic Club, Detroit Club and Revere Club. They are members of Christ Church, Cranbrook.

GORDON WAS BORN in Akron, Ohio, in 1900, "starting the century."

He graduated in 1922 from the U. S. Naval Academy, Annapolis, and earned a masters degree from the University of Michigan in 1923 in mechanical engineering.

His first job with GM was an engineering post in Cadillac experimental laboratory.

"A LOT OF THINGS have happened in the automobile industry since then," he said, with a gleam of pride in his eye.

"It's been a tremendous industry to work for," he said. "Something different and unusual comes up almost every day."

Gordon was appointed group executive and vice president of the Detroit and assembly divisions in 1950.

He was elected president of the corporation in 1958.

ing plans for their "usual trip to Europe," which coincides with the annual hunt for trout fishing at the "top of the list," along with deep sea fishing.

"I HAD SOME excellent fishing last winter of Jamaica," he said. Gordon hunts pheasants and grouse in the fall with his 12 and 16-gauge shotguns.

"I used to play golf," he said, "but lack of time has forced me to give it up."

Both Mrs. Gordon and he read often, usually in their paneled, red-carpeted library.

MRS. GORDON, a native of Oak

See GORDON, 6-A

Rate Suit Against Bell Dismissed

An Oakland County Circuit Court order to show cause why an injunction against the Michigan Bell Telephone Co.'s rate schedule should not be issued was dismissed in Pontiac Monday.

The show cause hearing was ordered two weeks ago following the filing of Troy resident John G. Garner's chambers suit charging the Michigan Bell Telephone Co. with "charging unfair and discriminatory rates on (short haul) calls."

Garner failed to appear for Monday's hearing because of illness.

CIRCUIT JUDGE Stanton G. Donahue said the case was dismissed with prejudice on the grounds that the statutory remedy had not been followed.

According to Judge Donahue, Garner did not exhaust administrative remedies by taking his case to the Public Service Commission.

Municipal Parking Lot No. 5, in downtown Birmingham, is open for business.

Although construction is not complete, City Manager R. G. Galt told city commissioners Monday night, the lot is open for general use by the public.

The lot will be operated manually for a week or two until completion of installation of automatic control equipment and other installation work.

City Engineer William T. Killen said the lot, which will provide 400 parking spaces, should be completed by Labor Day.

Cost of the lot, built on property the City purchased in the Willits-Bates-Woodward area in the northwest quadrant, has been estimated at \$500,000.

POLICE CHIEF Ralph W. Moxley said about one-fourth of the car spaces are now available for use by the public.

The Birmingham-sponsored Governor's Regional Traffic Safety Conference will be held Wednesday at Devon Gables in Bloomfield Township.

A statewide effort to conduct highway safety discussions and accelerate action programs on a community level, the conference is expected to attract some 250 local and state officials and citizens.

Representing the Southeastern Michigan region, the Birmingham contingent will be the first of three regional conferences held in August.

MAYOR FLORENCE H. Whitely will serve as conferee chairman and Police Chief Ralph W. Moxley will coordinate the program.

Governor John B. Swainson will be the main speaker for the all-day meeting. His speech address is entitled "Legislation for Safety."

Among program features are an advanced report on a public opinion poll by the State Citizens Action Committee and a presentation entitled "Autism, Alcoholism and the Alcoholic Personality" by Dr. Melvin Setzer of the University of Michigan.

THE MORNING half of the conference will be held at the Birmingham Convention Center.

A portion of the Douglas MacArthur High School collapsed killing one worker and injuring six others.

GOV. JOHN B. SWAINSON said he accepted the engineers' offer to conduct the probe because no state agency had jurisdiction or professional personnel in the field of construction safety.

The State Police and an inspector for the State Department of Labor have already looked into the case.

BIRMINGHAM NOW has six municipal parking lots.

The five are: No. 1, at the corner of Brown and Pierce, 122 spaces; No. 2, behind Demery's Birmingham, 175 spaces; No. 3, at Hamilton and Hunter, 66 spaces; No. 4, at Brownell and Forest, 66 spaces; No. 6, behind the Reid Building on N. Woodward, 170. (Of these, only 35 are metered.)

THE CITY bought three properties by holdings to make Municipal Lot No. 5 possible.

The City bought the Wallace Frost property at 277 N. Bates for \$33,000; the A. H. Meyer property, \$74,000 (based on a condemnation plan); and the Waabeek-Jacobson holdings (including a small striking lot they already had in operation), \$400,000.

Property owners in the special assessment district are paying 40 per cent of the cost of the lot, the City 60 per cent (out of the Auto Parking System).

TO FACILITATE traffic in and around the lot, continued parking to parallel on the east side of Woodward from Oakland to Euclid and prohibiting parking on the west side of Woodward from Euclid to Willis.

Lanes for left and right turns will be installed on Woodward, with two lanes each for northbound and southbound traffic.

WHEN THE CITY acquired the property for the lot, two organizations were forced to move.

Bloomfield Art Association rented from the City the former sewage disposal plant on S. Cranbrook and is converting it into the Birmingham Arts Center.

County headquarters of the Robinson property moved from N. Woodward to Adams and Haynes.

Anna M. Crevier, 29, of Royal Oak, suffered a fractured forearm Friday when the car she was driving struck Walter E. Insoore's automobile at Woodward and South Adams in Birmingham.

Mrs. Crevier was taken to Beaumont Hospital and discharged Sunday, Insoore, 38, of Garden City, was not injured.

Mrs. Crevier, who was travelling north on Woodward, collided head on into Insoore's car as it was crossing Woodward on a green light.

IN COOPERATION with local committees, said Insoore, "we are planning to bring to citizens in out-state areas the most recent information on techniques and practices for combating the rising toll of traffic fatalities and crippling accidents."

"A successful safety program requires grass roots support in every community," he said. "We hope that this year's Governor's Conference will help local safety committees in their own communities to reduce accidents on their local roads and highways."

The conference, which begins at 9 o'clock and ends at 4 p.m., will be open to the public.

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BIRMINGHAM Man To Conduct Probe In School Collapse

A Birmingham engineer was named last week to head a committee to conduct a second investigation into the collapse of the Douglas MacArthur High School building in Saginaw Township.

Hart, 415 Argyle Road, was named to head the five-man committee. The men are all members of the Michigan Society of Professional Engineers.

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Don Morris Wins Diving Gold Medal

Birmingham's Don Morris Tuesday won a gold medal for the United States in the Olympic Games at the Helsinki, Finland, Don took a first-place in the fancy spearboard diving, 38-point points. The second-place finisher had 123 points.

He was a diver for Seaholm's swimming team last season and finished second in state competition. He is the son of Mrs. Robert S. Morris of 5660 Inlander.

Resident Turns \$43 Investment Into \$8,000,000 Shopping Center

By LES LANGLUIS
City Editor

The Dutch trader who swapped a handful of beads for Manhattan land had made a fairly rich source of income.

A DREAM OF ROGERS' for the past 10 years, the center gradually took shape with reality as the property's co-owner, Rogers and his cousin, Winifred Rogers, resident of Grand Rapids, purchased a 160-acre parcel of land near Grand Rapids for \$200 from the federal government.

One hundred - and twenty-seven years later, Rogers Plaza, an air-conditioned, heated, 38-story shoppers' paradise opened last Thursday.

Rather than watch what is now known as the South Belt Line of

Grand Rapids dwindle away a lot by lot, modern Rogers decided a shopping center would have some of the property as well as a fairly rich source of income.

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Want To Get The Job Done?

If you are in the market for special services such as painting, building or landscaping, you'll find what you are looking for in the classified pages of The Birmingham Eclectic. See pages 6 and 7-A for the answer to your service problems.

ASSISTED BY a close friend and former Birmingham resident, Duple of Kalamazoo, who offered, with much promotion work as moral support, Rogers has labored over obstacles for the past 10 years to realize his ambition.

"We had land," said Mrs. Rogers, "but no funds."

RECENTLY MOVED to some wooded acreage to make way for the neon-lighted shopping center, the farmhouse is being restored to provide an apartment for Rogers when he commutes from Birmingham to manage the project.

"We just didn't stand leverage of his pioneering grand-

father.

Friends and associates often advised him to "just give the whole thing up."

Hills Sewer Bids Disclosed Friday

Bids on construction of sewers in Bloomfield Hills will be opened at 2 p.m. Friday in the City Offices.

Schools Now Open for Registration

Nearly 12,800 pupils are expected to enter the doors of Birmingham schools when school opens Sept. 7.

Beverly Police Nab Youths After Pursuit Thru Towns

BEVERLY HILLS — Three youths, who gave police a half-hour chase at speeds near 100 mph through suburban communities, were arrested early Wednesday morning on charges of breaking into a Southfield gas station.

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