

# Michigan Tourism Holds Steady in '61; National Trend Up

A combination of bad weather and increased competition from other states cut into Michigan's 1961 tourist business, according to the state tourist council.

"Weather was the big factor," said Robert J. Furlong, council director. "Last winter's ski business at some upper peninsula areas was off as much as 75 per cent for lack of snow. And the spring and early summer weather this year was too cool to spur early vacation travel."

"NON BALANCE, it appears that the state's total 1961 tourist business probably will hold pretty close to our \$650 million estimate of last year," he said.

"However, measured against a 2 per cent national tourist travel gain for the year, Michigan's business is definitely running ahead of the state which will have to boost its advertising program if it hopes to remain a front-runner in the competition for American and foreign tourist dollars."

Of 45 communities reporting to the tourist council, 13 indicated business increases from 1960 to 12 per cent. Twenty-three reported decreases ranging from 1 per cent to 30 per cent, with 10 areas indicating that 1961 business remained at last year's level.

SOME SECTIONS of the state reported higher traffic volume but less spending by tourists, Furlong said. "An encouraging note was a marked increase in earnings in 10 areas, reflecting the rising interest in autumn and winter vacations in Michigan," he said.

Other travel business indicators cited by the council were:

- (1) A 6 per cent increase in requests for Michigan travel information and literature.
- (2) A 10 per cent rise in camping activity coupled with a 25 per cent decline in overall state park attendance.
- (3) An increase in general highway travel of slightly more than 1 per cent.
- (4) A 5 per cent decline in hunting and fishing license sales.
- (5) A 7 per cent decrease in Mackinac Bridge crossings.

THE COMPETITION factor was evident in the increased efforts of other vacation states to attract travelers from Michigan's prime market area. "In Florida it boosted its tourist advertising by one million dollars, putting its total promotional budget at \$2,600,000, while Pennsylvania increased its promotional budget to \$800,000," Furlong said.

"The province of Ontario, one of our major competitors, spent \$1,750,000 on tourist promotion. And much of the advertising of these states is concentrated in the very

areas from which Michigan draws most of its vacation customers."

BUDGET FOR the council's 1961 activities was \$420,000. Of this total \$100,000 is allocated on a matching basis to the state's four regional tourist associations for advertising. Michigan's statewide vacation attractions in newspaper and mail magazine publication and distribution of travel literature; production and circulation of three featured travel films; production and distribution of new and feature articles and pictures; participation in national travel shows; and a field agent program to promote out-of-state travel to Michigan.

DURING 1961 the tourist council serviced more than 250,000 individual requests for Michigan literature and information as a result of these promotional efforts.

Furlong said this investment of \$400,000 in travel promotion brought into Michigan's treasury some \$46 million in sales, gas, and other taxes and revenues. Fishing license fees from the 8500 million spent by travelers in Michigan in 1961.

"This is a return of more than \$100 for every state dollar invested in tourist promotion," he said. "An investment opportunity that Michigan can't afford to ignore."

IN LOOKING to the future, Furlong cited a recent Uplish Institute economic study forecast that the state will need one million new jobs in the next ten years to keep pace with an expanding economy and a growing population.

The study showed, however, that the manufacturing industries of Michigan will not be able to fill this job gap entirely, because of increasing use of automation and plant decentralization.

"OBVIOUSLY THE service industries will have to absorb much of this increased work force," he said. "As a result, the Michigan tourist industry could provide at least 10 per cent of the required one million jobs called for in the next decade by the economic forecast."

An estimated 100,000 persons now are engaged in businesses directly related to Michigan's travel industry.

"We have one of the best all-round vacation sites in the nation, with a billion-dollar-a-year potential," Furlong said. "All we have to do now is exploit this advantage. But this will take a much bigger advertising program and that costs money."

## DOWN TO EARTH

### Filing System Handy For Future Reference

By ALICE WESSELS BURLINGAME  
Special Writer for The Birmingham Eclectic

Many of our readers of this column have reported that they cut out and file away the garden material which especially interests them.

MATERIAL FOR FUTURE REFERENCE — Either an accordion style file or a series of manila folders placed in a box would be an easy way to keep the material for easy reference in the various categories could be: Annuals, Culture, Design, Evergreens, Future Projects, Horticulture, News, Travel, Trees, etc.

Whether you have a greenhouse or a sunny window you can have lots of fun with new experiences in Horticulture.

HOME GROUND SEEDS — After visiting Wascott Nurseries and noting how they gathered seeds from their choicest trees and plants, I have become interested in seed saving in some of this do-it-yourself art of growing plants from home grown seeds.

Most collected seeds should be cleaned and placed in a polyethylene bag for six or eight weeks in the refrigerator for a ripening period (a quick winter season). Holly, dogwood and magnolia can be reproduced in this way with ease.

At the moment I am planting squash seeds after instructions to see what kind of a house plant it will make for quick interest of school children or home gardeners. When you might be working with five hundred people you figure all the seeds.

Bless those crabgrass plants, they could give the home gardener up to 50,000 seeds per plant. The seeds were counted once in a school of higher learning.

GROUND COVER FOR BANK — At your home or your cottage, if you have a sunny bank, you may welcome beginning *Plumbago* or *Larrea* for a beautiful effect. Naturally, its roots will prevent erosion but it does demand some humus with sand.

It will come into flower in late summer and fall with a deep peacock blue flower. The leaves are leathery and fern-like and in a disease green color. It is now an inexpensive plant so I would buy a few healthy specimens and use

## WEEKLY VISIT

### The Kids Coined a Name for Him

By IRMA N. DAVIS  
Staff Writer

The kids call Jack Fawcett "the money man." They follow him on the street, watch, expect-voed, as he unlocks the city's parking meters to make the twice-weekly collections.

A woman, who owns a store on N. Woodward, almost invariably catches him on his route to tell him you're hitting the Jack pot again, Jack."

Fawcett, who services Birmingham's 1,122 parking meters, says his biggest problem is bent coins. "People seem to put their oldest or most bent coins in the meters," he said as he sat in the fingerprint room of Birmingham's police station. "You'd be surprised how many are twisted or hammered."

"LOTS OF PEOPLE found the meters too and shake the springs loose. It's funny — I've watched them, especially the women. They'll just a coin and then smack the meter for good measure."

Fawcett, a Birmingham resident for 20 years, "graduated" to his job from a similar task with the city's sewer department where he not only read but repaired the meters for 11 years. When the first parking meters were installed in 1916, the job of maintaining them was men's duties.

With only about 400 meters in the city at that time, the collections were made by patrolmen. Eventually the city found it necessary to put a man on collection and repairing, on a full-time basis. Fawcett is the second man to hold the job.

HE WORKS five days a week, from 8 a. m. to 5 p. m., and "hunts" parking places like everyone else. Usually he finds one in Municipal Parking Lot 1. Like anyone else, he also will hunt a free place.

"I'd say Birmingham has just passed the inspection parking in the country, though," he said. "On a long-term (all day) meter, it works

out to about 2 1/2 cents an hour." Almost all of his work is done on foot and he estimated that he walks five miles daily, pushing his collection cart. Meters are unlocked and the money flows down a funnel, through a tube and into a padded meter box at the base of the cart, Fawcett explained.

Frequently he is stopped on his route by drivers who find themselves short of change. Obligingly, he unlocks a meter to change "anything up to a quarter."

"ONCE A FELLOW in a Cadillac asked me to change a five-dollar bill. That would have meant

unlocking a whole flock of meters and I just couldn't take the time."

Lately his problems have been compounded somewhat with the shift in value of Canadian money on the exchange.

"Canadian coins aren't any good," he told a woman who complained that she had put a coin in — no time had registered on the meter.

"What do you mean?" she asked, "I'm a Canadian."

At least one old gentleman is pleased with parking meters, Fawcett said.

"He gets ahead of me and picks up the coins that people drop near

the meters. Says they keep him in cigars."

FAWCETT ENJOYS his work because he "likes the outdoors." His wife, Shirley, shares this feeling and much of their spare time is geared to outdoor activities. He likes to golf and bowl but rates photography high on his hobby list.

His wife, who is also an employee of the city, is secretary to the city engineer, a job she has held for 18 years.

"We made a deal when she started working that I'd cook breakfast."

His specialty is flapjacks which he likes to flip.

"Sometimes I miss," he added with a grin.

Fawcett commented that drivers sometimes aim wrong too. Occasionally a meter must be replaced, usually because "someone knocked it over." Slippery sidewalks are the biggest hazards but an improvement over dogs on his former water meter reading job.

"GOT THREE dog bites while I worked there," he said. "Freezing weather and rain bring problems too, Fawcett said, and he usually has to have a tow truck to open meters in five-level weather."

He needs an occasional nudge in the coin slot, "especially if someone has put five pennies in the meter's area."

One of the benefits of the job, Fawcett noted, is "getting to know so many people, mailmen, for instance."

There are those who can't resist the temptation to ask him if he "has had his pockets sewed up yet."

"THEY SHOULD BE around when I need change," he says with a grin. "You see, I leave my keys at the desk here at the station every night. So when I come to work and I don't have the right money for the meter, I'm stuck. Just like anyone else."

Jack Fawcett

## The Birmingham Eclectic Features

JANUARY 11, 1962 PAGE 7

### NATURE NOW

Special Writer for The Birmingham Eclectic

## Life Forms Progress With Changing World

In last week's column we wrote about the changes which took place in our planet earth during the millennia of its past history. A corresponding progression of life-forms accompanied these changing conditions.

During every moment of the past, nature has conducted an endless experiment with the stuff of life always persevering until a pattern was found which would succeed. This we call "natural selection." It is a process which works slowly and quietly, shaping, discarding, accenting, thereby fitting the individual to its environment.

THIS NEVER-ENDING selection at work throughout the ages presents to each living plant and animal a choice between adaptation and extinction. It is a choice which is costly to the individual.

But as advantageous to the species as it is to the individual because of its life itself survival, it is also a choice to reach out to his hands to us across an eons of time.

Another objection to the theory of natural selection is that life was not carried forward from age to age by the highly specialized forms. The dinosaurs were the largest animals of all time. They were also the most highly specialized.

A WARM MOIST climate equable at all times was needed to produce the 700 pounds of vegetation which *Diplodocus* demanded to provide one dinner for a body which was 87 feet long and which weighed 40 to 50 tons.

He and his kind held the center of life's stage for a million and a quarter years; longer than any other known species. But finally these reptilian hordes vanished completely from the scene, superseded by the first mammals.

THE SABER-TOOTHED tiger and the woolly mammoth in turn the fiercest and the largest of their kind, also had their day, and then became extinct with the coming of the ice age.

These dominant species were, of course, chiefly because of their inability to adapt to the changing conditions to the demands of an ever-changing environment.

THUS have the mighty fallen. But the meek, the inconspicuous, those who could hide, those who could outlast, those who could exist on the very perimeter of the stage; these have survived to carry on the thread of life from age to age.

And what of man who after a short million years of a experiments, has left his name to our present geologic age?

He has made a spectacular use of that power which is his alone; the ability to bend his environment to serve his own ends. But can this save him from the over-specialization upon which he has so prided himself and which has destroyed other dominant species?

Life is as fluid as it is tenacious and inherent in man are other and yet more persuasive factors to influence his future pattern.

These words are William Faulkner's.

dentures are fine. The important point is that a patient with dentures needs regular dental check-ups just as a patient who has his natural teeth does.

The ridges on which the dentures rest are supported during the long passage, in a large percentage of cases, the ridges recede or shrink away, causing a loosening of the dentures and a change of facial expression. When the ridges shrink, the jaws may come closer together giving the weary face deep lines and wrinkles. The lips become compressed, the chin moves forward and upward and the cupid's bow loses its shape. The lipline straightens and the smile is pronounced on each side of the lower jaw.

To avoid these old-age expressions, dentists should be consulted by your dentist.

And of course your dentist will also check on the health of your gums and other oral tissues at the same time.

## STRICTLY FRESH

Reckless drivers are lucky they are wreckless.

There should be a sign erected in many of our libraries which reads, "No Children Allowed!"

Old deans never die—they just lose their faculties.

There's a line on the ocean which, when crossed, of a experiments, has left his name to our present geologic age?



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To write or speak well one must have something to say.



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