

World Open Inaugurated Here

The Carling Brewing Co. and the Oakland Hills Country Club this week inaugurate the most fabulous — the largest and the richest — tournament in the history of golf. It is an important distinction for our community to host the Carling World Golf Championship, or the Carling World Open as it is better known.

With the largest single assemblage of international golf champions in history, the tournament offers a total of \$200,000 in prize money. This is a record total purse. In the effort to secure the world's best golfers, the sponsors are offering \$35,000 for first place; \$17,000, second; \$8,500, third. Prizes will be paid through 75th place.

THE EYES OF the world are focused on Oakland Hills to watch this array of 165 competitors, including 107 of the top pros in the U.S. There are 48 players from 13 foreign nations. Certainly, this is the most impressive golf field ever assembled!

All of the competitors are highly-rated golfers, many of them top tournament winners. In effect, other tournaments were used as qualifying rounds for this tourney.

Among the American golfers will be seven Michigan pros, including from this area Wally Burkemo, Ted Kroll, Bob Gajda and Al Watrous, host pro.

AMONG THE dignitaries attending the event are Gov. George W. Romney, Birmingham Mayor Charles Renfrew, Detroit Mayor Jerome P. Cavanagh; Hollywood star James Garner; H. E. Russell, Carling president; and several foreign consuls.

Some 150 newsmen from papers, wire

services, radio and television stations in the U.S. and other countries are here to cover this major sporting event. It will have more TV coverage than any of the Big Four tournaments: a half-hour special Friday night, one-and-a-half hours Saturday and two hours Sunday.

CARLING INVESTED some \$500,000 in advertising, sales promotion, public relations and network for the tourney. Purpose was not only to enhance the company's international reputation and to increase sales but also to aid the cause of worldwide understanding.

The company sent experts all over the country to inspect golf courses and they selected Oakland Hills; a fitting tribute, indeed. Then the world-renowned golf architect Robert Trent Jones, original designer of the course, rearranged it for the Carling event, retaining the same distance as used for the '61 Open.

THE PREPARATIONS for this tournament were probably the greatest in the history of the game. Many local people were involved in the organizing of it.

We most certainly must give credit to them, to the Carling and Oakland Hills people who worked so hard to bring this fabulous international tournament to our community.

May its inauguration be followed with many future successes.

Back to School Pinch



THE GOLDEN YEARS

Have you considered going off on a personal-history kick in your retirement?

An extroverted gentleman by the name of Harvey P. Daggert did. And he is now engaged in one of the most absorbing projects of his life.

"I'm really just a vain man," Mr. Daggert says. "In fact I'm about the most self-centered fellow you ever saw. But my friends and neighbors think I'm wonderful. My children think I'm wonderful. And I—well, I don't think I ought to dispute them . . ."

What Mr. Daggert is doing is framing the story of his life. And he has saved no such clipping. "We had saved no such clipping," Mr. Daggert explains. "And I was very impressed to have the story. I didn't want to lose it. I talked to a friend about the best way to preserve it, and he told me the only way to preserve a newspaper clipping was to frame it and seal it tightly. I went to a

picture-framing shop and had it done . . . for \$3.45 . . ."

THAT WAS the beginning. He tacked the frame to the stairway wall, discovered that everybody who came into the house wanted to look for something else to frame.

In three years Mr. Daggert had decorated the stairway wall with these:

A newspaper clipping of the story of his graduation from high school in a small Pennsylvania town. He is mentioned in the story as Class Historian.

He made a trip back to the hometown to get it. And it's not a clipping—it's a photostat of the story taken from the newspaper's library.

A photograph of a brief notice in a New Jersey paper announcing the birth of the first Daggert baby. They were living in New Jersey at the time.

Four frames showing clippings (See YEARS, 3-B)

Yesteryear Happenings

50 YEARS AGO
August 28, 1914

There will be an illustrated song service at the Baptist Church Sunday evening under the auspices of the B.Y.P.U. The stereophones will be used and before singing a hymn, a word of information will be given about the author and any incident that may be known about the hymn. The choir will give two or three special pieces during the performance. A general invitation is given to all.

Mr. Guy M. Webber has purchased the new cottage which Mr. George Purdy has been building under the busy hands of Tom Hanna and Lester Purdy on Purdy Street. Mr. and Mrs. Webber will take immediate possession of their new home. Mrs. Webber was formerly Miss Nellie Gould and subsequently Mrs. Charles Whiting. She is well and famously known in this locality.

Peter F. Brown, 24, employed on the Valley Miller farm, was arrested Monday by Deputy Sheriff Webster Bray on a charge of stealing a pocketbook containing \$4.50 from Lehman Green. Brown alleges that he is in this locality.

(See HAPPENINGS, 4-B)

Eccentricities



By HANK HOGAN

Banking is a grand and glorious institution, but I always thought that it had to do with the handling of money.

A quick trip around our area proved to me that banking has something to do with the dispensing of gasoline and gasoline products.

It seems that everywhere there is a gas station a new bank is springing up.

"I'm not sure whether it's because gas stations don't like to cash checks that as a service to these gas customers a bank is set up, or whether banks are rated by gallonage rather than deposits and loans.

WE KNOW OUR AREA has grown and the need for services has increased, but it almost seems like there are more new financial institutions than new homes.

In the last couple of years we have seen the Birmingham-Bloomfield Bank and the Troy National Bank come into being.

Detroit Bank and Trust added a branch in Birmingham and Manufacturers added one in Bloomfield Township.

Not to be overlooked are the two new Michigan Banks and the new Bank of the Commonwealth branch in the township, as well as two new Pontiac State Banks and two National Bank of Detroit branches.

RUMOR HAS IT that Community National will add a branch at Telegraph and Maple.

Don't forget the Savings and Loan Associates. Birmingham Fed has a new branch and so does First Fed. American Savings has a branch and there is supposed to be a new one on Telegraph way.

Beverly Hills has Metropolitan Fed as well as Public Bank.

I'm told there is an old adage among bankers that a customer won't pass one other bank to get to yours. In carrying this theory to its logical extreme it is getting almost impossible to get out of your driveway without passing a bank.

MAYBE WE COULD combine the banks and gas stations and not use up all the room.

Then we could create a Grand High Commissioner of Gas and Cash. He would replace the banking commissioner, who obviously can't save his mind on banking to let a situation like what's happening occur.

Obviously the Grand High Commissioner should be an ex-gas station man, because gas stations seem to pick the best spots first. It surely would help the banking business.

City Beat

By KEN WEAVER

In his column "The Owner's Report," publisher Bob Myers of the Lapeer County Press recently touched upon a subject that has also bugged me for some time.

We in the newspaper profession are proud and self-righteous in our claims of objectivity and fair play. We claim to publish all of the news, we insist.

We are quick to decry any attempt or suggestion to suppress news. "No, that isn't right!" is our pliant. Yet, when it comes to our own product, this principle is ignored.

AS MYERS stated it: "It is a sacred principle in newspapering that you do not suppress news just because it will make someone unhappy. Yet when the someone is a newspaper and the news is a libel suit, a majority of papers give themselves protection they do not extend to other news-makers . . ."

Then he goes on to explain: "The argument against suppression of bad news is that no editor ought to play God in deciding what is 'useful' and what is 'harmful' news. It is a fundamental principle that underlies the free press—but it is not applied to libel suits against newspapers."

"IT IS HARD and as risky for a newspaper to apply this principle against itself as for an Alabama preacher to whom the southern preachers or they're driven from business. And, unfortunately, they die in silence because of the journalistic gag on regional libel news," Myers concludes.

"Contrast our situation with the small newspapers in corrupt or boss-riddled cities. They either fail in life like the southern preachers or they're driven from business. And, unfortunately, they die in silence because of the journalistic gag on regional libel news," Myers concludes.

THEN THE publisher explains about a libel suit against his paper some two years ago: "Convinced we were right, we hired a libel specialist and defended ourselves. Two years later, we had spent \$4,500 and the case still wasn't close to trial. Although the lawyer assured us we should win, he couldn't estimate what the total cost of defense might be. Our ardor in just causes had cooled by that time so we discarded principle and paid \$3,000 to settle.

"It happened to us in a county where we could expect a fair trial and where only one individual with limited resources was suing us.

"Contrast our situation with the small newspapers in corrupt or boss-riddled cities. They either fail in life like the southern preachers or they're driven from business. And, unfortunately, they die in silence because of the journalistic gag on regional libel news," Myers concludes.

I THINK HE has a point and believe that not only newspapermen should be concerned about this problem but also—considering the declining number of our newspapers today—the general public.

And a point I would add to Myers' comments is that we also give ourselves an advantage that we refuse to accord to others who make our news pages:

We editorialize in news stories about our own programs, our own projects, our own product. We indulge in this practice with the excuse that it is promotional material. Yet, we carefully edit out similar promotional copy in other stories.

One of the strongest points of newspapering over the years has been that we were able and willing to criticize ourselves.

It's time we took another good, long look.

Yes, Primary is Important

The primary election will be held next Tuesday.

Two years ago at this time 24.88 per cent of the registered voters in Birmingham found their way to the polls, 31 per cent in Bloomfield Hills, 25.3 per cent in Bloomfield Township and there were similar percentages in our other area communities.

The reason usually given for the lower turnout in a primary as compared to the general election is that it is vacation time, or that independents have no voice at a primary or that some voters are not interested in intra-party struggles.

THESE NON-PRIMARY voters feel they have done their duty to God and Country when they vote in November.

A person who votes only in November is kidding himself if he thinks he is influencing day-to-day government to any great extent.

Before reappointment, of the 110 seats in the Michigan House of Representatives

less than 9 were considered "swing" districts; that is, in less than 9 districts was there a chance for either a Republican or Democrat to take over an existing seat occupied by the other.

In 101 of the 110 seats the professionals considered them sure Democrat or Republican seats.

THIS MEANS THE ONLY time for selection of the best man in these 101 districts was, actually, in the primary. The general election merely confirmed the choice of those voting for the major party in the primary election.

Surprising as it may seem, this means the time for screening candidates is in the primary.

And those who fail to vote actually forfeit their right to pick the best man.

Last week we pointed out the men we thought were best qualified in their respective parties. But the decision of who actually will serve will be made in many cases next Tuesday, by those who vote.

Another Improvement Coming

The Board of Directors of the Birmingham Chamber of Commerce gave Alley Beautification Committee chairman Jack Kershenbaum the green light last week to go ahead with plans to permanently improve the walk-through alley on East Maple between Ritter's and Jack's Shoe Repair.

This doesn't necessarily mean that the project will be completed, because of the many financial and legal problems yet to be solved; but a major obstacle has been overcome.

When the centennial observance was over, we reflected that we hoped some of the spirit for improvement of our community would outlive the celebration.

THIS ACTION by the chamber shows that it will.

We are proud of our community; yet we know that many of us are blind to its few faults. It doesn't really take too objective of an eye to see that the backs of our shopping centers have not in the past been up to par with the type of face we are trying to present to the public.

The cost to improve these alleys is not

great, somewhere in the neighborhood of \$1,000 for this one. But the effect of improvement would be more than great.

IF THIS PILOT project is successful, then the committee can take on other eyesores.

Residents have been critical of the chamber in the past because they felt its motives were solely to increase business in the downtown area.

This move, combined with an offer to chip in some funds, will benefit the entire community without any direct financial benefits to the merchants involved.

Go to it, Jack, and don't stop now that you have the momentum.

From The Eccentric's Point of View . . .

Warren G. Harding's just-released letters to a married woman show that his literary style was almost as bad as his presidential performances.

The GOP's dim election prospects may be why the Republican candidates all seem to be running scared. They're scared they'll be nominated.

PEOPLE'S COLUMN

Multiple Assessments Opposed for Parking Lot

To the Editor:

The following is a copy of a letter sent to the Birmingham City Commission.

Gentlemen:

This letter is an urgent request to explore more equitable methods of financing the proposed new parking lot—lot No. 7.

Additional parking facilities are badly needed and a vital necessity to keep the central business area of Birmingham alive. More parking facilities will be needed in the future.

However, financing parking facilities through multiple assessments on central business property is working an undue hardship on the people who need help the most.

other way to raise the necessary money.

Since the installation of parking lot No. 1, the same formula of financing has been applied to six (6) parking lots with multiple assessments on most of the business property.

The central business property can roughly be broken down into three major categories.

First—property that is occupied by well established stores, branches and/or chain stores.

SECOND—merchants who own and occupy their own property.

Third—stores occupied by small merchants such as gift shops, barber shops, laundries, dry cleaners, camera stores, greeting cards, book stores, children's ready-to-wear, huggage shops, hobby and toy shops, candy stores, sporting equipment, shoe repair, stationary stores, paint stores, watch repair, tailors, offices, etc.

In the first category there may not be a real problem—these big branch stores or chains can generate sufficient business to repay the landlord for parking lot assessments. However these large well established stores are in the minority.

In the second category, merchants who own and occupy their

own property, are having a difficult time generating increased business to pay multiple parking lot assessments. Increased taxes of all kinds, increased cost of insurance, advertising, salaries and wages, building and property maintenance, etc., make it prohibitive for these merchant-property owners to make a proper return on their real estate investments plus adequate returns on their own skill or labor.

THE THIRD category of many small businesses and/or services cannot generate sufficient income in volume to pay assessments.

(See PEOPLE'S COLUMN LETTER ON 7-B)

TO GO BACK into history for a moment. When parking lot No. 1 was built, it was partially financed by an assessment on business property.

We (property owners, merchants and the public) were told that there was no other way, at that time, to finance the parking lot, because 1) there was no history as to the income and profits from the parking lots in Birmingham and 2) the City of Birmingham's finances were in such a condition that there was no

additional parking lot assessments. Hence the property owner must absorb these multiple parking lot assessments.

This, in effect, is why so many pieces of property on Woodward Ave., Maple Road and other prime business areas look lousy, run down, have not been modernized and why we are not attracting good first class merchandise to this area. This third category is by far the largest and most of the owners of property

(See LOT, 7-B)

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PUBLISHER: PAUL N. AYVILL
ASSOCIATE PUBLISHER: HENRY M. HOGAN, JR.
MANAGING EDITOR: KENNETH R. WEAVER
ADVERTISING MANAGER: ARTHUR SHAFER
George R. Avrill, Editor Emeritus

