



Collector Charlie Mallon, left, attempts to set a Guinness World Record for the largest collection of Chevrolet memorabilia. Friends and witnesses help display his collection on the Downingtown (Pa.) West High School gym floor to provide an accurate count of pieces of memorabilia.

Chevy Collector Aims for World Record

DOWNINGTOWN, Pa. - Charlie Mallon has been acquiring Chevrolet items for 40 years - Chevrolet signs, racing flags, coffee table books, soda cans, hats, belts, shirts, playing cards, drinking glasses, posters, tractor trailers, a bi-plane and miniature cars - lots of miniature cars.

The 54-year-old auto dealership consultant hopes to soon add a Guinness World Records title to his collection.

Mallon laid out 2,181 different Chevrolet items last week at the Downingtown West High School in an attempt at what would be a newly created Guinness World Records category for "Largest Collection of Chevrolet Memorabilia." Most of Mallon's collection centers on the Chevrolet Corvette, a car he's admired since he was a child.

"I appreciate all cars, but there's something special about the Corvette," Mallon said. "It's the look. It's the sound. It's the mystique. Everything about the Corvette makes it the American sports car."

Mallon has thousands of miniature Corvette cars that he put on display at the local high school gymnasium. He also owns a 2005 Corvette coupe and previously owned a 1965



Almost all of collector Charlie Mallon's auto memorabilia is Corvette-related, including many such miniature cars.

Corvette Coupe. "Corvettes have always turned my head," Mallon said.

He decided to go for a Guinness World Records title after realizing just how many items he had collected over the years. Whenever he went on a vacation or business trip, he would always make time to find another piece of Chevrolet memorabilia.

In order to qualify for a record, Mallon had several witnesses, including a certified public accountant, verify the number of items in his collection and will submit a formal application to the Guinness World Records organization for review.

He wanted to set a world record partly out of curiosity about whether he did have the largest collection and partly to "validate my insanity to my wife," he said. He might not know for weeks whether he has

the record, and he admits someone else could try to break it. Either way, he wanted to make an attempt at setting the first Guinness World Records title in this category.

"I've been collecting so long that I wondered if I had the most," Mallon said.

Ferndale Public Library Champions 'Books, Words'

by Gerald Scott News Dept.

"Today is cast as slaying the dragon of ignorance with the printed word."

Or so said the well-spoken and well-written Jim O'Donnell, lead trustee of the Ferndale Public Library.

On April 22, O'Donnell helped organize the library's popular "Day of Books and Roses" festival, which gathered several hundred people to the facility there on 9 Mile Road, just east of Woodward Ave., to celebrate books in general and the written word in most particular.

With the world flying high on a digital cloud and e-books seizing the day in the entertainment world, at least, it's notable that a public library like Ferndale's is taking the time to fete the written word, something that's been around as long as Gutenberg's press.

Asked if there were still a role for public libraries in today's digital domain and smart phone world, FPL's O'Donnell

State, Businesses Rev Up Ad Campaign To Attract More Out-of-State Tourists

By JOHN FLESHER Associated Press

TRAVERSE CITY (AP) - The Pure Michigan marketing campaign is drawing waves of first-time travelers from outside the state and will be increasingly crucial as the industry seeks to expand, leaders said last week.

Representatives of tourism-related business, consultants and government officials were kicking off development of a five-year strategy for building on the successful blitz, which features commercials on cable television putting Michigan's waterways and other eye-catching vistas on display.

"It's incredibly effective in bringing in the newcomers," Steve Yencich, president of the Michigan Lodging and Tourism Association, said during the Pure Michigan Governor's Conference on Tourism 2012 in Grand Rapids. "Every visit results in new jobs, new tax revenues, a stronger economy."

Statistics released at the conference said the publicity

campaign drew 3.2 million visitors and generated \$1 billion in spending last year. Those travelers paid \$70 million in Michigan taxes, meaning the state received \$4.90 for each dollar invested in Pure Michigan ads, according to a study by Longwoods International, a tourism research company.

The program is "delivering impressive results for our state," Gov. Rick Snyder said.

In-state residents historically have been the backbone of Michigan's tourism industry, but they're no longer enough, said Dan McCole, assistant professor of tourism at Michigan State University.

"We've got a shrinking population and fewer high-paying jobs than we've had in the past," McCole said.

The latest Pure Michigan ad series got under way last week. The campaign will place commercials promoting Michigan as a warm-weather vacation haven on more than two dozen cable channels, including A&E, Animal Planet, Lifetime and news networks.

The state kicked in \$10 million for the blitz and private

sector groups added a combined \$2 million to showcase Ann Arbor, Mackinac Island, the Henry Ford Museum in Dearborn, and Traverse City.

Officials also announced a "co-branding" deal with Coca-Cola, which agreed to feature images of Michigan scenery alongside the company logo on its billboards, delivery trucks, vending machines and signs across the state. The company also will sponsor a contest for trips to Mackinac Island, Detroit, Traverse City and the Pure Michigan 400 at Michigan International Speedway.

Long-term success will depend not only on persuading long-distance travelers to give Michigan a try, but also on making them happy enough to return, Yencich said.

"It's incumbent on us to have people highly trained and motivated to deliver that great experience, so when they go home they'll want to come back and tell their family and friends," he said.

Tourism spending in Michigan totaled \$17.2 billion in 2010, a 21 percent increase over the previous year.

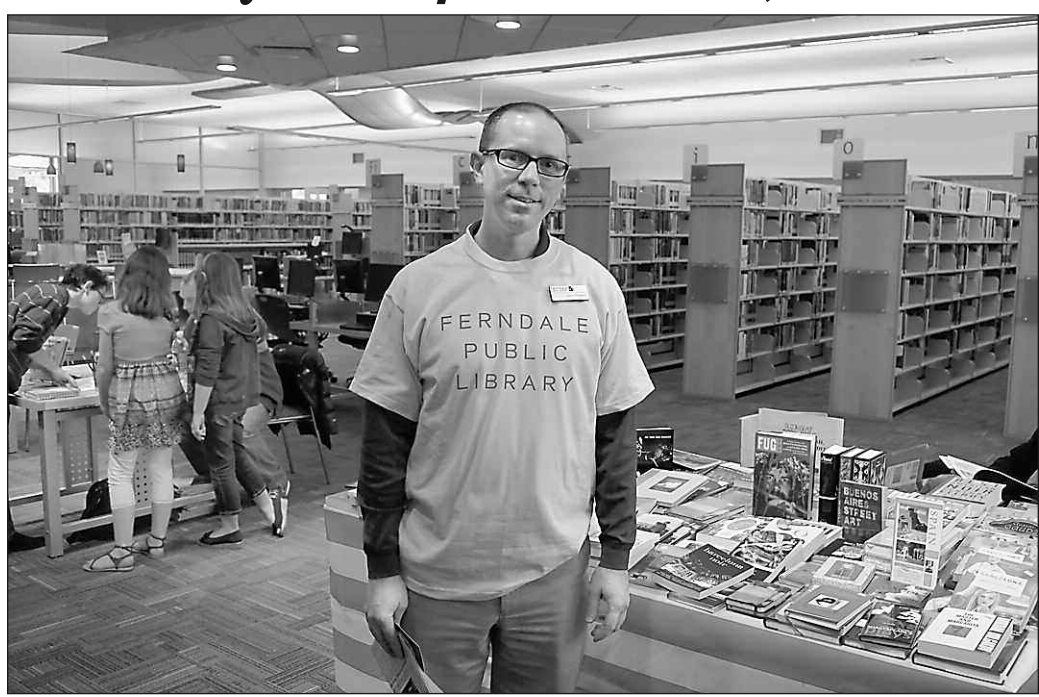


PHOTO: GERALD SCOTT

Jim O'Donnell, head trustee at the Ferndale Public Library, organized the facility's recent public "Day of Books and Roses" event to celebrate the power and impact of the printed word.

replied by noting that "We checked out over 100,000 items (last year) and for a city of 20,000 people, that seems like a good circulation to me."

Indeed, not just in Ferndale, but nationwide, public libraries are in a relative state of crisis, unsure of their roles in a radically changing communications environment.

In other words, many public libraries across the land are fiercely debating how they spend their limited funding - many now spend as much on e-books, digital media and the like, as they do printed matter - but also about how they've become on-ramps to the Inter-

net superhighway with banks of public-access computers available for job hunters and online surfers.

Back in Ferndale, the Day of Books and Roses drew an eclectic mix of author readings, affordable paperback book sales, wine tastings and more - something for every palette, you might say.

Library staff and patrons were wearing bright yellow T-shirts with brighter orange lettering (the colors of Spain's Catalan region) with the wording: "La Diada de Saint Jordi," or the Day of Lovers.

A library history on the topic says that, "due to popular legends about Barcelona, roses have always been associated with this day since medieval times. However, the giving of books as a gift is a more recent marketing twist promi-

nent in our times.

"A smart bookseller began to promote the holiday in 1923 as a way to honor the simultaneous deaths of the two greatest men of modern Western literature: Spain's Miguel de Cervantes and Britain's William Shakespeare, both died coincidentally on April 23, 1616," the history further reads.

"Barcelona, being the publishing capital of the Spanish-speaking world, quickly adopted this double punch of love and literacy."

And here along 9 Mile and Woodward, it became further adopted by the Ferndale Public Library as the Day of Books and Roses, where Spanish food, books, poetry, readings and wine tasting all melted into one delicious public stew of lovely sentiment for the printed word, long may they reign.

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