

# Holland Selected Coach Of Year

Meet Mr. Repeater! He's Ron Holland of North Farmington, the Observer's high school football coach of the year.

There are few who can dispute the honor which has befallen Holland, who first won it in 1968. That year as this one his raiders stormed through a perfect season...winning nine out of nine. This time the Raiders won just about everything possible.

THEY TOOK the league crown in Northwest Suburban action...ranked No. 1 in Observerland...and hit the ultimate when rated No. 1 in the final Detroit News state-wide poll. This was Holland's 10th season at North Farmington...during which span his

teams have won 67, lost 20 and tied three.

They have ruled the league three times. Never have they been worse than fourth. Only once has a North Farmington team failed to produce a winning season.

Who's this man who has made a football power out of the 13 Mile Road school?

He was born in Lowell, which isn't too far from Grand Rapids. He attended high school at Ionia...played football, basketball and baseball.

Next came Western Michigan where he played quarterback in football and caught in baseball.

In 1959 he became the head football coach at Nashville High in Western Michigan. His first team won seven and lost two.

After a 3-6 season the following year, Holland came to North Farmington.

...a glittering one in college football. There was Joe Aiello at Central Michigan. Craig Wycinski at Michigan State...and then Bill Ollershaw at Miami of Ohio and Rick Bensinger and Pete Dolan at Albion.

...PAUL ADAMIAN, an all-star for the Raiders, now is at Texas El Paso while Bill Hughes is at Harvard, Keith Braun at Houston, Jay Pease at Michigan State, the McCoy-Dave and Mike-At Central, and so are Mike Keither, Steve Loe, and Norm DeCoursey.

For eight years, Holland and his wife, JoAnne, formed a duo on the faculty at North Farmington. Mrs. Holland taught in the commercial department.

When Ron Rozalee-Ann arrived 13 months ago, mother gave up her teaching in

...to teach the new darling of the household. It's expected that further honors will come Holland's way this fall.

He stands a good chance of being named the suburban coach-of-the-year by the major papers in Detroit.

Johny Green, Michigan State basketball All-America in 1959, recently scored his 10,000th point in the NBA. He did it playing for the Cincinnati Royals.

SOMETIMES the coaches accuse their rivals of favoritism.

"They want to spread things around, so they ignore my man since we already have a couple of selections," a coach says.

The other day we heard a coach scream at an all-star selector on one of the big papers.

"You can't keep this boy off," shouted the gent on the other end of the line. "He's the best there is. He should be all-everything."

The selector listened. He had to be a gentleman.

"But look at the votes from the coaches in your boy's league," came the answer. "Most of them don't agree with you. Why, even the kid's own coach doesn't think enough of him to make him an all-star No. 1 choice."

The man on the other end of the line still persisted. He cried "foul."

THE SELECTOR now became angry and upset. He felt he didn't deserve such treatment. And, he didn't.

This makes about 30-35 years we've been participating in the selection of all-star squads. We'll grant we've goofed.

One time we called two boys with the same names brothers. It turned out we were grossly wrong.

Basically, you turn to the head coaches. Most are honest...most tell the truth about who should...and who shouldn't be named.

We'll not mention the coach, but his team ranked among the leaders in our final Observer ratings. We discussed one of his boys. The young man had fine credentials.

Yet, the coach felt he would be wrong to make him All-Observer. So we haven't.

IN OTHER WORDS, the opinions of the boy's own coach carries more weight than anything else.

What good are all-this or all-that teams? Are they worth the time and energy spent...the complaints which are registered, etc?

Yes. Definitely, yes. Somewhere along the line, a college coach, a scout, a fan, or an alumnus spots the various names and lets it be known:

"Billy the Kid of X High must be pretty good. Why not give him a shot?"

And a "shot" happens to be some type of a scholarship and if you're a parent trying to dig up the dough to send a kid to college, you sure can appreciate it if somebody wants to lend some assistance.

It's true, of course, that the Michigans, Michigan States and Notre Dames know all about the big stars in the prep ranks...players like John Solberg of Southfield, Mike Gow of North Farmington and Gary Collins of Brother Rice, to mention three.

But it's the smaller colleges with less sophisticated recruiting systems who "eat up" the various all-star selections and grab off a few boys who otherwise might have gone unnoticed.

IT'S ALWAYS been our contention that if we do just one boy any good with an All-Observer team then every bit of work has been well worth it.

What we actually are expressing are the thoughts of the various high school coaches who constantly are "working" in behalf of their boys.

Few outsiders realize what efforts the prep coach goes through in hopes that he can land one of his athletes a free-ride scholarship so he can play football or basketball or baseball or maybe run track or cross country.

The coach often spends his own money for phone calls. He digs into his pockets to drive a boy to Michigan or Albion or maybe it's small Olivet.

"There's no explaining it," one coach told us a few weeks back, "when you read about how well one of your former boys is doing in college. It does something to you. It makes you proud.

"You have to say to yourself: 'All the grief that goes with coaching is worth while.'"

How strong is our 1970 Observer team? The coaches rate it as strong as any we have selected in the past 10 years.

They tell us that there are several sure-fire college standouts.

Time, of course, will prove whether they're right. In most cases they will be. But it would be interesting to field this team, say against an all-area unit from Dearborn or Mt. Clemens or Flint.

Something tells us, this Observer bunch would do very well. Congratulations, boys!



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## Former U-M Runner Wins Race For Sports Fan's \$\$\$

By W.W. EDGAR  
In the few short years that he has been athletic director at the University of Michi-

gan Don Canham, who was a track star in his under-graduate days, has earned the reputation of being the

shrewdest promoter and best salesman of inter-collegiate athletics in the Big Ten.

When he took over the top post in March of 1968 it was no secret that the Wolverine program was lagging and that Michigan State was taking over the leadership role in the state.

But, using all the business acumen at his command, Don went to work with enthusiasm unmatched in years and things took an upward turn in a hurry.

He started by inaugurating a program of improving all the athletic facilities. Then he over-hauled the entire athletic staff by making 27 administrative and coaching changes and instituted a promotion program never before heard of in Ann Arbor.

AS A RESULT Michigan started to regain much of its sagging prestige and attendance at football games—the main source of revenue—jumped from an average of 62,000 to 71,000 per game. And it is still climbing.

His latest "coup," however, is one that may enrich the coffers of many of the Big Ten schools and that of Notre Dame and show the way to an entirely new concept of financial management of a university athletic program.

The "coup" came when Canham did a great selling job on Notre Dame and got the Irish to agree to a contract in which each home team will retain the complete gate receipts when they renew football relations in 1978.

Through the years it has been customary for the

teams to share the gate on a 50-50 basis.

So, when Canham induced the new plan to retain all of the home game receipts it appeared that Michigan, with a stadium that seats 101,000 got much the better of the deal.

I think the new deal is going to help Notre Dame," Canham explained and then pointed out some very interesting facts generated in his acute business mind.

He didn't mention it, but it was inferred that other schools look on a trip to Michigan in the big stadium as a real bonanza.

How does he account for the upsurge at Michigan and which of his moves in the past two years brought it about?

Don didn't hesitate in explaining his actions.

First, we reorganized and improved our facilities to make competition more enjoyable and then set about trying to improve our product.

In "Bo" Schlemmlecher, he explained, Michigan acquired a magnetic personality and a good coach. He started to attract attention immediately upon his taking over and the attendance started to increase.

"But I was surprised," Don explained, "when I took charge to find that many people didn't know how to purchase tickets for Michigan Games. I heard it said many times, 'I'd like to go, but how do you get tickets.'"

"To correct this we entered into an agreement with the J.L. Hudson's in Detroit to permit the use of their charge coins in purchasing tickets. The Hudson's people also agreed to mail ticket applications with their monthly statements. This meant at least 400,000 mailings and I think one of the main factors in our rise.

"We followed up with ads in the top newspapers that exposed our ticket plan to another 1,700,000 prospects and the combination has shown results.

"Our attendance has jumped from an average of 62,000 to 71,000, and still rising. Chances are that we'll withdraw Ohio State this year because we will be playing one more game than the Buckeyes.

"Of course," he concluded, installing synthetic turf helped too, because the fans became excited about it and wanted to see it."

Put all these things together and you have the reason for the high rating the Wolverine director has earned in his two short years as the head man.

THEN, with the serious look of a super salesman, he confided that Notre Dame has several home-and-home contracts with several schools that don't draw too well. He pointed to Tulane as an example. When the Irish meet Tulane in the South, their share of the gate suffers.

"Now," he said, "Notre



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