

How Fords got beaten at soccer

The 1971 football season has started without the Ford Sporting League.

The Ford Motor Company abandoned their promotion scheme earlier this year after only one season. According to them, the reason for the cut-back in sports sponsorship was a drop in profits, particularly since the long Ford strike.

As was expected, the media dutifully regurgitated the Ford statement without question. If they thought a bit harder they

might have come up with the REAL reason, Profits and strikes had nothing to do with Ford's decision.

Points for goals

Their £100,000 scheme was ostensibly intended to encourage fair, attacking football— by awarding points for goal scoring and subtracting points for players booked or sent off— and in Ford's words, "To add to the enjoyment and interest of both players and spectators."

The prize money was to be used to improve spectator facilities— and what could be better publicity for Fords if a couple of big-name clubs won and promptly named their new stand or supporters' club or whatever after Fords?

As it was, two insignificant teams had to be awarded the prizes— Crewe Alexandra and Oldham Athletic. Faced with the loss of valuable publicity, Fords decided to abandon the scheme— and to use the opportunity to blame the workers.



A farmer in Braybrook, Leicestershire, was annoyed to find gipsies camping near his land, so he dumped a load of manure outside their camp, hoping the smell would drive them away.

But the gipsies scraped it up, put it in bags— and sold it.

IS THE E.E.C. A THREAT TO BRITISH TRADITIONAL WORK PATTERNS?



AH SURE NOW, NOBODY AT ALL CAN TAKE OUR BRITISH TEA BREAK FROM US, ME BOY!

Do yer make the grade wack?

"Join the gang — we're an ambitious city, and the more ambitious you are the more we like you" — over the last few years Liverpool people have been treated to a variety of suchlike inanities from the Corporation's public relations office. The message is simple. If you're ambitious, young, efficient, "Managerial", and materialistic, then the new Liverpool is made for you.

If you're old, without ambition, poor, scruffy, or remotely sceptical then you just do not exist.

The fact is that the public relations office has a budget approaching £100,000 each year and yet most people in Liverpool have never heard of it.

To put it crudely — there aren't enough of the right kind of people living in Liverpool. So in the cause of "projecting the right image" we are confronted with this kind of mindless nonsense:

"A good city excites you. Gives you the thrill of being part of something so civilised, so organised, so efficient, that it meets the lust for order that lies clear across men's minds. Yet keeps its roots close-earthed in the friendly soil of humanity, with places to live where morning means birdsong and sun through the leaves. We believe Liverpool is such a place."

-Liverpool industrial handbook, 1971.

And who is more qualified to say so than the Corporation's public relations office? For the reality is that not one member of the office's staff lives in Liverpool — except the office boy.

Why the old folk are worried about Realmdeal

Realmdeal Investments, one of Merseyside's biggest slum landlords, are causing alarm to many elderly people by a new plan to squeeze more money out of their properties.

Realmdeal, who own 7,000 properties, mainly in Toxteth, want to increase their rents.

● WHAT THAT LETTER SAYS

"The company has been approached by various groups of students at the university, with requests for accommodation and the company proposes making its Princes Road flats available to these students. "We appreciate that in some cases tenants may prefer to seek alternative accommodation, in the belief that the advent of these youngsters could have a disturbing influence upon the peaceful enjoyment of their tenancies.

"Whilst every care will be made in the selection of students, it will quite obviously be impossible for the company to guarantee that all will behave in a quiet, studious manner for the entire period of their stay.

"We have been informed that there is a tendency, as examination time draws near, for the students to become strained and temperamental.

"As the company has a number of vacant properties on its register, it is felt that these should be offered to the present tenants in Princes Road at beneficial rates, or alternatively, that the company should pay to the tenants a small premium, provided the company is given the benefit of vacant possession."

One of their plans is to let a large block of their houses in Princes Road to students, who have to pay higher rents due to the lack of accommodation.

But they face one obstacle...the elderly people who have flats in these houses.

In a bid to persuade the elderly tenants to leave — so breaking the rent control — Realmdeal have sent them letters which have caused dismay and anxiety.

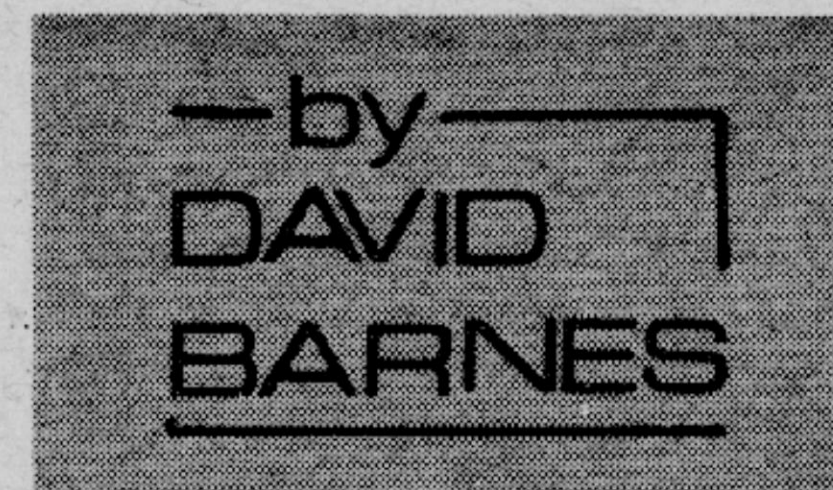
The letter is carefully worded, so as not to be illegal. But if it is not a harassment as defined by the law, then there is good reason for the law to be changed.

Tactics

Resorting to low tactics, they warn that students will be taking up flats in the same house and students may be noisy and even "strained and temperamental"

Clearly they expect to make more money out of letting to students, as they have offered "small premiums" to present tenants to encourage them to leave.

Realmdeal, which is a subsid-



ary of Hibernian Property Company, is known in Toxteth for sending letters containing dubious information to their tenants.

In one letter the company said they had decided to make sure people bring their properties up to scratch, and if people didn't, it might "result in the company having to apply to the courts to forfeit the lease."

But the Leasehold Property (Repairs) Act, 1939 very substantially restricts the right of landlords to evict tenants for breaking repair agreements.

Throughout Toxteth the company are continuing their money making path by finding ways to get round the Acts controlling rents and granting security of tenure.

Already Mersey People, the Labour Party newspaper has exposed the way they are converting small terraced houses into two even smaller flats... so they get two rents instead of one.

Street fighters

Liverpool's street traders are to put their case against the proposed Corporation byelaw banning them from trading near St. John's market, on September 14.

The street traders will be giving evidence to the Enquiry which is being held in the Municipal Annexe, in Dale Street.

In a letter to the Department

of the Environment the street traders have said that the byelaw will destroy much of the character of the city centre and infringe the civil liberties of people who have given good service to Liverpool for many generations.

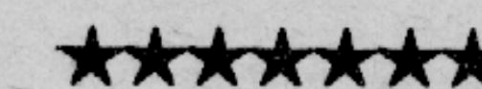
On January 8, 1970 a public vote supported the street traders and rejected the proposed byelaw.

A 12-year-old schoolgirl in Bradford made pregnant by a 13-year-old boy has been refused a national health abortion by one of the city's gynaecologists.

According to the child's mother, the gynaecologist said: "If children act like grown-ups they've got to stand the consequences."



A trendy young couple in Germany bought a brand new water bed and leaped on to it, whereupon it burst, flooding their flat with 100 gallons of water.



stop us. My colt won because he was better class."

It was, indeed, a crowning moment for 63-year-old American Mr Mellon millionaire philanthropist and owner of one of the world's finest art collections and one of America's most noted studs.

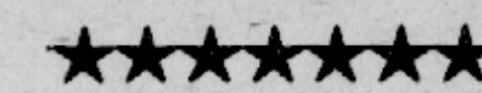
Liverpool Daily Post



Old age pensioners have been banned from a social club at Hollywood, near Birmingham, following riotous behaviour and a late-night punch-up.



Mr Wallace Bennett, President of the England South mission of the Mormon Church said: "We do not state categorically that dark skin is a punishment for sin. I can only say, as a member of the church, the Lord has not given our president permission to ordain negroes to the priesthood."



Heavy casualties among garden gnomes are reported from Bridgenorth, where Lt-Gen Sir Oliver William Hargreaves-Leese, KCB, CBE, DSO, has his home. The general, commander of the 8th Army in World War II, misses the good old days when he blasted whole towns into oblivion. So he's built a model village in his garden, populated by plastic gnomes which he fires at with his miniature cannon.

