

'Newness' Can Spread

Novi New Town May Have Impact Here

Quarrels in neighboring Novi over the so-called "New Town" could well have ramifications in the Farmington area which will demand changes in a couple of years.

Developers want to build a glorified subdivision with a unique feature—low-income, integrated housing. But this uniqueness has been met with solid opposition by Novi city residents who have been turning out in swarms to council sessions.

IT IS EXPECTED Novi city officials will bow to electorate pressure and deny the rezoning request of the non-profit developers. Basis for the denial will be

Daniels Den

By EMORY DANIELS

Consumers and merchandisers are engaged in a continual war of wits and it is usually the seller who emerges victorious. Not that the seller is smarter, he's just more willing to gamble on the stupidity of the buyer.

MERCHANTS KNOW customers can be taken and prey on their points of motivation, a sale especially during holiday seasons when the customer's emotions set him up as a perfect target to be duped.

This writer has been duped in lots of stores by lots of salesmen and certainly would not attempt to advise consumers who think they might be able to outwit the adversary.

But, for once, I was not conned by what future shoppers will describe as the Great Jelly Bean Scandal of 1970. This year, the seller gambled too much on my stupidity and lost.

According to the March edition of Consumers Report, jelly beans are 30% gum, 69% sugar and 1% food coloring. These are hardly luxury items and 11 months out of the year jelly beans are the cheapest candy on the market.

BUT THE Jelly Bean Price Index rose sharply the last week in March (consumer demand and all that). The week before Easter, a popular marketer was selling jelly beans for 55 cents a pound.

On Good Friday, the price of this commodity rose to 65 cents a pound. Of course, these were Peacock Jelly Beans.

Now, peacocks are a rare bird and certainly peacock eggs must be a luxury. Only, I'm not that stupid. I know peacocks don't lay jelly beans in spite of the impressive label.

What a joke! Make tiny jelly beans, call them peacock jelly beans, and charge 65 cents a pound of gum and sugar. With this logic, the marketer should have called them Penguin jelly beans and charged 99 cents a pound. Certainly my daughter would love to have Penguin jelly beans in her basket.

Well, I wasn't stupid enough to be taken by peacock eggs at 65 cents a pound. For once the seller was outsmarted. Instead, I purchased some bulk jelly beans at five cents an ounce.

Police Cruiser Is Damaged

FARMINGTON Four cars were damaged in an accident Wednesday about 3:45 p.m. in the intersection of Grand River and Farmington Rd.

A Farmington Township Police car answering a city police request for assistance col-

lided with another automobile in the intersection.

The police car, driven by Richard W. Niemisto, 22, of 23006 Waldron in Farmington, rear-ended into two other cars stopped in the intersection.

The police car, headed southeast on Grand River with lights and siren on, collided with a north bound car driven by Michael D. Kern, 21, of 23760 Elm Ct. in Farmington. The mishap remains under investigation.

15 Earn CMU Honors

FARMINGTON Fifteen Farmington residents have been placed on the honor roll for the fall semester at Central Michigan University.

They included Barbara Ann Balsom, Elizabeth Coffman, Norman DeCours, Fay Hazelroth, Katherine Kelley, Wendy Miner, Robert Murphy, Vicki Saliba, Dawn Shipley, Cynthia Sokol, Susan Stogdies, Susan Webb, Linda Weiss, Gary Williams and Dennis Wheeler.

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that the "New Town" concept does not conform with Novi's master plan.

When that denial comes, it is almost certain the developers will take the City of Novi to court to force a legal test of Novi's master plan. It will be a landmark court case which could force nearly every suburban community in the metropolitan area to redraft its master plan.

The key ingredient of the Novi quarrel is that the city's master plan does not include provisions for low-income housing, despite the fact Novi has plenty of undeveloped, vacant acreage.

A COURT COULD easily rule that a community cannot exclude persons from its boundaries because of personal income.

That ruling will probably say that a land use plan which excludes low-income housing is discriminatory.

The court may ask: Does the municipality have sufficient vacant land to be developed for low-income housing? If the answer is yes, the municipality will be expected to make provisions in its land use plan.

Once this judicial ruling is made, if it is, there



MARCH'S FAREWELL—March roared out like a lion as April arrived with the Farmington Area socked by a heavy, wet snow. Photographer Ralph Evert was out with his camera early Thursday morning to enjoy the wintery scenery at the Rouge River, behind the winery, the towering evergreen overshadowing the Masonic Temple and a lonely bush in Springland subdivision.

Pack 263 Entertains Detroit Lions Guard

FARMINGTON Chuck Walton, Detroit Lions guard, was guest speaker for Farmington Park 263 Blue and gold banquet held recently in Orchard Methodist Church.

Walton showed a movie which contained highlights of the 1969 season. After the movie he held an informative question and answer period with the boys.

The following awards were presented to the boys: John Vaughn, bear, one year pin; Webebo colors; Mark Riddell, gold arrow; silver arrow; Steven Meschring, bear, gold arrow; David Weyher, one year pin; Don Blaul, bear, gold arrow; three silver arrows; Ron Bendo, two silver arrows; Carl Lang Webebo colors;

Richard Wells, bear, gold arrow; Webebo colors; Tim Knamm, Webebo colors; Jonathan Althrand, recruiter, denner, wolf, gold arrow.

Others were: Dennis Bran, bobcat; Michael Howley, assistant denner, wolf, gold arrow; silver arrow; Patrick Farrell, wolf, gold arrow; silver arrow; Jeff Shannon, denner; Guy Cava, assistant denner; David Hill, wolf, gold arrow; Jeffrey Hutchins, gold arrow; silver arrow; Steve Readett, artist, engineer; Kevin Howley, engineer; Dave Williams, sportsman; Paul Duke, assistant denner, aquanaut, engineer; Mark Peterson, aquanaut; Jamie Buckema, denner, artist, citizen.

Cubmaster Al Howley introduced the new den leader coach, Mrs. Mary Bendo, and the new den leaders and their assistants who will be taking over for the second half of the year: Den 1, Barbara Thurston and Nancy Knowlton; Den 2, Katherine Restner and Pat Blaul; Den 3, LuAnne Althrand and Eugenia Flood; Den 6, Barb Day and Sandy Shannon; Den 9, Maureen Maykovich and Virginia Mekjian.

Parents Thank

EDITOR: My husband and I would like to acknowledge our gratefulness to a kind and considerate officer of the Farmington Township Police.

The officer, unknown to us by name, came to our aid in finding our son who was missing from home for several hours last week.

We feel his very capable handling of the situation may have kept the matter from turning into something more drastic. Our son is new in the neighborhood and was completely confused in the matter. MR. AND MRS. C. BRITTON Farmington

will be a lot of master plans standing on shaky ground. Too many planners have bowed to the wishes of local government administrators who demand a land use plan which will generate the maximum amount of revenue.

Too many planners have ignored their social responsibility by writing master plans with the primary aim being to generate taxes—instead of serving people. And they get the support of administrators and people who already live in the community.

THE RESULT has not only been concentration of blacks in the inner city but an actual division of society according to income.

We have developed a caste society reinforced by so-called master plans which keep persons out of some communities and pigeon-hole them in others. Farmington Township administrators, trustees and planners should take a long look down the road before giving final adoption to its proposed master plan now on the drawing board.

The township is now spending \$15,000 for a study of the township's present and future tax base to determine which land uses should be allowed to develop a balanced tax base.

The township should strive for a balanced tax base. Hopefully, however, the township will not limit its land use map only to generate maximum tax revenues.

It is not the sole responsibility of Farmington Township government, or any government, to collect the most dollars it can. Governments govern people, not budgets.

Farmington Township can produce another unimaginative master plan aimed only at collecting maximum taxes. This can be produced, but probably will be rewritten in a couple of years when the courts get around to striking out snob zoning.

THE CITY OF FARMINGTON has snob zoning also, but the city no longer has undeveloped land, available.

And the city does not have (yet) a blighted area which needs the encouragement of low-income zoning laws to force improvements upon absentee landlords.

The spring rains will not wash away the township's blighted area. This problem should not and cannot be ignored. The planning commission should be studying the possibility of adding low-income housing provisions to the proposed master plan.

—Emory Daniels

Spring Snow Cuts Electricity

FARMINGTON About 950 Detroit Edison customers in Farmington were without power Wednesday night and early Thursday morning.

The utility's public information office said 700 customers were blacked out from 9:23 p.m. Wednesday until 1:03 a.m. Thursday by a defective switching device on a power pole near nine Mile and Drake Rd. The heavy snow piled on top of the device apparently caused it to fail, according to Walter Doley of Detroit Edison.

About 10:45 p.m. Wednesday, a tree fell across a power line on Grand River near Halstead Rd. causing loss of power to 250 customers. Power was restored about 3:30 a.m. Thursday.

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GI Promoted
FARMINGTON
Peter Zerhan, son of Mr. and Mrs. Peter Zerhan, Jr., of 28878 Ridgebrook Dr. in Farmington, was promoted to Army SP5 while serving as a radar operator with the 3rd Infantry Division near Kutzin, Germany.

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