

# Farmington Observer

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## January jogging

Ice skating, tobogganing and skiing are common winter sports. Another one to add to the list, according to enthusiasts, is jogging. All it takes to continue one's running outside is the proper clothing. Willpower helps when large snowdrops are falling from the sky. But for several persons in Oakland County, running outside in the winter is the only way to do it, unless there's too much ice on the ground to maintain good footing. This group runs at least three times a week, regardless of the thermometer reading. The joggers are (from left) in first row—Julie Bates and Neil Schilke; second row—Marcia Major and Carlene McKechnie; third row—Joan Howell, Evette Storen and Vi Buchs and fourth row—Rosemary Schilke, Joy Wittlesey and Dee Smith. To read more about winter jogging, turn to Page 4A. (Staff photo by Mindy Saunders)



## Rolnick is leader in textbook rebellion

By JUDITH BERNE

The drive to ban advertising and junk food from text books in the state's public schools started last spring with a West Bloomfield third grader and his mother.

Scott Miller, a student at Green Elementary School, diligently brought home his tear-out math book pages for his mother, Elaine, to correct each day.

Scott was doing problems which involved such brand name products as Hostess Twinkies, Hershey's chocolate

bars, Snaps licorice, Jujyfruits candies, Coca-Cola and even Prell shampoo, complete with illustrations.

"It didn't hit me immediately, because each page came home one at a time," Mrs. Miller remembers. But gradually the impact of the problem dawned. "I taught for seven years and I never saw those items in a text book."

Mrs. Miller contacted her friend, Janice Rolnick, a Farmington school board member and mother of another third grader using the same text book, to see what could be done.

A LETTER to Scott, Foreman & Co. of Glenview, Ill., publisher of the elementary math series Mathematics Around Us went unanswered, Mrs. Miller reported.

So a Committee Against Textbook Commercialization was formed and a petition drive launched.

The women, their children and friends collected 1,500 signatures "from as far away as Sault Ste. Marie and as nearby as next door" demanding "the state of Michigan discontinue the use of public textbooks, educational

materials and instructional systems as a medium for advertising and promoting junk food."

Signers deplored "depiction of commercial confections, candy, cakes, cookies and other junk foods as models and graphics in public school text books," which "effectively teach children dietary patterns that are harmful and hazardous to their health."

The committee claims, "graphic portrayal of the high sugar, low nutritional items are not necessary and destructive as visual learning aids. They constitute free advertising promoted by the state directed toward a captive audience of children."

MRS. ROLNICK, a friend of then aspiring State Senator Doug Ross (D-Oak Park), brought him into the picture. Ross, later elected but heavily involved in the election, suggested waiting until after Nov. 7.

They did not have to wait long. On Nov. 22, State Supt. of Schools John Porter met with Ross and the two women.

After investigating the situation, Porter urged legislative action through amending "the present section of the school book code. We are prepared to assist Sen. Ross in this effort when the legislature reconvenes," Porter said.

"We are quite supportive of the position taken by the committee against textbook commercialization. We feel



JANICE ROLNICK

that this is an undesirable development in the publication of text materials and the adoption of this type of material should be discouraged," the state superintendent added.

THE MATH SERIES, the largest selling in the country, according to the textbook publishers, is well liked within the West Bloomfield School District by principals, teachers, parents and kids, according to Green school principal Carl Childress.

"It's well put together," he reports. "It's been effective for us."

"I like the book myself," Mrs. Miller acknowledges. "I even understand what they were trying to do. But we're

afraid if it is allowed to continue, there will be more and more."

Assistant Supt. for Instruction James Morse said he had not given the subject any thought before. "We'll probably be more aware of it from now on," he said. "We certainly would choose a text without them (brand names, junk food, etc.) in the future."

West Bloomfield Supt. Jerry Herman urged an experiment to find out whether the illustrations were actually encouraging children to use the products.

"It's more interesting to get kids counting up cokes than boxes," he said. "Coke is kind of a universal thing. I'm not sure doing the problems would encourage kids to buy Coke."

"Let's not just go spending \$1,000 on new books without factual evidence."

Childress estimates it would cost nearly \$2,000—plus supplementary materials—to replace the hardcover math books fourth and fifth graders use at Green.

Kindergarten through third grade students use paperback books which are re-ordered each year.

Mrs. Miller emphasized the committee has no interest in forcing school districts to abandon their current hardcover texts. The committee wants a law that would regulate text replacements.

## Low income housing urged if state funding sought

By MARY GNIEWEK

A mixture of senior citizen and multiple family public housing would give Farmington Hills a better chance of obtaining government rent subsidies, the Michigan State Housing Development Authority (MSHDA) director told city officials last Thursday.

MSHDA Executive Director Richard Helmbrecht told the assembly of city council and commission on aging members that his agency has no funds available for senior citizen housing in 1979.

"HUD SECTION EIGHT funds will be cut 35 per cent by the Carter Administration," he said. "Priorities become more critical. HUD will go to areas where family and senior citizen priorities co-exist."

"If you would agree to do some family

units, we could be of assistance," he added.

Commission on Aging Chairwoman Nancy Bates called the study session with MSHDA and other government agencies Thursday to assist Farmington Hills in its attempt to secure government rent subsidy for proposed senior citizen public housing.

City Council voted last month to proceed with a bond election in late February, in which voters will be asked to approve the sale of \$7 million in municipal finance bonds to fund the project.

A PROPOSED 240-UNIT five-story building of one and two bedroom apartments would be built on an 11-acre site at the corner of Drake and Freedom. The land was deeded to the city with the stipulation that at least five acres be used for senior housing.

City officials estimate that 1,100 of 3,500 senior residents living in Farmington and Farmington Hills would qualify for rent subsidy.

State Sen. Doug Ross and a member of Congressman William Brodehead's staff attended the meeting. Representatives from HUD, the agency through which the city hopes to obtain subsidy, did not attend the open forum.

Sue Bartson, a representative from Brodehead's office, said she would schedule a meeting between HUD and city officials. City Council is expected to apply for HUD Section Eight funds, but competition statewide is keen.

"I was not encouraged by HUD, MSHDA or Brodehead's office that we could receive Section Eight funds," Bates said. "But that should not stop us from trying."

HELMBRECHT SAID OTHER funding alternatives include HUD's 202 program, in which the city acts as a non-profit sponsor for the housing project. Funds are also available through HUD 11B, in which the community sells bonds to finance construction of the project.

In answer to other questions, Helmbrecht said:

- Applications from potential renters are reviewed on a first-come, first-served basis. But as much as 75 per cent of the tenants are local residents.
- The program plan has to be consistent and non-discriminatory.
- The city must draft a market plan that would show how it plans to attract minorities who work but do not live in the community.
- The city cannot charge more than \$284 per one bedroom unit or \$315 for a two bedroom unit (the fair market value) to renters, regardless of income.
- Bates said a commission on aging representatives will attend a Jan. 25 meeting in Lansing, co-sponsored by HUD and MSHDA. Agency officials will explain housing programs, any changes in procedure, and assist interested communities in applying for available subsidies.

## Hills city hall fire being investigated

A basement fire in Farmington Hills City Hall, which destroyed a stack of treasury records, has been termed accidental by the city's arson investigator, Charles Archambault.

Last Thursday's fire caused about \$1,500 in damage to materials stored in a corner of the basement, according to Farmington Hills Fire Chief John Van DeVort.

City hall workers were asked to leave the building at about noon when smoke began to seep through a portion of the ventilation system. They returned to their offices when the building reopened at 2 p.m. the same day.

The destroyed records were placed in the basement storage room along with papers belonging to other departments in cardboard drawers on open shelves.

Although other sections of the base-

ment, which contained cleaning gear were equipped with sprinkler systems, the records section of the lower floor weren't covered by them, according to Van DeVort.

Sprinkler systems are required only where cleaning gear is stored, according to Van DeVort. Depending on the placement of the building's water pipes, installing the system in that corner of the basement could cost several thousand dollars, he said.

A SMALL PORTION of the papers were damaged by the flames. The documents were protected from water damage by firefighters who covered them with tarps while fighting the blaze.

The building was undamaged because it was protected by fire-rated concrete walls, according to Van DeVort.

## Hills schools post agendas

FARMINGTON HILLS CITY COUNCIL  
31555 Eleven Mile  
7:30 p.m., Jan. 8

- Enactment of amendatory ordinance in reference to open decks within the rear yard of homes
- Consent judgement in reference to office rezoning request concerning the northeast corner of Eleven Mile and Orchard Lake Road.
- Placing advisory referendum on ballot in the November 1979 election. The referendum concerns the RCE-1 senior citizen midrise zoning ordinance.

- Authorizing the city engineer to prepare plans and cost estimates for sidewalks on Thirteen Mile from Greening east to Baptist Manor. Involves 1,900 feet of sidewalks.
- Resolution for the supplemental appropriation amending the 1978-79 general fund budget for refuse removal.
- Resolution authorizing interest rate reduction of special assessment district installation interest charges.
- Resolution authorizing release of surplus fund balances.

- Resolution amending general fund budget for assessment refund program.
- Setting dates for two costs hearings. One deals with the Linden sanitary sewer improvements. The second deals with sanitary sewer improvements on Eastfield and Greening.
- License renewal for Grand Haggerty Auto Co., 25000 Haggerty.
- Consideration of designating National Bank of Detroit as paying agent for the following bonds: \$600,000 building authority bond; \$595,000 sanitary sewer improvement bonds; \$250,000 in highway improvement bonds; \$500,000

in 1978 motor vehicle highway fund bonds.

FARMINGTON BOARD OF EDUCATION

32500 Shawwassee  
8 p.m., Jan. 9

- Interim report on school closings and boundaries. Recommendation to close Shawwassee Elementary School will be the subject of discussion.
- Acceptance of gift from parents
- Superintendent's informational update.

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GUESS WHO'S COMING  
TO FARMINGTON?

The Odd Couple comes to  
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