

Opinion

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Zoo comes alive with ideas, money

WE APPLAUD the rejuvenation of the Detroit Zoological Society, which recently sent out a mailing soliciting new members and boasting of its \$600,000 investment in the zoo's new penguinarium.

And we encourage zoo lovers to heed the call for \$35 family memberships, which not only admit your family to the zoo at Woodward and 10 Mile for the year, but are tax-deductible.

A year ago a team of Observer & Eccentric Newspapers staffers found the city-owned Detroit Zoo was in deteriorating shape, with no capital budget and a moribund Zoological Society.

All across this country, we found a trend toward shifting control of zoos to private zoological societies or to county government. Only in Detroit was a city government desperately trying to hang on to control.

Since then, the Zoological Society, under executive director Charles M. Hammond, has come alive with ideas to improve the 54-year-old zoo and raise money.

WE REPEAT the advice of 1984:

- Don't donate to the Detroit Zoological Park, the city fund. Your \$1 contribution to the city won't raise the \$6 million zoo budget to \$6,000,001. It will mean the city will reduce its subsidy, and not one chimpanzee will get an extra banana.

- Instead donate to the Detroit Zoological Society, PO Box 8237, Royal Oak 48068. Your gift will be used for capital improvements, such as the new penguinarium, a new gate, new signs and educational graphics, two male chimps at Island Lake, an aeration system for the duck ponds, improvements in the elephant, tiger and lion houses.

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STATE GOVERNMENT had a role in these improvements. Instead of merely subsidizing the city, the legislature this year came up with \$1.5 million in capital improvement money, with plenty of strings attached.

Obviously our legislators learned the bitter lesson of the Detroit Institute of Arts and the Motor Library — whatever money Detroit gets from the state will not be used to supplement those cultural institutions but to enable Detroit to reduce its own contribution while clutching political control.

Meanwhile, we would encourage the city of Detroit to learn the lesson of the British Empire which gave its colonies independence when it found it was being bled dry by them.

In the same way that Detroit surrendered its TB hospital in Northville Township and its prison in Plymouth Township, it should think of turning over control of the zoo — either to a consortium of county governments, the Huron-Clinton Metropolitan Authority or the Zoological Society.

Observer & Eccentric Newspapers

'Fall in, soldier'



Ethics become part of the job

WHAT'S MORE important — personal ethics or business ethics? Or are the two inseparable?

Was the recent E.F. Hutton check kiting a case of a corporation spilling in the eye of the law or of a few overzealous employees seeking advancement on the corporate ladder?

Was General Electric's guilty plea to defrauding the Air Force by filing 108 false claims for payment a case of corporate greed or personal greed?

Business scandals are nothing new. Gerald F. Cavanagh in his book, "American Business Values," reports that during the 1970s, 11 percent of the largest U.S. firms were convicted of crimes ranging from bribery and criminal fraud to illegal campaign contributions, tax evasion or some type of price fixing. Some major corporations had as many as four convictions.

Perhaps some good has come of the convictions. Cavanagh reports that almost 75 percent of all U.S. firms now have codes of ethics. Business leaders like W. Michael Blumenthal, chairman of Burroughs Corp., have attempted to address business values. Blumenthal has proposed that business executives form a profes-



Marilyn Fitchett

sional association to formulate a code of ethics and set up a review panel for self-monitoring. While Blumenthal found other CEOs in agreement on the need to set up such a review board, he found his business colleagues couldn't agree on what issues such a board should address.

That shouldn't be surprising. The question of personal vs. corporate ethics is analogous to the chicken and the egg debate. Do personal values shape the corporation? Or does the corporation shape the individual?

If we're unsure about the answers, we can't yet look to our business schools for much help. Cavanagh tells us that among graduate schools of business, only 16 percent offer formal ethics courses. Harvard Business School, called the "West Point of capitalism," didn't plug the gaping hole in

its curriculum by offering ethics courses until the late '70s.

If ethics is foreign to some of today's business leaders and graduate students, perhaps it won't be to tomorrow's. U.S. Secretary of Education William Bennett is urging elementary and high schools to stress the three C's: character, content and choice. According to a 1984 Gallup Poll, 68 percent of parents of public school children said a top goal of schools should be to develop standards of right and wrong. This was second behind the 74 percent who cited teaching children how to speak and write properly.

Business leaders are often criticized for looking at their businesses only in terms of that which can be measured: net income, return on investment, market share. And sometimes it's this obsession with numbers that prevents advances in qualitative factors: quality of product, quality of worklife. Perhaps it even contributes to discouraging corporate climates that reward ethical behavior and punish unethical behavior.

But if the push for ethics from elementary to graduate schools is sustained, corporate America should take the opportunity and at least meet it half way.

Giggles give way to health concern

METROPOLITAN OPERA week in Detroit. Sellout crowd for "LaBoheme." Act I intermission: no line outside men's restroom; 18 in line outside women's restroom.

Act II intermission: two men outside men's restroom; 20 in line outside women's restroom.

Same old story that freelance writer Penny Wright reported last March: When there is a line outside a restroom, the chances are 100 in 100 that it will be a woman's line. It's true at the Masonic, it's true at Michigan Stadium, it's true at Pine Knob — and so on.

She talked about it with building managers. Most just didn't see it as a problem. "Go before you leave home," said some. "Arrive a little early and go then," said others.

She talked about it with architecture students — most of them males. Most men didn't see a problem. But women students unloaded their own tales of inadequate restrooms.

She surveyed our readers, and they poured out their war stories.

Whenever one brings up the subject of long lines outside women's restrooms, the first reaction one gets is an embarrassed giggle. Then the conversation gets very, very serious.

The situation is deteriorating, despite the political advances of the women's movement. Compare the well-advertised restrooms of the old downtown Hudson's store to the practically hidden restrooms of suburban malls. It's more than a matter of convenience. It's a matter of public health. Dr. Jack

Lapides, retired professor of urology at the University of Michigan, reports that of 250 women with recurrent urinary tract infections, the majority were infrequent voiders, urinating once in five to 10 hours. Lapides believes they distend their bladders by waiting so long, weakening their anti-bacterial defenses.

In short, long lines in restrooms are harmful to women's health. Moreover, they take the fun out of the opera, the theater, the football game.

We are inclined to endorse the view of the female architect from Maryland who suggested women's water closets should outnumber men's by 2 1/2 to 1.

Case histories outline real problem

We've got a problem in Middle America — a much larger problem than we imagine.

Some folks would call it teen-age drinking. But that would be a lie to let that label stand.

In fact, the misuse of alcohol has become so pervasive in American society that we are being driven to enact laws

protecting children from their own parents.

On the face of it, this new law out in Farmington Hills sounds good. In short, it penalizes adults for serving alcohol to minors at house parties. Its intent is squarely aimed at graduation parties.

Those of us in the area are keenly aware of alcohol-related deaths in the

past year or so. Most recently four youths have been killed in auto accidents.

It's a slaughter, for sure, but a slaughter with a not-so-subtle twist — one that should be remembered by the adults, the decision makers in our hometowns.

THESE CHILDREN who were killed in auto accidents were sober. That's correct. Sober. It was the other driver, the adults, in the other car who were drunk. These were just a few of the tens of thousands of cases of children pitted against adults — drunk adults.

And although it has been drunk adults killing sober children, this law really is aimed at the children. Because, well, because adults have lost control of themselves and their own children in very many cases.

As defined in this ordinance, "adult" translates to 17-year-old. Few of us really believe that 17-year-olds are adults. But like many other laws and ordinances, this most recent government mandate says it's so.

And the intent of a law will define how it is enforced. The intent of this particular ordinance is to make sure that teen-agers aren't serving alcohol to their friends while mom and dad are out doing whatever — maybe even drinking.

It will be a cold day in hell before the police raid an adult-sponsored party to see if the children are drinking alcohol. Besides, kids and adults rarely, if ever, drink together.

Rather, each group has its own social



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haunts and rituals to fulfill. The only place they meet after fulfilling the alcohol-induced custom is on the road — frequently head-on.

In truth, children are about the same as they always have been. They love, trust and admire adults. And they enjoy more than anything else imitating adults.

Alcohol abuse is the legacy this adult generation has left to its children. If teen-agers are abusing it so readily, it's only because they have learned it from the adults.

Adults like to pretend they are real concerned about this drinking situation. But most of it is just that — pretending. Recently a teen-age group labeling itself SADD (Students Against Driving Drunk) held a seminar.

The children wanted to teach the adults. But few adults came. From a high school of more than 1,000 students, only 30 or so parents cared enough to attend, to hear what their children had to tell them.

We've got a problem in Middle America today. The adults are consuming the children, and the cries of the young are no longer heard by the parents.

discover Michigan

DID YOU KNOW that the Michigan Constitution which went into effect Jan. 1, 1964, contains 12 articles? The cornerstone of Michigan law includes a declaration of rights and covers elections, general government, the legislative, executive and judicial branches, local government, education, finance and taxation, property, public officers and employment. The final article covers amendment and revision.

