

OBSERVATION POINT

Suburbia: A Human Goal We Can Share

By Philip H. Power



Last weekend was the Fourth of July weekend. It was a time to reflect (if reflection was possible amid the electrical storm and the equally loud fireworks and parades) on what America is, from whence it has come and where it is going.

It was in that connection that I took a look through a massive survey, "The Neurotic Trillionaire: A Survey Of Mr. Nixon's America," published in the respectable and solid London Economist. The survey was prepared by Norman Macrae, and it offered a refreshingly objective look at our land and in particular at the role of the affluent suburbs.

"The theme of this survey," Macrae writes, "is that the cautious, conservative Christian men of President Nixon's Administration have inherited, from the days of John Kennedy's New Frontier, a continuing economic miracle, but also, from the wreck of Lyndon Johnson's Great Society, the devil of a sociological mess."

The miracle lies in the combination of the fantastic productivity of the American worker and the achievements of American management. Macrae predicts that by the end of the century, this miracle will push the median American family income to \$25,000 a year — at today's price levels.



This Is The Week That ...

Jerry's Booking Himself

By Don Hoenshell

Jerry Cavanagh is recovering nicely from the wounds inflicted by the slings and arrows of outrageous fortune and is in no imminent danger of departing this mortal coil.

For those who have been locked in a closet for a couple of weeks, Jerome P. Cavanagh said he's had it after eight years as mayor of Detroit.

So Caught without a fresh Cavanagh policy as the shock waves rolled on, the seers grabbed the handy theory that the man who gave Detroit some of its finest hours would run for governor in 1970. Scribes have been writing this since 1959 and the phrases have been believing it.

The next mayor of Detroit is going to be very important, indeed, to the suburbs and to all of Michigan, for that matter. Mary Beck, Dick Austin, Ed Carey, Mel Ravitz, Walter Shamie? Ho ho ho, as we say.

There isn't a candidate on the horizon yet who can win without a lot of help. Cavanagh's endorsement will be sought like the Holy Grail. Austin appears to be front runner for that right now.

The fun now is in the 20-20 hindsight and the speculation why Cavanagh, now winding up his second four-year term, became hors de combat of a sudden and decided to walk away.

"YOU CAN'T GET any satisfaction anymore," said one of his

top guys. "What do you win? Four years of confusion and trouble. You do something for people and they say, 'It's about time,' or 'what did you do for me today?'"

Word is circulating that a personal poll showed Carey could beat Cavanagh. Mary Beck and her funny hats are picking up a lot of publicity. Austin, an honorable guy, is suffering from his friends and enemies in the fractionalized black community.

There is a serious question whether Detroit, the nation's fifth largest city, can be governed in the traditional structure. Heaven knows, New York can't and Los Angeles is proving it.

So why did Cavanagh REALLY decide to depart? Try these for size:

BLACKS — They insisted on a candidate for mayor though the threshold factions could never to this date settle upon one man. Cavanagh's first election in 1961 deposed Louis C. Miriani largely on Miriani's "crackdown on crime."

WHITES — The national movement of the radical right is showing ripples in the cities. The defeat in the primary of Mayor John Lindsay in New York, the upset victory of Mayor Sam Yorty in Los Angeles, it's law and order time, folks, but don't raid the

bingo game or look too closely at the naively raffle. Selective law and order it is.

COLLEGES — The mood of the people is backslapping against kids carrying guns to college. The mood is infectious. Toss out the liberals and put down those who disagree, violently as necessary. This is the result brought on by dissidents who went too far.

CITY VS. STATE — Detroit is in desperate financial trouble. Cavanagh asked for a tax boost from the City Council and help from the state. Neither came through.

The Council was on a Kick-Cavanagh-While-He's-Down binge and the state has its own money problems.

Anybody who wants to be mayor of Detroit under these conditions has got to lead like a lone Marine at a Viet Cong picnic.

The odds are overwhelming at the moment but Cavanagh will be back as soon as he gets through tinkering with them.

The mess, according to Macrae, is the problem of bringing the black population into the mainstream of U.S. society. Symptoms of the mess? Campus rebellion. Urban riot. Chronic poverty.

WHAT IS THE solution?

"The most vital task before America today," writes Macrae, "is to press forward with the breakup of the ghettos and the suburbanization of the Negro, at a maximum pace."

How is this going to happen? It will be tough.

Macrae is dubious about the ability of any central government to force it, regardless of whom the President might be. He is equally scornful of the New Left, which he characterizes as "the dreariest old Nazism ... The cult of violence, the cult of youth, the cult of proclaiming that one was ruled by a plutocracy."

He is equally pessimistic in evaluating the black power movement, which he claims is led by "leaders of an intimidatory, unlovable, lower middle class, lurid Fascist type."

A grim picture.

MACRAE MAY BE right.

But my hunch is that much of the solution of America's neurosis lies right here in the suburbs.

The suburbs are where the money is. They are where the

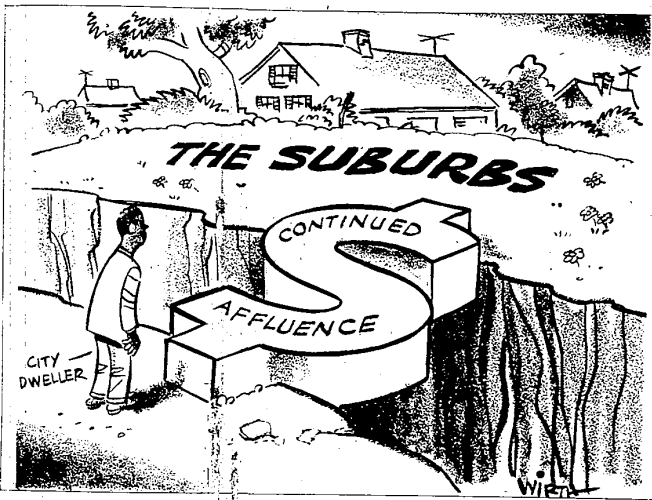
votes are. Increasingly, they are where the brains are moving, with the diversification of industry and the development of community colleges. No longer are the suburbs merely the "white noose around the inner cities."

The suburbs are where some black people want to move, for the same reasons white people want to: Nice houses; a lawn for the kids to play on; good schools; a sense of space and a little quiet.

This isn't to say that all black people want to move to the suburbs. But it does suggest that a wish to live the good life (defined as one in the suburbs, at least for some people) is a human goal that both black and white can and should share.

It further suggests that if — and I stress the if — the American economy can remain as productive as it has been in the past 10 years, many Negro families as well as white will be making enough money to enable them to exercise the option to live where they want and to make the kind of life they want to.

And my further hunch is that as time goes along, so too will white people in the suburbs. If for no other reason than that most people would like to have good, pleasant, respectable neighbors — regardless of the color of their skin, that is — unpleasant, messy loudmouths.



Tim Richard writes

Pontiac Fails To Produce Market Study For Stadiums

Pontiac spent a lot of money making its pitch for a new baseball-football stadium complex.

That was a magnificent table-top scale model of the two stadiums and the sliding dome on display at the Detroit Press Club luncheon.

The mayor was there, and they had a guy who was a former radio announcer to narrate the 20-minute slide presentation.

If you were too lazy to write your own story, they had a lengthy news handout you could print. There were pretty pictures of the scale models and a map of the proposed location at I-75 and M-50.

The rare roast beef melted in your mouth, and the drinks weren't watered.

Only one important ingredient was missing, and so we asked Mayor William H. Taylor about it.

AN AUTO COMPANY can draw an economic and sociological profile of a customer. They can tell you what kind of person buys a convertible, a station wagon and so on. But what kind of person is a baseball and football fan? Do you have any profile of the fans?

"Oh, that's covered in the press kit," said Mayor Taylor — incorrectly.

There wasn't a shred of marketing evidence to indicate that Pontiac was the best location for the convenience of the fans.

The people who did Pontiac's feasibility study made two very tricky assumptions:

First, they picked out one segment of the southeastern Michigan metropolises — the Woodward corridor — and then calculated that Pontiac was in the geographic center of this Detroit-Flint axis.

Second, they assumed that this geographic center was the same as the market center—that is, the center of not only the population but of the people who actually attend pro baseball and football games.

NEITHER ASSUMPTION is valid.

In the first place, TALUS (the six-county Transportation and Land Use Study) has figured the population center of the region as somewhere in Southfield, shifting toward Farmington. If this were the only consideration, the best stadium site would be that 11 Mile-Inkster site that everyone in Farmington is opposing.

In the second place, football and baseball fans aren't necessarily evenly distributed throughout the region. One suspects that baseball fans come more from the blue collar socio-economic ranks and football fans from the college-educated or college-bound white collar group. There are, however, no marketing facts to support any theory.

A Pontiac consultant confessed they had tried to get such market data from the Lions and the Tigers — notably, a list of season-ticket holders and their addresses. Neither team cooperated, he said.

Of course, there was nothing to prevent the Pontiac people from walking through the parking lots at the present Tiger stadium and checking out auto license plates. It's not a perfect method, but it's better than what they did.

Maybe downtown Detroit's the best spot, maybe Pontiac; maybe Taylor or Walled Lake. Who knows?

No one knows. No one has done an honest-to-goodness marketing survey of the paying customers—or if anyone has, it hasn't been made public.

BASEBALL AND FOOTBALL are businesses, just like department stores and movie theaters. Their places of business should be located where the customers are, just like stores and theaters are.

Bowie Kuhn Sees Need For Change

Bowie K. Kuhn is one of the best things to happen to major league baseball in many seasons. The new commissioner, in Cleveland yesterday to address the Shrine Luncheon Club, showed himself to be a man who will provide the firm leadership the sport needs.

The finest commissioner we've had since Judge (Kenesaw Mountain) Landis (1921-1944), Cleveland Indians President Gabe Paul said of Kuhn in his introduction. He described the forceful way in which Kuhn, a lawyer, brought together the principals and helped settle the Ken Harrelson episode.

KUHN EXHIBITED the same leadership in dealing with a controversial trade of players in the National League and in handling the dispute that could have led to players' strike.

He recognizes that baseball must make changes to enhance its appeal and to hold and attract followers. Dividing each of the leagues into two divisions was a good step toward making the game more exciting. But Kuhn does not rule out further structural changes such as three eight-team leagues or four six-

team leagues if such moves would further improve baseball.

More action is what baseball needs and Kuhn knows this. He promises to do what he can to eliminate the dull lulls and to see that the rule requiring pitchers to take no more than 20 seconds to deliver a pitch is enforced.

For too long baseball officials have been satisfied to sit back and let the sport promote itself. Kuhn sees the need for more promotion and we agree. As the years have passed and entertainment and recreation outlets have increased, baseball has had trouble keeping up with the competition.

KUHN IS A THINKING man who has enjoyed baseball as a fan and has been involved in the sport's business intricacies as a lawyer. The owners chose well in selecting him, even though they gave him an "interim" job of one year's duration.

He should continue to assert himself whenever necessary in baseball's best interests. What baseball needed was a boss who was unafraid of the owners and would not be intimidated. It looks like now it has such a leader.

—The Cleveland Plain Dealer

Editorial & Opinion

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