

# This guy thinks crazy weather is just fine

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Absolutely. Our weather can and deserves to be exploited as an asset in our search for a new industry. The truth of the matter is that no matter how bad we may think it is in metropolitan Detroit, vast sections of the country have it worse.

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in Chicago called to say it was minus 26. When we get three or four inches of snow, Buffalo, N.Y. gets three feet.

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The reason is that the surrounding Great Lakes cool our winds in summer and warm them in winter.

Some heavy snow hits the western side of the state, but southeastern Michigan gets just a few inches, which our road crews handle a whole lot better than other states.

Year after year, we get a steady 31-33 inches of precipitation. Year after year, we have a stable growing season. Year after year, we have only a handful of 100-plus temperatures and a handful of below-zero days.

We have a fraction of the tornadoes neighboring states suffer.

OUR ONE disadvantage, to be honest, is gloom. We get a lot of clouds, particularly in winter.

But clouds are the price we pay for having such a moderate climate with so few extremes.

The more you research it, the more facts pile up to indicate we have a pretty good climate. We ought to exploit it industrially as well as for tourism.



**Nick Sharkey**

## Super Bowl affects even the non-fans

What does the Super Bowl mean to you? If you're like me, you can't afford a precious ticket to Sunday's game. You can't get into the spirit of drinking and partying before a game in which you don't root for anyone. You've got indignation from the overkill of media coverage of the event.

Besides all that, i. s. taking place in Pontiac — a long drive for many in a time when gasoline is \$1.40 per gallon.

So it doesn't mean that much, does it? If you believe that, you're dead wrong.

IF (LIKE ME) you have tried to find nearby motel rooms for friends who are coming in for the Super Bowl, you know differently. The closest rooms I could find were in Flint.

What's most important about the Super Bowl is that it's giving a long-needed shot in the arm to the regional economy. More than 70,000 visitors are freely spending money this week in suburban restaurants, hotels and retail stores. That's good for local business. In today's economy, that helps us all.

During this week, it is estimated visitors will spend \$30 million. That dwarfs the amount spent in this area during the 1980 Republican National Convention. Only 20,000 persons were here for that convention, and much of their time was spent in meetings and prearranged private parties.

Football fans are here for one long party. So many activities are scheduled during this week that Sunday's game almost becomes an anti-climax.

YOUR SUBURBAN friends and neighbors have been aware of the tremendous impact that a Super Bowl has on the local economy.

Many have worked since 1978 to bring the Super Bowl to Detroit. That was no small feat, considering the game has never been held at any site in the northern part of this country.

Bloomfield Hills' Ernie Jones and Henry Hogan Jr. spearheaded the effort to convince the National Football League to bring the Super Bowl here.

Troy's Carol Gies is executive director of the Michigan Host Committee. In this position, she's responsible for coordinating all of the many events related to the Super Bowl.

The two participating teams — the San Francisco 49ers and Cincinnati Bengals — are staying in nearby hotels. The San Francisco team is at the Southfield Sheraton, while Cincinnati is at the Troy Hilton.

Local hotels such as Plymouth's Mayflower have been designated as official Super Bowl hotels.

THE SUPERBOWL will give us all another chance to show off this area.

It's a time for all of us to go out our way to make our visitors feel welcome. Extend yourself if a stranger asks for directions.

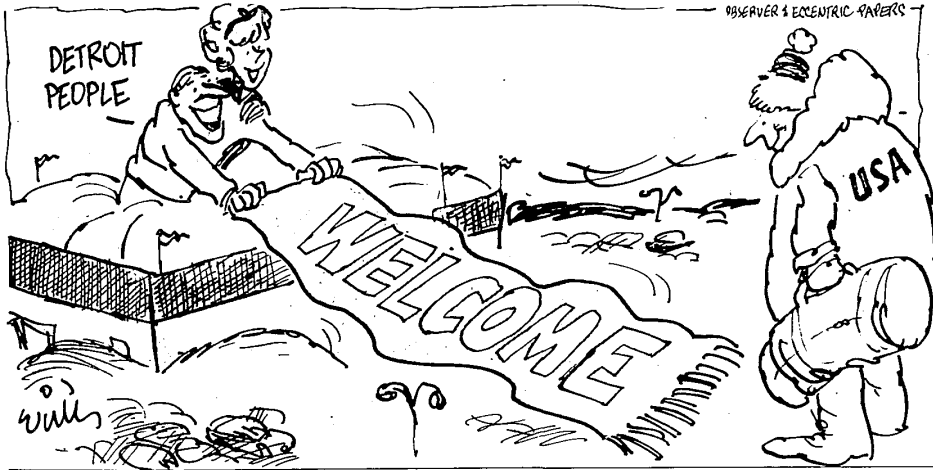
Be patient if the car in front of you slows down near an unfamiliar intersection. Take an out-of-town friend for a sleigh ride at Greenfield Village or Maybury State Park.

In short, do everything possible to make our visitors feel at home. An area has a personality, just as a person.

Make sure our Super Bowl friends learn that although it may be cold outside, those who live here have an inner warmth. Who knows, maybe they will return in a few years and build an industrial plant.

After you've done your civic duty, sit back and relax on Sunday afternoon. Turn on the tube and enjoy Super Bowl XVI — the nation's most important sporting event.

And remember, even if you can't attend, the Super Bowl is very important to your life.



## Arctic blasts make even politics pale

Never, never, never would I have ever believed the Crackerbarrel would be consumed by the weather.

But that wooden vessel of intellectual candor, flavored with the folksy aroma only this symbol of Americana could emit, has been frozen solid. The entire country has become one barren wasteland, looking more like the Arctic tundra than a fruited plain.

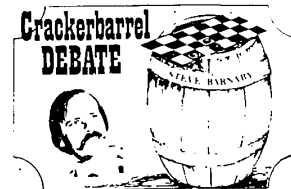
Now I realize why the majestic mountains are purple — they're too cold to be anything else.

I've always been the sort of fellow who has prided himself on reserving his conversation to such subjects as politics, religion and provocative ideologies, whether they be sociologically or psychologically based. Talking about the weather, I told myself pompously, is reserved for intellectual inferiors, intent on immersing themselves in trivia.

Nevermore, quoth the raven.

We native Michiganders always have prided ourselves on being hardy souls, able to withstand adversity, whether it be imposed by Mother Nature or some miscreant administration in Washington.

We sneered at the likes of those sunbelters who found themselves closing schools and rolling up the mercantile sidewalks at the sign of a few paltry inches of snow. Hardly ever have we, the northern



breed, had to cave in to such trite demands of nature.

BUT LET'S FACE it: who gives a damn about zoning changes, road construction, workers' compensation or the MX missile system? What all America wants to know is how in the world is anyone going to pay their heating bill?

The economy — what economy? One of my deeply held beliefs is that the Divine One has blessed us with this record cold. After all, since one of every 10 persons in this state is without a job, little reason exists to dwell on the economy.

## Our great natural asset: the weather

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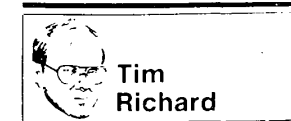
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**Tim Richard**

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