## **Executive urges** business action

The chairman of K mart Corp. urged business and community leaders last week to stop pointing fingers of blame for current "ecocomic tragedies" and help lead the way to the future.

help lead the way to the future.

Bernard M. Fauber of Bloomfield
Hills addressed his remarks to members of the Troy Chamber of Commerce and their guests from surrounding communities at a luncheon meeting in Troy.

He called on his listeners to adopt an He cance on an inteners to acopt an "it can be done" attitude, to analyze current and future social and market trends and to make business decisions based on those studies.

Fauber told how in 1959-60 K mart (then known as the S.S. Kresge Co.) saved itself from "death" by changing from retail variety to discount stores.

Then, five years ago, the "disposable society" began to change. When consumers were beginning to buy products based on quality and not just price, K mark began adding upgraded mer-bandles.

K mart — with world headquarters low in Troy — is today the second argest general merchandise retailer in the country employing more than

NO MATTER what guidelines you see, Fauber told his listeners, the mes-age today is the same, "not just in downtown Detroit but right in our own backyards of Troy.

grow; it has failed to provide for the hopes and ambitions of our citizens.

"Nothing has or will be accomplished by blaming our problems on the unfair competition from the Japanese, Germans or Koreans," he continued.

He also urged the community leaders to stop blaming government taxation or high interest rates. "It's popular, but pointless. Those are simply exchaes."

THE AUTOMOBILE industry which has been the driving economic force "that brought paradise to so many" in the United States and southeastern Michigan is not expected to return to its former glories, he said studies reveal.

veal.

The K mart chairman told his listeners first to go for "an attitude adjustment," to foster a can-do attitude by menouraging individuals within their businesses to try — and to reward them for doing so.

Arthritis Today Joseph J. Weiss, M.D. Rheumatology 20317 Farmington Road Livonia, Michigan 48152

Phone: 478-7860

PROTECTING THE ELDERLY om time to time this column will deal with lems of the elderly, this week will focus on

problems of the elderly, this week will focus on the hazards of stalins.

To be safe stalins should be at least 12-14 inches wide, and have a hand rall on either side that the elderly individual can grasp. Almost Invariably, collers ratins are unase, the stape are narrow, lighting about them is poor, loose board or objects are often present, and usualty a hand rall is locking. Making appropriate change is worthwhile as no amount of expense can equal the cost if the elderly person should fall and break a hip.

Add to that "serious strategic planning and we develop the proper antidotes for our current malaise." he said.
Fauber told his audience how K mart
Corp. used stillude, careful study and
planning to pull listed out of economic
woes twice in the last 23 years in "dying a not so slow death." in 1959 when
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time, the K mart concept was horn. "As
we look back, we can honestly say had
we not made the change from variety
stores to discount stores, there would
be no K mart Corp. today."

"EACH OF OUR 2,200 store mangers must be actuely aware of their
marketplace." said Fauber. "They
must adapt to changes in that marketplace.
"We must recognize, reward, and
compensate those individuals who are
willing to take on intelligent risks and
put forth extra effort."
"As business leaders," he continued,
"we should evaluate our personnel
based upon some kind of effort per
share (of company carnings,")"
Fauber said business and community
leaders, while identifying strategy to
pot local communities hack on a renewed path of growth and opportunity,
must also identify the path for the turn.
"Frequently I hasa that robotics is

newed path of growth and opportunity, must also identify the path for the future.

"Prequently I hear that robotics is the key Perhaps this is so.

"Yet, we should be aware that even if robotics develops into a viable industry, it so ally one industry, at I travel from community to community, those which seem to be the healthest are those which are more than the subject of the season of the



K mart chairman Bernard M. Fauber: urged business and community leaders to identify changes in the marketplace, then adapt to those changes.

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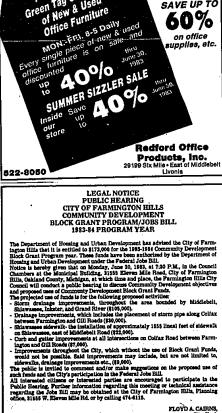
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