### The Farmington Enterprise

"A Continuing Journal Of Progress" Established 1888
P.O. Box 435. 23623 Parmington Road, Farmington THOMAS F. ISLEY DONALD R. STEWART ADVERTISING MANAGER

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MICHIGAN PRESS ASSOCIATION VATIONAL EDITORIAL ASSOCIATION

WINONA WOODS GENERAL MANAGER VICTOR HOWARD

Represented Nationally by AMERICAN NEWSPAPER REPRESENTATIVES

### In Our Opinion . . . . .

### Some Excellent Advice for Business Survival

"Don't run scared. Do a good mer-randising job and you'll get your fair hare of business". "Every business as got to develop good sellers and not lat order takers". "Narrow down

mare of business". "Every business as got to develop good sellers and not ust order takers". "Narrow down in the different types of merchandising ou offer and don't by to be everything? These statements are but a few of the many line bits of advice that Robert E. Vinkel, vice president of the Crowley Department Store châm, gave to memore, at a dinner meeting last week. Windle there was a good turnout of the professional people at the spending membership meeting, it still percentage of the training and people at the spending has been done and the selection of the total number doing business in the spending and the selection of the total number doing business in the sometiment of the total number doing business in the spending agreed deal of information of the total number doing business in the sometiment of the selection of the

ing. We were particularly impressed with Winkel's remarks on the problem of keen competition that nearly all businesses must contend with today and the approaches that he feels are the best in meeting the competition problem head on

Businesses that are to survive in the years ahead are going to have to con-

This coming week we will be joining with other newspapers across the country in the annual week-long observance of National Newspaper Week, Oct. 11-17

of National Newspaper Week, Oct.

Many changes are laking place in the
community newspaper field today and
there is a definite trend toward area
types of newspapers offering big circulation areas to satisfy the demands of
advertisers who are necessary to the
survival of all newspaper operations in
the dollars and cents department.
A newspaper must have a substantial
number of advertisers to stay in busines
and must satisfy the wishes of its advertisers. The Farmington Enterprise
is no exception.

Bud, we at The Enterprise also feel
that we have a stronglobilgation to serve.

Bud, we at The Epiterprise also see that we have a strong obligation to serve the community we claim to serve with complete news coverage of that area. We have done so in the past in Farmington City and Township and dedicate ourselves to continuing to do so in the

timously let people know about their merchandise and services they have to offer, he said. He also pointed out that most businesses were going to have to hire better salesmen and do a better job of selling within their stores, and offer a good selection of merchandise but not over-extend themselves in trying to satisfy all segments of potential customers.

satisfy all segments of potential customers.
Directly related to Winkle's remarks were those made by Stewart on the importance of planning a good advertising program and then following through by doing a good job of merchandising within one's store and having competent salesmen to service customers when they come to one's store to buy.

Goldberg's proposal for a local charge account plan is something that we feel would require a lot of careful study and planning to be carried out successfully but one that deserves serious consideration. It could do a lot to strengthen the whole community business-wise if set up properly and administered in a good fashion.

All it should take is a substantial num-

properly and administered in a good fashion.

All it should take is a substantial number of local businessmen expressing interest in the plan to get a study of such plans as they now function in other communities made as well as a determination of the number of local business places, interested.

Local businessmen working together for the common good of all businesses in the community can not only meet competition but make their businesses grow along with the growth of the community.

communities they claim to with totalnews coverage.

Token coverage of the community's
news events is offered by this type of
newspaper which usually serves none of
the number of communities' it claims to
well. The amount of news space allotted
to the communities it claims to serve is
dictated by the amount of advertising it
can sell in each of the communities
more than by anything else.

We at The Enterprise do not subscribe to this operating practice. Again
this year during National Newspaper
Week we dedicate ourselves to serving
Farmington City and Township totally
with the best possible community newspaper we can offer our readers. We



standard community journalism. In their quest to realize substantially bigger financial returns for themself from the big advertisers, many in the community journalism field today have abandoned their obligation to serve the communities they claim to with total news coverage.







## To Attend ARA Conference Robert J. Stevens of Farm

Conference

James F. Wanink, of 28477 in a conference of the count in Farmighton, has been juvited to attend in South Dakota to serve, as a conference of the top man South Dakota to serve, as conference of the top man South Dakota to serve, as a feditor of the Huron Collège in Hurindar Chicago, Oct. 15-17.

Wanink, area vice president of ARA, will be one of the 90 company officials from through of the country to attend the sistens are a transported by the country to attend the sistens are a transported by the company officials from through and the sistens and fundary in the company precializing in the provision of both and refreshment programs of the back seat, cautions the schools and collèges, hospitals, and government installations, make sure aff doors are chosed of the states and Puerto Ricco.



Top Quality

Goodness

Sake Drink

"Grade A" MILK and DAIRY PRODUCTS

GRADE "A"

HALF & HALF

TOP QUALITY

ICE CREAM 59° HALF

39c at.

DINE WHERE QUALITY COMES FIRST

You'll enjoy prompt, friendly service in a quiet and friendly atmosphere whether you stop in for a lunch or a full course dinner.



Himmelspach

# with the best possible continuity tewspaper we can offer our readers. We sincerely hope that we will never be forced financially to sacrifice these principles in order to obtain enough advertising to stay in business. too many so-called community papers today, we fear, have not ad-to this accepted practice of high-Looking Back in the Files 5 Years Ago OCTOBER 8, 1958 \* New Teachers A honger was held in the expansion program. Charles called blocking file and discovery and the companies of the companies. We companies the companies of the companies of the companies of the companies of the companies. Voter Registration for Milford.

An Obligation for the Community to Fill

New teasure.

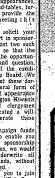
I hanguet was held in the Chesquiere is serving as cnau for Milford.

Noter Registration

More than 800 new negative to the state of the

Enrollment Mark
A new all-time enrollment
The Farmington High School clother the degree in the formulation of the High School control in the farmington as a total of 3,336 to the High School control hast Priday, 25,90. The alcops had the edge in final me statistics despite losing it on the 'screen-board'.

10 Years Ago OCTOBER 7, 1954 Church Expansion
The First Methods the Church School Church Expansion
The First Methods are sewly-formed Bales of Farmington states of Farmington states of the School Church Expansion
The First Methods are sewly-formed Bales of Farmington states of Farmington





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