

SMALL BUSINESSES MOLD EXECUTIVES, PROFESSOR SAYS

Do small business do a better job of developing executives than large businesses?

A Michigan State University professor, Dr. Eugene E. Jennings, thinks so, and hopes to prove it in a two-year study of today's shortage of executives.

The shortage of executives, he says, is the "No. 1 problem" in business and industry today.

In seeking causes for the shortage, he is tackling questions like these: Is there a so-called "executive type," and if so, what constitutes this "type"? How should executives be selected and who should select them? Who makes the best executive -- the old-fashioned tyrant, capable of quick decisions and of making his subordinates jump, or the "modern" type -- well versed in human relations and a smooth politician who molds his employees into a team?

Dr. Jennings thinks that part of the cause may be that it is difficult for firms to train key men because executives move around so often. According to the professor, most executives stay on one job only about five or six years.

Try An Enterprise Classified Ad

Wide Variety Of Hat Styles Out This Fall

Millinery fashions for this fall offer the greatest assortment of styles present in years. Included are such diversified types as the feather hat, the tall toque and the deep manipulated cloche, the turban and the romantic dinner hat.

Hats dripping with ostrich will be shown for dress-up wear. Hats offset with pheasant to coquette and huckle will be given a send-off for wear with tweeds; and hats that cap the head with feathers, take a feather side-sweep, will be included among latest theatricals.

Among the fur hats on the agenda are flat ones such as broadtail processed lamb or leopard, and long hairs such as black-dyed fox.

Coordinated Separates New Trend For This Fall

Coordination of separates could be more so for fall; in fact, separates, by conforming to slim silhouettes, now amount to (two-piece dresses).

Contrast is totally absent. Separate blouses and skirts are cut from the same fabric, or jersey blouses or sweaters in dyed-to-match shades are related to skirts through fabric trimming.

'Kismet' To Begin Two Week Run At Melody Circus Tent August 20

"Kismet," the adaptation into what is called "a musical Arabian night," will begin a two-week run at the Melody Circus theatre on Monday, August 20.

That the phrase "most popular of this century," is not merely showmanly exaggeration is claimed by Robert C. Jarvis, managing director of the Melody Circus, on the basis of the record of this story of 14th century Baghdad.

It first emerged as a play by Edward Knoblock in 1911, made an enormous success in London, and then a few months later in New York, with Otis Skinner as the star. Skinner continued to troupe the whole American continent in his hit for four years, and in 1920 he made the first movie version of it -- silent. Then in 1930 he made another film of the story, this time talking pictures. In 1944 Ronald Colman and Marlene Dietrich made still another film of the enduring story, this time in technicolor.

In 1937 the present musical comedy version was first produced on the stage, and it ran for 17 months in New York plus another 12 months on a transcontinental tour, and then in 1955 was made into still another movie -- in a cinemascope this time, and based on the stage musical that is now to be seen here.

No other story has been made into four movie versions. Since 1911 this tale of a poet, beggar and wizard of flying carpets in old Baghdad has been considered one of the most popular favorites of the English-speaking world.

Ted Scott will be starred here in the celebrated role of Hajj, the public poet and dandified opportunist. Anita Darian will play Marisnah, the beggar's beautiful and beloved daughter. Joanne Spiller will be seen as Yulane, the wizard's favorite wife. Tony Bayard will be the Caliph of Baghdad and others in the cast will be James Norbert, Truman Gaige and Rowan Tudor.

"Kismet" is a gaudy, spectacular musical which will bring to the Melody Circus stage the bazaars, minarets and mementos of colorful Baghdad, with its fakirs and dervish-dancers -- the full picturesque of the Arabian Nights. The play will be staged at 8:30 p.m. Monday through Friday and twice on Saturday, at 6 and 9:30 p.m. There are no Sunday showings.

PREMATURE CHILD DEATHS CAN BE CUT, HEALTH HEAD SAYS

Expectant mothers have it within their power to help bring about a sharp drop in Michigan's seventh leading cause of death -- infant prematurity.

It can be accomplished by visiting physicians early in pregnancy and regularly from then until the baby is born.

Figures compiled by Dr. Goldie B. Corneliuson, maternal and child health director for the Michigan Department of Health, reveal that during 1955 a total of 1,272 infants died in Michigan because of being born too soon.

Dr. Corneliuson defined a premature infant as one weighing 55 pounds or less at birth. A full-term baby weighs about seven pounds.

"About 1 out of 14 of all babies born in Michigan are classified as premature," Dr. Corneliuson said. "With proper care both during pregnancy and after birth, these infants have a far better chance to grow into normal, healthy adults."

"If proper care isn't provided, then the premature infant has trouble surviving conditions a normal-size baby can take in his stride. The high death rate attributed to prematurity can be reduced by proper nutrition and hygiene, as prescribed by a physician."

The need for care is pointed up by the fact that the highest rate of death from prematurity is found among young mothers during their first pregnancy.

"Many premature babies are dying needlessly," Dr. Corneliuson said.

Store Explains Sale Policy

Announcement was made this week by the new Davis and Lent Men's Wear branch store here explaining the establishment's policy on sales.

"Davis and Lent have religiously held to the policy of a clean, fresh, up-to-date stock of merchandise at all times to show their customers," stated Ed Wingard, store manager. "It is therefore necessary to hold a store-wide clearance sale twice each year."

A clearance sale is held the last of August to clear out the summer merchandise and the last of January to clear out the winter merchandise. In this way we keep up to date and clean merchandise in our stores at all times," Wingard concluded.

Most obvious character in the office at the moment is the fellow who boasts about the two-week vacation he still has coming to him.



TED SCOTT

BURNING PROJECT PROVES STIMULANT FOR BLUEBERRIES

A controlled burning project in Arenac County last year had well come results for blueberry pickers this season.

The 105-acre tract was burned in 1955 to encourage growth of vegetation suitable for game habitat. A by-product of the burning was revitalization of blueberry plants in the area.

Although blueberry production is generally poor this year, plants on the burned area produced berries abundantly.

Gene Gandy, district game supervisor for the Conservation Department at Gladwin, said local residents discovered the berry crop and the word spread quickly. As many as 20 cars a day have visited the area in the past three weeks, bringing blueberry pickers from as far as Gladwin, Standish and West Branch.

Subscribe to The Enterprise

Elks To Accept Formal Charter

Plans are now under way by Farmington Elks Lodge 1986 for the resumption of regular meetings now that the summer vacation period is drawing to a close.

At a meeting scheduled for September 19, Exalted Ruler Pat Butternore will accept a formal charter from District Deputy J. Cooper. A meeting was held this Wednesday, August 15, to plan for the occasion.

The program includes appearances by visiting dignitaries from Michigan State Elks, the initiation of 25 Elks candidates, and picture taking. Tentative plans call for the visiting of Royal Oak Elks officers to conduct the initiation. Officials indicated that reports are now filtering in to the house committee on possible locations for an Elks Lodge here.

Quality has everything in its favor, including the price.

ECONOMIC HUNTING, FISHING SURVEY NEARS COMPLETION

Results of a nationwide survey of the economic aspects of hunting and sport fishing will be available next month, the federal Fish and Wildlife Service announced recently.

Field work on the survey, which began last spring, has been completed and some 9,000 questionnaires are now being analyzed. A detailed report on the survey is scheduled for presentation at the September meeting of the International Association of Game, Fish and Conservation Commissioners.

The survey is designed to find out how much hunters' and fishermen spend on their activities and what part these expenditures play in the national economy. Sportsmen in various areas were asked to complete the questionnaires.

It's the original noise that counts; most people are merely echoes.



JOHN M. CLAPPISON

this question:

A bad windstorm came pretty close to lifting the roof off my garage . . . and it did tear loose a lot of shingles both on the garage and on the house. Is this covered under my fire and extended coverage insurance policy?

DAVIS & LENT'S ANNUAL

DOG DAYS!

"HELP YOURSELF . . ."

It's Strictly Self-Serve!

Plenty of DOG DAY BARGAINS!

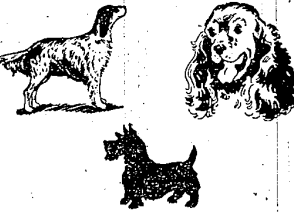
OPEN this FRIDAY 'til 9,
SALE ENDS SATURDAY at 6 p.m.



THURS. - FRI. - & SAT.
This is absolutely the tail-end!

• Find the bargains you want—help yourself & save the cost of additional clerks!
• We've done it before & you liked it—it's fast and will save you money!

"You fellows must go!
Can't feed you heat and
lights any longer!"



TAKE.. PRIDE
IN THEIR
BACK-TO-SCHOOL
CLOTHES

SPECIALS

Week Endies Aug. 25

BATHROBES

\$1.09

SHOE REPAIR

ASK FOR OUR
SPECIAL SHOE
REPAIR SERVICE

SHIRTS 5 FOR \$7.24

OPEN FRI. SAT. 'TIL 9

Pride Cleaners

Orchard Lake Rd. at Grand River Farmington 774 Penniman Plymouth 135 Center Northville

SPECIALS

Week Endies Aug. 25

TROUSERS

55c

CASH & CARRY
TAKES THE DIFFERENCE

COMPARE OUR LOW PRICES

Sport shirts

FAVORED FOR FALL

STRIPES AND SOLIDS CHECKS AND PLAIDS

Come, feast your eyes on this stunning collection of sport shirts for fall . . . in warm glowing colors and sparkling designs to give your casual wardrobe all new zip and zest!

Handsome styled and tailored in top-quality flannel

DANCER'S DEPARTMENT STORES

ARROW COLORED DRESS SHIRTS

Values to \$5.00
Were Sale Priced \$2.95 and \$3.95
SALE PRICED \$2.45 & \$3.45
SLIGHTLY SOILED FROM HANDLING

DOGS! Other Items on Sale! ½ OFF - RUMMAGE TABLE

CAPS - SPORT SHIRTS - TIES - P.J.'S -
STRAW HATS - BOBBY JEANS - JACKETS -
GOLF CLUBS

GOLFER'S SPECIAL

ODD LOT WOODS and IRONS
ALL WILSON GOLF SETS and BAGS
VALUES to \$7.95
YOUR CHOICE \$3.95
40% OFF LIST

ALL SWIM WEAR

Jantzen and Rugby
VALUES to \$5.95 NOW **\$1.95**

SPRING & FALL JACKETS Some As Low As 50% LARGE REDUCTIONS TO CLEAR

SPORT COATS

VALUES TO \$35.00
SALE PRICED \$18.95 TO \$27.50

MEN'S HOSE

Bundle of 5 p. **\$1.98**
5th BUNDLE FREE!
Original Values to 85c each

PENDELTON ODDS & ENDS In MEN'S and LADIES'

Sale Priced 30% OFF

SAVE THIS COUPON

BRING IT TO OUR STORE DURING SALE.
YOU MAY WIN A \$75 HART, SCHAFFNER & MARX SUIT
SAT., AUG. 18, 5:30 p.m.
Name _____
Address _____
NOTHING TO BUY!

MEN'S SUITS

ORIGINAL VALUES \$32.50 to \$79.50
Was Sale Priced \$22.50 Was Sale Priced \$59.75
SALE PRICED \$19.50 TO \$54.75

SUIT SIZES LEFT ON SALE

	36/37	38/39	40/42	44/46
Reg.	4	2	6	7
Shorts	0	0	1	1
Longs	0	0	2	1

IF YOUR SIZE IS HERE IT WILL BE WORTH A TRIP IN
LOOK FOR THE DOG TAGGED SUITS

SLACKS

Were \$8.95 - Now \$6.95
Were \$10.95 - Now \$8.95
Were \$12.95 - Now \$9.95
Were \$15.95 - Now \$11.95
Were \$16.95 - Now \$12.95
Were \$18.95 - Now \$14.95

SPORT SHIRTS (Long Sleeves)

\$4.25 values Now \$2.95
\$5.00 values Now \$3.50
\$6.95 values Now \$4.95
\$8.95 values Now \$6.95

(Short Sleeves)

\$2.95 values Now \$1.89
\$3.95 values Now \$2.77
\$4.50 values Now \$3.15

Additional 10% Discount on four or more

EXCHANGES ACCEPTED DURING SALE

AIR CONDITIONED FOR YOUR COMFORT

YES, USE YOUR CHARGE ACCOUNT

DAVIS & LENT

"Where Your Money's Well Spent"

33306 GRAND RIVER FARMINGTON, MICHIGAN GR. 4-8030