



MSU Studies Show Large Businesses Hire Top Graduates

Proprietors of medium and small businesses are not getting their share of top college graduates because they have not been active recruiters, according to the director of Michigan State University's Placement Bureau.

John D. Shingleton reports that almost all of the 1,300 firms sending recruiters to MSU last year were large employers.

"Owners of small and medium size businesses may not be aware of it," he pointed out, "but they are staking their bid for survival in a highly competitive society on old-fashioned employment methods."

He suggests that heads of smaller companies recognize the need for a recruiting program, emphasize the strong points of employment in their firms, and offer summer employment programs and scholarships.

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2-8 THE BIRMINGHAM (MICH.) ECCENTRIC Sept. 10, 1964

B'ham Navy Ensign Graduates 'Honored'

Ensign Vernon Edward Nickel, Jr., graduated as an honor student from the U.S. Navy Supply Corps School, Athens, Ga., on Aug. 20. He is the son of Mr. and Mrs. Vernon E. Nickel, Sr., of Birmingham and is married to the former Janet M. Irwin of Birmingham.

He is a graduate of Birmingham High School and received his degree from the University of Michigan. He was associated with the NROTC while in college and received his commission as an ensign Dec. 21, 1963. Ensign Nickel has received orders to the U.S.

Happenings

(Continued from 1-B)

City Manager Donald C. Egbert said last week. One will be at 14 Mile, the second at Chapin and Woodward. The state has indicated the best place for the third light would be at Hunter and Hazel, but Egbert feels this point is not advisable since Hazel is a comparatively narrow street.

Naval Security Group Activity, Edzell, Scotland, as assistant to the supply officer.

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Al Hale

Political Parley

It was an informal "meet the candidates" party before the primary that brought together several area politicians at the S. Cranbrook Cross home of Mr. and Mrs. Harold Hillier. Discussing Oakland County's future

are (from left) Bloomfield Township Treasurer Arno Hulet and Mrs. Hulet; Cong. and Mrs. William Broomfield, and Mr. and Mrs. Denton Hassell. Hassell was a candidate for state representative.

U of M Studies Ideas, Actions of American Voters

The Survey Research Center (SRC) of the University of Michigan's Institute for Social Research again this fall will study the political attitudes and voting behavior of the American public.

A sample of 2,000 adults selected at random from the nation's population will be interviewed in a schedule to begin Sept. 7 and continue until the day before the Nov. 3 election.

The 1964 election study is the eighth in a series initiated by SRC social scientists in 1948. Subsequent studies were conducted for every presidential and congressional election since then using similar national samples.

THE RESULTS of these studies have been published in "The Voter Decides," "Group Differences in Attitudes and Votes," "The American Voter" and numerous articles in magazines and journals.

The year's analysis will explore factors which influence voting decisions of the electorate. The SRC staff is particularly interested in the attitudes of the public on major political issues. The study is financed by a \$165,000 grant from the Carnegie Foundation.

The interviews will be taken by professional interviewers employed by the Survey Research Center who will present credentials from the university.

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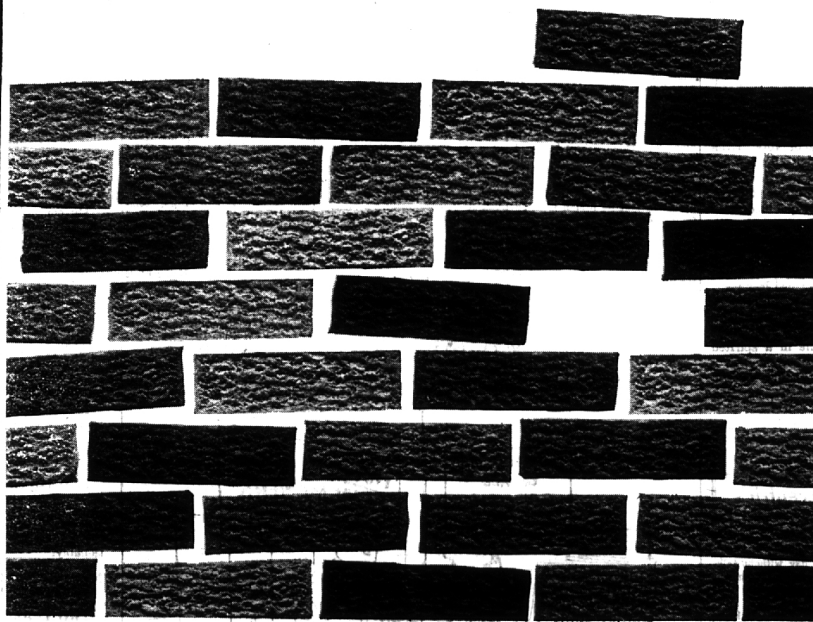
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Arts & Humanities

NOTE: Days given are next week, Sept. 14-15, unless otherwise noted. Classes start at 7 p.m. Register prior to this time in Commerce Bldg., Room 121, McNichols Rd. Campus.

- (1) PSYCHOLOGY in Child Guidance, Wed.
- (2) SHORT STORY, How to Write It, Wed.
- (3) EFFECTIVE THINKING, an Art and a Science, Fri.
- (4) SOCIAL PROBLEMS, an attempt to better understand the social issues of today's living, Wed.
- (5) CAPITALISM, Socialism & Communism: What you should know about them, Mon.
- (6) POETRY, Understanding and appreciating it, Fri.
- (7) AMERICAN CIVILIZATION, origins and ideas, Wed.
- (8) PHILOSOPHY, History of Mon. & POLYKORE, introduction to, Wed.
- (9) CURRENT Political Problems, the realistic issues, Fri.
- (10) PSYCHOLOGY of Adjustment, Fri.
- (11) HISTORY of Modern Russia, Fri.
- (12) CONVERSATIONAL Spanish, Wed., November 4th.

Real Estate

- (1) GENERAL Real Estate, Tues.
- (2) APPLICABLE Residential Real Estate, Wed.
- (3) ADVANCED Real Estate, Thurs.
- (4) MODERNS, Thurs.
- (5) BUSINESS Law of Real Estate, Mon.
- (6) DYNAMIC Investment Opportunities, Tues.
- (7) GENERAL Insurance and Homeowner's Fire Ins. Tues.

Self Improvement

- (1) DYNAMIC Investment Opportunities, Tues.
- (2) PUBLIC SPEAKING made easier, Wed.
- (3) READING SKILLS... speed, vocabulary, comprehension, Thurs.
- (4) CURRENT Political Problems, Fri.
- (5) EFFECTIVE Personal Communications, Fri.
- (6) INTRODUCTION to Business, Tues.
- (7) SOCIAL PROBLEMS, Wed.
- (8) AMERICAN CIVILIZATION, Wed.
- (9) EFFECTIVE Thinking, Fri.
- (10) SHORT STORY Writing, Wed.
- (11) ADVANCED Foreman Training, Tues.
- (12) INTRODUCTION to Business, Tues.
- (13) TECHNICAL WRITING, Manuscripts, Letters, Reports, Proposals, Fri.
- (14) MODERN, Practical Training of Men.

Management

- (1) EXECUTIVE Development, Thurs.
- (2) SALES MGMT. Fri.
- (3) SCIENTIFIC Tools for Mgmt. Mon. & Fri.
- (4) MGMT. and Operations Audit, Fri.
- (5) PUBLICITY and Public Relations, Tues.
- (6) Admin. for Middle Managers, Thurs.
- (7) BROADCASTING Station Management, Wed.
- (8) HOSPITAL Admin. Fri.
- (9) EXECUTIVE Decision Making, Tues.
- (10) CURRENT Political Problems, Fri.
- (11) MANAGERIAL ASPECTS of Plant Engineering, Mon. & Tues.
- (12) MGMT. Techniques for Engineers, Tues.
- (13) MANAGERIAL Economics, Tues.
- (14) SUPERVISORY Development, Tues.
- (15) NURSING Home Admin. Thurs.
- (16) SUPERVISORY Psychology, Thurs.
- (17) PERT & CPM—New Management Control Systems, Tues.
- (18) OFFICE Mgmt. Wed.

New Courses This Year

- (A) AIR CONDITIONING Fundamentals, Tues.
- (B) SOMETHING for Small Business, Thurs.
- (C) PUBLICITY and Public Relations, Tues.
- (D) SOCIAL PROBLEMS, Wed.
- (E) EFFECTIVE THINKING, Arts & Science, Fri.
- (F) HOW to Write a Short Story, Wed.
- (G) PRACTICAL Psychology, Tues.
- (H) VIBRATIONS ANALYSIS, Tues.
- (I) INTRODUCTION to POLYKORE, Wed.
- (J) HISTORY of PHILOSOPHY, Mon.
- (K) CURRENT POLITICAL PROBLEMS, Fri.
- (L) ANALYSIS of Business Systems, Fri.
- (M) ADVERTISING Creativity, Thurs.
- (N) AMERICAN CIVILIZATION, Wed.
- (O) BROADCASTING Station Management, Wed.
- (P) CAPITALISM, SOCIALISM & COMMUNISM, Mon.
- (Q) POETRY, Understanding and Appreciating, Fri.
- (R) MODERN TAX Reporting Techniques, Mon.
- (S) METALLURGY, Fri.
- (T) ENERGY in its Many Forms, Fri.
- (U) FINANCIAL PLANNING and analysis, Tues.

Starting Next Week
Sept. 14, Phone 342-3090 or 342-3091

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REGISTRATION Week of 14th CLASSES: 21st.