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Expert Gives Advice For Small Businesses

By JESSE BOGUE

New York—Wall Street gets most of the financial headlines here, but like most major metropolitan centers this city also harbors hundreds of profitable small business enterprises whose affairs seldom gain much space in news dispatches.

Harvey C. Krentzman said that, as a whole, the operators of these enterprises might be classed as lonely men in the sense that each feels he must shoulder as his sole responsibility the conduct of every facet of his operations.

Krentzman is president of advanced management associates and is a consultant to small business. He is an enthusiastic roofer for the small businessman who, he says, furnishes the great basic strength of our society. He has been working in or with small concerns since his graduation from Harvard Business School in 1952. He lives in Chestnut Hill, Mass.

"People to People" "One of the best things I have found for the small businessman," he said on a recent visit here, "is a sort of 'people to people' program. The operator with problems naturally isn't going to talk them over with a competitor; but if he can get into a gathering with a group of other men working in about the same area and can be persuaded to loosen up, he may find an answer to some problem that he hasn't figured out or maybe even hasn't had time to get to. Just by talking it over."

"But in most cases, he needs someone to start him out; many small businessmen find themselves in difficulties because they do not seek competent advisers."

Consultations Krentzman found the value of this man-to-man consultation through setting up a workshop in the management of small business, with the sponsorship of the small business administration, at North-eastern university.

At one of the workshop sessions, two men started talking over a situation one of them had encountered and by the time they were finished the solution had been worked out.

Not all of the manifold difficulties which may beset the manager of a small enterprise can be worked out by this sort of consultation. Some require the on-the-spot attention of a consultant, who often may have to overcome the reluctance of an owner-manager to call in an "outsider" to give him a helping hand. And Krentzman feels that the larger consulting agencies are too often unable to gear to the problems of the small enterprise.

Suggests Board Last summer, Krentzman appeared before the small business committee of the U.S. Senate. He proposed that the committee consider a program which would make small businessmen aware of the advantages of a "businessman to businessman" advisor board relationship, and would set up a program to bring together

They Just Yawned

Attempt To Create Lion-Cuica Quartet Turns Into Disappointment

By DICK WEST

Washington—(UPI)—As far as I have been able to determine, no composer has ever written a fugue for three lions and a cuica.



West

I use that statement on the experiences of Howard Mitchell, conductor of the National Symphony Orchestra, who recently auditioned a trio of lions at the National Zoo here.

Mitchell arranged the safari in connection with a concert the orchestra is playing this week. One of the numbers of the program is "Samba Concertante" by the Brazilian composer Burle Marx.

Marx, who likes to go all out when he is writing music, threw in parts for a number of instruments not normally heard at symphonic performances.

Among them are a cuica, the teacher and the business man, one like the existing administrative management program.

"The small business owner is indeed an independent and proud person who in spite of many voids in his management experience has and is making many great contributions to the growth and strength of this country," he told the committee. "He, in most cases, is risking his family's security as he makes his daily decisions in the operation of his business."

a reco-reco, two tocalhos, a Brazilian tambourine and a piano with paper over the strings. I had a talk with Marx during a rehearsal and he explained that their purpose was to give the music the true flavor of Brazil.

The cuica, for instance, is supposed to represent a fat man trying to dance the samba. Marx said he had his cousin in mind when he composed that section.

It is remotely possible that some people never heard of a cuica (pronounced "kwee-ca"). In that case, I should explain that it is a Brazilian drum consisting of a cat skin stretched over the end of a small barrel.

You beat a cuica with a resined stick which has been rubbed with a wet rag. The word cuica means "lion's roar."

It also is remotely possible that some people never heard of a lion (pronounced "Metro-Goldwyn-Mayer"). In that case, they will have to turn elsewhere for enlightenment. Lions are beyond my powers of description.

At any rate, as I was saying, Mitchell took a cuica out to the zoo to see how the lions would react when they heard it. It was expected that they would begin to roar, creating the first cuica-lion quartet. But nothing happened.

The lions didn't respond at

all. They just yawned. It was a big letdown, but Mitchell swallowed his disappointment and went ahead with the concert.

I think I know what was wrong. Mitchell should have tried beating the lions with a resined stick. I feel certain that would have made them roar. They might even have swallowed Mitchell.

But I doubt cuica-lion quartets will ever become popular. It's awfully hard to keep a lion in tune.

CONVICTIONS TOSSED OUT

Columbia, S. C.—(UPI)—The state Supreme Court Wednesday threw out the convictions of 42 Negro students for staging sit-in demonstrations at lunch counters in Sumter. The Morris college students had been fined \$100 each and sentenced to 30 days in jail for breach of the peace.

Russian Hooligans Like Terms in Jail

Moscow—(UPI)—The newspaper Moskovskaya Pravda complained today that some Russians jailed for two weeks as hooligans find life inside so pleasant they request two-week extensions of their sentences.

Some prisoners even gained weight in jail, the newspaper said in an article entitled "Hooligans on Vacation." It said others finished their terms without having done any hard labor.

The newspaper said the situation was ruining the effect of laws designed to crack down on hooligans.

"The problem should be tackled and the sooner the better," it said.

The newspaper suggested one solution might be to force hooligans back to do mental labor such as scrubbing floors in the factories and offices where they normally work. It indicated this would have an appropriate moral effect on them.

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Portland — (UPI) — Election Bank of Oregon was announced today. They are of two new directors to the board of the First National Francis P. Hill, president of attorney and lumberman.

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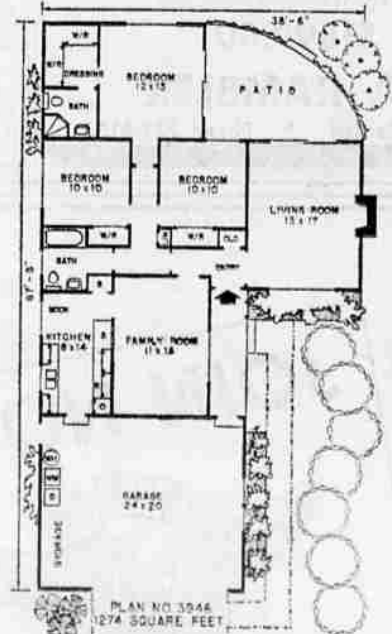
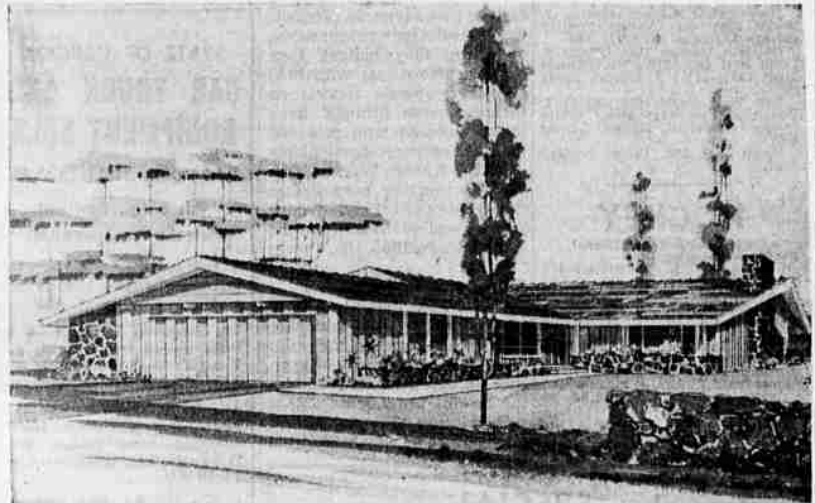
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This Week's Plan for Home Builders



By HIAWATHA ESTES

There has always been a scarcity of satisfactory plans which could be constructed on a narrow lot. To help remedy this situation, we have developed this home which can be built on a lot less than 50 feet wide. Yet, it has all the features of houses that are planned for much wider lots.

The front door, which is protected from the elements by a roofed porch, opens to a center hall entry rather than directly to the living room as it does so often in the layout of a narrow plan.

The "dead-end" living room is just to the right of the entry where it will escape all unnecessary household traffic. A large window in the front wall of this room offers a wide view to the front of the lot while sliding glass doors open to the partially roofed patio at the rear of the house. This abundant glass area floods the room with sunlight, enlarges it visually and is a constant invitation to outdoor living.

Family Activity Center Since the kitchen and family activity center are apt to be on the noisy side, they have been placed apart from

other areas. The family room is only partially separated from the kitchen.

A nook has been provided in the kitchen for informal family meals. There is direct access from the garage to the kitchen. This will decrease the time and amount of work involved when unloading the car of groceries and other items. Since almost everyone shops at super-markets these days, this is a strong consideration.

All of the plumbing has been located along one side of the house. The water heater and washing facilities are at the one side of the oversized garage while the kitchen and bath plumbing are located in the same area but further to the rear.

Master Bedroom Suite Very few homes of this size can boast of a master bedroom suite containing both a dressing area and private bath. A shoulder high window is located on the rear wall of the bedroom to facilitate the placing of furniture. Sliding glass doors open to the patio where the family can relax in privacy.

The large garage has space

for an abundance of storage or which could be used as a workshop. Besides the door opening to the kitchen, another leads from the washing facilities to the side yard and another opens to the front porch.

Complete working drawings for this plan can be purchased at a cost of \$7.50 for the first set and \$5 for each additional set when ordered at the same time. This plan will be available at these prices until March 18. Please allow two to three weeks for delivery. The following home plan books are also available. Price: Homes, \$1; Award Homes, \$1; Town and Country Homes, \$1; Homes for Living, \$1; Homes for Distinction, \$1; Ranch and Modern Homes, \$2. All books, a \$7 value, only \$5. Send all orders for either plans or books to: Hiawatha Estes, post office box 404-T, Northridge, Calif.

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