

EDITORIALLY

FIGHTING INFLATION IS EVERYBODY'S BUSINESS

Five dollars a pound for sugar? One hundred dollars for an ordinary pair of shoes? Twenty thousand dollars for a new automobile? No, thank goodness, these are not prices in America today, but we have seen the same thing happen in other countries. Every patriotic American should acquaint himself with the facts about inflation and see what he can do to prevent this endless spiral from ruining our country.

We have all seen how inflation works. Prices are raised, then wages are raised, then prices go up again—and on and on it goes. China's experience has shown that there is no end to how high prices can go and how worthless money can become.

Inflation hurts everybody—every family, every business concern, every church, in fact, everyone in the community. That is why retailers, wholesalers, and everyone involved in the production, distribution, and sale of goods should likewise join the fight.

Inflation deprives us of the things we have to have—food, clothing, homes, and other basic necessities.

The problem looks so big and complicated that the easiest way out is to take the "don't care attitude. The result—prices continue to rise. It *is* a big and complicated problem but not too difficult to conquer if Americans will rally to the fight by keeping the following points in mind when they start to purchase something:

Do I have to have it?

Is the price the lowest I can expect?

Would something else less scarce do just as well?

Can I afford it out of current income?

Am I keeping my old savings?

Whatever you buy make your dollars count in the fight against rising prices.

When every American joins the fight against inflation by careful buying and some self-denial, the "boom and bust" menace will no longer face us.

SUCCESS

In every business establishment throughout the land, the following message might be posted with good reason:

"The success of this business and the future of our jobs both depend on how carefully and promptly we do our work each day."

No business can succeed—and unless a business succeeds, there can be no jobs—unless the people working for it do the very best they know how each day. That means doing work carefully—and seeing that things are done promptly.

For if work is done carelessly—and if it is not done on time—the people depending on that business for its products or services will become dissatisfied and "take their business elsewhere."

So let's repeat it again and again—for so much depends upon it:

"The success of this business and the future of our jobs both depend on how carefully and promptly we do our work each day."

WHAT HAVE YOU DONE TODAY?

One of the hard lessons to be learned in business is that we must always be looking ahead, and not look back at what we have done yesterday. Andrew Carnegie who did so much to build up the great steel industry in America once received a wire from his assistant, Charles M. Schwab, which said, "All records broken yesterday." Carnegie wired Schwab, "What have you done today?" This is the spirit in which we shall do great things together. We have done well in the past, but we must always look at each day's work and ask, "What have we done today?"