

SALES MAKE JOBS

Babson Quizzes CIO's Demand For More "Shops"

By Roger W. Babson

Babson Park, Mass., Dec. 22.—When Vice President Wallace spoke to the CIO Convention in Chicago he gave "small business" a big hand. This draw another big hand from the Conventioners. Said he in substance: "After the War, this nation eventually must provide sixty million jobs. To promote employment, I urge that a man of ambition and ideas find a shack in an alley, start up a business, and hire workers."



BABSON

Mr. Wallace further asked for tax relief for "the little man with the big idea." Although constructive in intent, Mr. Wallace's talk stopped far short of the core of the trouble. When the unemployment crisis emerges—three years, say after warfare ends—why more "shops?" The need will be not for more inside shops but for more outside salesmen. Small businesses rent stores but they do not make jobs.

Shortage of salesmanship will be the reef on which some of Mr. Wallace's cleverest mechanics may fall apart. Apparently some of the employment analysts invite disillusionment if they believe that every expert tool-maker can take his patent or project and shoeing it into a fast-growing, heavily-paid industry. The mechanical genius normally is an indifferent businessman. He can handle any metal but gold or silver. He can hold to the thousandth of an inch more readily than the hundredth of a dollar. My friend Thomas A. Edison was somewhat of an inventor. He used to tell me: "Babson, it takes more to get an idea rolling than to get the idea."

BUMPER HARVESTS GROW FROM SEED-CORN

I would be the last to disparage humble beginnings. My own business activities originated 40 years ago in the kitchen of a cottage on a narrow street in a quiet village; but the growth was very slow. Most large employers of labor today treasure faded photographs of the modest buildings where the enterprises began. But the men who created these industries spent their time outside selling on the road, not inside waiting for customers. Also, may we remember what U. S. failure statistics show.

With all goodwill toward aspiring founders, the evidence compiled by the credit reporting agencies proves the frailty of one-man ventures. There are long years of battling before the corner is turned and the enterprise can provide employment in any substantial volume. Unless all past records are meaningless, the only prompt and realistic way to enlarge "Help Wanted" advertising columns is by strengthening the selling and merchandizing campaigns of existing and established concerns.

SALES CARRIEMEN THE REAL INDEPENDENTS

Nobody begrudges independence of action. Aspiration is at the heart of Americanism. However, thousands of strongly connected salesmen, allied with sound organizations, are in reality in business for themselves. Backed by resources and reserves, well-placed salesmen win a free-swinging career—and a breadth of accom-

plishment—impossible for the average hand-to-mouth, caged proprietor. Ostensibly the proprietor is his own boss and working for himself. In truth, he may be the unregistered employee of his creditors. He may be paying a ceiling price for his tin badge of independence.

Hats off to every ambitious auto-repair shop and newscounter. We need such. Nonetheless, employment stems from sales and more sales and still more sales. This is true whether the enterprise is a hole-in-the-wall or a Willow Run. Tax relief will aid. Less interference by Washington is urgent. However, you recall that failures were high even back when tax levies were low. Moreover, the first essential of taxation is to have something to tax. That something originates from outside salesmen—who also have their "big idea," namely, the power and inspiration of teamwork.

MECHANICS VS ECONOMICS

Therefore, as a statistician grounded in the records, I insist that a step-up of merchandizing efficiency is the most hopeful answer to the question of how a man can help most to create sixty million jobs. Furthermore, this likewise answers the query: What is the best preparation for those who want to have a business of their own? It is, become an outside salesman for an established concern.

WILLIAM ROBERT MILLS CLUB

The regular meeting of the William Robert Mills Book Club was held at the home of Mrs. H. C. Taylor, Jr., with Mrs. H. C. Taylor, Jr. and Mrs. R. L. Eagles hostesses. The home was beautiful with Christmas decorations.

Two very fine papers, "Let's Eat Three Meals Per Day" and "Special Occasions" were given by Mrs. P. H. Massey and Mrs. Roger Mitchell, respectively. These were made more interesting by picture illustrations presented by Mrs. Massey and a concrete and beautiful display of various garnishes that could be used for different occasions prepared by Mrs. Mitchell.

Members present were: Mrs. P. L. Eagles, Mrs. H. C. Taylor, Jr., Mrs. Numa Freeman, Miss Gertrude Winston, Mrs. Wesley Williams, Mrs. Hugh H. Perry, Mrs. W. G. Lancaster, Mrs. P. H. Massey, Mrs. E. C. Jernigan, Mrs. W. E. Fuller, Mrs. F. P. Hart, Mrs. W. H. Allen, Jr., Mrs. R. G. Stephens, Mrs. Frank Harrington, Mrs. D. V. Holliday, Mrs. Roger Mitchell.

A variety of sandwiches and hot tea was served.

BROTHER OF MILLS FACULTY MEMBER RECEIVES THE BRONZE STAR

C. Ray Pruette of the Mills faculty has been advised that his brother, Sgt. James H. Pruette has received the Bronze Star for Meritorious conduct in action on 22 August 1944, in France.

The citation read as follows: Technician Grade 4, James H. Pruette, 34431969, Field Artillery, U. S. Army, is awarded the Bronze Star for meritorious conduct in action on 22 August 1944, in France. Technician Pruette was assigned to duty as a radio operator for a field artillery unit engaged in action with the enemy. The enemy launched a ferocious counter attack in the early morning hours and succeeding in destroying all wire communications of the organization. Despite continual danger from enemy mortar, anti-aircraft artillery, machine gun, and other small arms fire, and with complete disregard for his personal safety Technician Pruette remained at his post throughout the battle, maintaining communications so vitally needed for the success of the tactical operation. The courage and loyal devotion to duty exhibited by Technician Pruette reflects great credit on himself and the armed forces. Entered military service from North Carolina.

L. S. HOBBS, Major-General U. S. Army Commanding.

ON LEYTE

Headquarters First Cavalry Division on Leyte.—Technician 4th Grade Frank W. Pinnell, son of Mrs. F. W. Pinnell, Castalia, N. C., is the soldier charged with keeping records of his field artillery battery, which is daily pouring heavy shells on the Japs in the Philippines.

A farmer in civilian life, Pinnell has been in the army since July, 1942. He received basic training at Fort Bragg, North Carolina.

Pinnell attended Louisburg College.

NOTICE OF SUMMONS

In The Superior Court of Franklin Co. Before the Clerk Mrs. Florence Ferguson and husband, J. H. Ferguson, v.

Thurman Woodlief and wife, Mrs. Dorothy Woodlief and Willis Woodlief, unmarried.

The defendants Thurman Woodlief and wife, Mrs. Dorothy Woodlief, unmarried, will take notice that a special proceeding entitled as above has been instituted before the Clerk of the Superior Court of Franklin County for the purpose of selling for division 15 acres, more or less, of land situate in Franklin Township, Franklin County, known as the Sallie Woodlief land, to which proceed-

ings the said defendants are proper and necessary parties.

And the said defendants Thurman Woodlief and wife, Mrs. Dorothy Woodlief and Willis Woodlief, unmarried, will take notice that they are hereby required to appear before the Clerk of the Superior Court of Franklin County at his office in Louisburg, on or before the 23rd day of January, 1945, and answer or demur to the petition in this proceeding; and that otherwise the petitioners will apply to the court for the relief prayed in the said petition.

Dated this 20th day of December, 1944.

W. V. AVENT, Clerk of the Superior Court. JOHN F. MATTHEWS, Attorney for Petitioners. 12-22-44

To wish you a Real Old Fashioned MERRY CHRISTMAS and a NEW YEAR of HAPPINESS

BROWN FURNITURE HOUSE

Phone 314-3 J. L. Brown, Prop. YOUNGVILLE, N. C.

A minimum 1945 producer price of 27 cents per dozen for candied eggs has been announced. In areas not selling candied eggs, the price for eggs from farmers is 24 cents per dozen straight-run.

Santa Claus will bring the dairy cow a bag full of comfort, kind treatment, ample water, salt, grain mixture, silage and good, bright legume hay.

There is a lack of warehouse space for cotton and many growers have not been able to take advantage of the Government purchase program.

FOR FIRST CLASS PRINTING CALL PHONE 283-1

Order SWIFT'S RED STEER Now!

Are you counting on high-quality fertilizer helping you increase your yields and your profits? Then order your RED STEER FERTILIZER EARLY! Increasingly difficult labor conditions, material shortages, and transportation delays make early ordering necessary if you are to have your fertilizer on hand when you start to plant. Figure your needs and place your order with us now. Swift's Red Steer Fertilizer is the same high-quality fertilizer Swift has always sold under this popular brand. It is the fertilizer with the extra plant foods that will help you get top yields and top quality. Don't delay! Order now!

SWIFT'S RED STEER FERTILIZERS

NON-ALKALI FORMING NON-ACID FORMING

PHYSIOLOGICALLY NEUTRAL

SEE A. B. Perry or G. C. Harris LOUISBURG, N. C.

For HEADACHE

LIQUID CAPUDINE

Capudine relieves headache fast because it's liquid. Its ingredients are already dissolved—so ready to begin easing the pain. It also soothes nerve tension due to the pain. Use only as directed. 30c, 50c.

TAKE YOUR FERTILIZER NOW

War Food Administration WARNS... "NOW OR NEVER FOR 1945"

There's a crisis in the making! If stocks pile up in fertilizer plants and agents' warehouses, the stream of supply will choke up. They must move fast or the lack of man-power will cause a paralyzing shortage.

Take the Chilean Nitrate situation for example. To supply the quantity needed for 1945 crops, many cargoes must be unloaded each month at each port, then moved out by train and truck for immediate allocation. It must move out of agents' hands as fast as it moves in. If not, the choke-up starts and works back to the ports, even back to the ships.

Already there's a threatened shortage of nitrogen, due to sharply increased war needs. Unless you help smash the bottle-neck by taking your nitrate as soon as it is offered, the shortage will become acute. Thousands of tons will pile up at U.S. ports or on the docks in Chile. The only place Chilean Nitrate does you any good is on your crops. Get yours now... while you can.

Storage Tips

- File all materials on dry boards in barn or shed.
- File materials separately.
- Keep piles close together.
- Destroy the bags when you use the contents.

Buy Your Fertilizer NOW... Take It NOW... Store It Till It's Needed

This message is published to assist the War Food Administration and the fertilizer industry... to help you get the fertilizer you need.



MERRY CHRISTMAS, FOLKS!

You've been grand passengers on this eventful trip through 1944

Next year, 1945! But just before we arrive, let me say to every one of you—"Thanks for using buses with careful regard to war needs—that for being good natured about occasional discomforts of crowding."

The fact that you can take travel at its worst, and still smile with us, has helped us do a far more efficient wartime job. It has made us even more determined to give you highway travel such as this nation has never known

—come Victory! Right now, new Super-Coaches with amazing comfort features are shaping up—innovations of convenience and sightseeing are on their way. The months just ahead will be decisive ones for all the world. We know you'll keep right on with that patriotic cooperation that has helped transportation do its tremendous job all through the war years.

For A Happier Trip Through 1945... Keep on buying War Bonds—each bond is a bomb! Keep on giving blood—to save American lives.

BODDIE DRUG STORE - BUS STATION Telephone 329-1. Louisburg, N. C.

GREYHOUND

HOLLYWOOD GRILL

GRADE 'A' CAFE

HOT PLATE LUNCHES

HOT SOUP SANDWICHES OF ALL KIND COFFEE

Grade A Milk FOUNTAIN AND BOTTLE DRINKS

WILL APPRECIATE YOUR BUSINESS

W. H. Spencer Owner Louisburg, N. C.