

When GI Joe Comes Home, What Can You Tell Him About Entering Business?

Some day some Pilot Pete and some man Sam will be coming to you. My Businessman, with big dreams of launching ventures they'll want to launch, writes George S. May, business consultant and engineer, in the current issue of the Rotarian magazine under the title of "What We Start on in Business?" And since the editor of the local newspaper may be the "Mr. Businessman" of whom these GI Joe's will be asking advice, The Auxiliary is reprinting herewith Mr. May's article, through the courtesy of the Rotarian editors, to give these editors tips on how to counsel the returning servicemen. The article reads:

There's many a GI Joe who won't want just a job when he comes home. Before the war he worked for some one else, but flying a quarter-million dollar bomber or commanding a squad

of a platoon has given him new ideas. When the big show is over he'll be on the scout for opportunities to set himself up in business and to be his own boss.

He has flown over Germany in a plane made of cloth. In New Guinea he has dined on dehydrated turkey and potatoes. He has slugged through swamps and mud in every jeep that has wheeled. Or he has zigged through bombers with a sturdy craft made of lumber plywood. And he wonders whether the torrent of new products and inventions will mean a business opening for him.

He has read how F. W. Woolworth started with a push investment of but \$10. He has heard of that Texas grocer who during the depth of the depression borrowed \$100 and within six years developed a supermarket.

that grows better than \$100,000 a year. He is saving up his pay and may have \$200 or \$3,000 tucked away. He wonders how much he'll have to borrow to buy that Main street filling station back home, or the corner grocery, or that run-down weekly newspaper in the next county.

And this GI Joe I'm talking a best will, in all probability, come to you, Mr. Businessman, for friendly advice. Should he strike out for his own? Should he embark upon a private enterprise?

Here lies a responsibility for which the proper adjective is "grave." The GI Joe is your own son, you do not need to be reminded of that. But consider with what grace you would face your neighbor's son, or your man's son, if upon your advice he plunged into business for himself and a few months or a few years later his failure mocked your counsel.

Now, it is not too soon to be thinking about this. The boys are fighting a war to but a necessary evil which they must overcome before they go about what they really want to do—starting a family and fitting themselves into some community. A certain letter, postmarked "Buck Africa," is Exhibit A for this point. It was written by a South African soldier who, having stumbled into an oil well of the Rotarian, was full of ardor. The letter reads:

The war will be over soon, and I shall be home in a few days. I have been thinking about the simple thing that you have said in your letter to be a business. I have been thinking about the simple thing that you have said in your letter to be a business. I have been thinking about the simple thing that you have said in your letter to be a business.

HE USED TO PRINT IT NOW HE READS IT



Sgt. Horace M. Walker who is now "Somewhere in France" is shown above reading a copy of The Kings Mountain Herald before entering the army. "Red" was made up man of The Herald and for many years as noted in publishing the paper he now reads on foreign fields.

will affect you.

6. Be systematic. Haphazard buying, selling, managing, enlarging and servicing spoil your business. Under-promising and over-fulfilling are usually a good rule. Try to give your patrons a little more than they expect and they'll come back. Repeaters are profit makers.

Well, fellow businessmen, that's about what I would tell GI Joe. There's nothing top about it. I know but it is a good thing for us who may be called upon to advise young men to enter business. Our own thinking. These ten points simply run up business experience. If put to work intelligently, they can help make a young man to put his feet on the right road.

7. Be sure you curve. If you don't have something of real value to offer, better not start. Try to do something that is worth the price. That is, if you want to stay in business long. It sounds like preaching, but if you don't have a society, you must have a product. You must have a full dollar's worth of goods for the price of a dime. You must have a product that is better than the rest. You must have a product that is better than the rest.

8. Be human. There is no such thing as a free lunch. You must have a product that is better than the rest. You must have a product that is better than the rest.

ing useful to the community, than mere that contagious belief over in to your gain and service. Under-promising and over-fulfilling are usually a good rule. Try to give your patrons a little more than they expect and they'll come back. Repeaters are profit makers.

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9. Be profoundly believe, in your ability. All of us in business have a private system, whereby we make ourselves to make our own contributions to the continuation and improvement of going to it something that which we must do. As participating in trade associations, we are helping alert young men to the things is and

Our servicemen and women went into the fight with all they had . . . and they deserve a lot of credit. Our boys taught the Italians their self-styled Caesar was stuffed with straw. Then the Boot of Europe turned on its heel. As history writes the last chapter of Fascism and Nazism we now turn to some unfinished business with Hirohito. This will call for the same COOPERATION that knocked Hitler into retreat.

MANY people are rejoicing over our victories . . . many of these same people think the worst is over. But the truth lies with those who know that we have just begun to fight. Some of our prayers have been answered, but it will take a lot more before "Johnny" will come marching back to his family. It isn't too late to pray . . . and certainly we can't pray too much . . . for peace, freedom and happiness.

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Start-up of a newspaper is the simple thing that you have said in your letter to be a business. I have been thinking about the simple thing that you have said in your letter to be a business.

Year	Established	Discontinued
1925	496,000	451,000
1929	483,000	447,000
1939	376,000	349,000
1940	374,000	347,000
1941	329,000	327,000
1942	229,000	307,000

No, not all the returning GI boys who want to go on their own should. Joe Danks may have the responsibility for success, but not the opportunity, or vice versa. It is the right balance of these factors that will spell success. Every case will be a special problem, but here are ten pointers that may help you to steer the boy right. I'll state them just as you might put them to Joe.

1. Analyze yourself. Do you meet people well? The business world is getting more personal every day. Its "Hello, Bill" at the first meeting, and "Yours sincerely, Hank" at the sign-off of the first letter. A stream-lined disposition that conceals moodiness or irritation or worry is tops today. If you're running a business, you're going to meet the public, and the way you do it may easily mean success or failure.

I know a salesman who saved \$12,000 and then put it into a retail store. He didn't know that line of business, but it had a good trade and he could have made a success of it. He fawned over customers to their face and slammed them behind their backs. An old-time patron heard him whine about "cheap shaves" who bought only small amounts—and walked out, never to return. Word got around the neighborhood that he was a chronic hollycher. In a few months his clerks were standing around and cash register was silent. Bankruptcy tag down the car tail.

Another thing, Joe—have you administrative ability? If you have it should have shown up when you were a boy. Were you a good trader? Did you like to initiate small enterprises, such as running a show, or going out and getting odd jobs, or running a newspaper or other delivery route? Did you depend on your parents to start you off in some activity, or did you launch it your self?

In my neighborhood lives a boy who for several years has been collecting scrap and selling it. He's first to get school lecture-course tickets to sell and to vie for the cash prize for selling the most; he even took another kid into partnership and they bought a cross-cut saw and went around the community sawing up wood for fireplaces. He keeps strict account of his earnings. Not everyone going into business for him self has to have that lad's flair for management, but he should be able to satisfy himself he has the initiative, judgment and energy to be a successful manager.

2. Get into college. It takes four fight stanzas to launch a business, however small, and carry it through. It may be monotonous, but it isn't hard to work for the other fellow. Draw your wages or your salary, and let him do the worrying. There's security when someone else shoulders the uncertainty—but if you're going into business for yourself, you have to face the ups and downs that accompany it. Whatever the odds, you must conquer the fear of failure, for that will make you fail.

Joe, there's a respect a great businessman, present or past, who at one time or another did not feel that he was at the end of his rope. I could name companies after companies, many of them gigantic today, which

been made famous. "Goggles" because he slipped overboard and his face in the water, goggles to save goggles. He has been ridiculed and called a snoot, but the fact is that not an eye has been lost among thousands of workmen in ten years. He lives today and yesterday.

The new businessmen must take advantage of modern practices. That he can easily do through trade associations and trade papers which are in practically every industry in existence today.

4. Choose the line you know best and stick to it. What did you do before you got into the war? What did the service teach you, Joe? You're a mechanic? Think, then, of the repairs old cars will need before people buy new ones. Maybe the "dough" you have saved plus the tools and set you up in a repair shop. Thousands of filling stations are to be touched; also tire shops, also shops specializing in painting, up painting and rebuilding. When people travel by motor again, there'll be countless wayside stands waiting to make living for ambitious owners and operators.

Dr. Joe, maybe the army made a veterinarian out of you. Then give a thought to caring for pets. You're a baker? Maybe there's a spot in your town for a small specialty bake shop. Is it photography you learned at government expense? Then think of new avenue in that field—micro-filming, for example. If you worked in intelligence, perhaps you can transfer your training to commercial investigating, detective work, or personnel management. If you enjoy it and do well, what wrong about working for someone else, anyway?

Stick to your line, Joe. That means if you're going to run a gas station, don't try to add a beauty parlor or a pharmacy on the side. Divided business means divided attention and divided efficiency. When a business grows, it may eventually expand into auxiliary lines, but to try to pattern a small enterprise after a mail-order catalogue usually means edifying that wicked gal called failure. Many a concern has been saved from bankruptcy by reducing its lines to a few proved money makers.

5. Study your market. If people don't pass that corner, it's no place to start a store. Remember, few ice boxes are bought in Alaska, few furnaces in Panama. Study the habits of the people you want to reach—their tastes and their prejudices, and their lines of travel. Look up the Statistics and other information the chamber of commerce can give you, and through it or other channels get hold of the information that covers the line of business you want to start. Such information is available and put into capable form for the experience of others.

6. Start with money enough. Have you enough capital or secured credit to see you through the shirt losing period? Often a new business will start with a bit of a bang because of trade brought in by curiosity or friendship. But this wears down and old buying habits are resumed. Then come the rains for you. Experts say that most business failures are directly due to plain stupidity, are traceable to a lack of capital to keep going when the uphill pull starts.

7. Don't forget the government. Will residual rationing restrictions affect you? That's something to remember in the early purchase period. Also taxes. You'd be surprised how many there are, Joe, and how high. Better investigate and see how they

THIS IS THE DAY WE FEEL LIKE SINGING A SONG OF VICTORY WITH TWO VERSES. ONE IN THANKFULNESS AT THE DEFEAT OF GERMANY . . . AND ONE FOR OUR DETERMINATION TO BEAT OUR REMAINING ENEMY QUICKLY AND ACHIEVE A LASTING PEACE.

"IT'S OVER OVER THERE" AND "OVER THERE" — EUROPE — IS A BIG JOB TO HAVE ACCOMPLISHED. BUT THERE'S ANOTHER BIG JOB AHEAD — TO LICK JAPAN AS FAST AND AS THOROUGHLY AS WE CAN. BUY MORE WAR BONDS THAN EVER SO IT WILL BE OVER SOON EVERYWHERE.

Western Auto Store