

Babson Warns Veterans Of Hazards In Business

Adequate Training Essential Before Making Connection

By ROGER W. BABSON.
Copyright 1945, Publishers Financial Bureau, Inc.

Babson Park, Mass., July 12—Too many returning service men want to go into business for themselves. This is a good sign of initiative, independence and enterprise, but let me warn such that starting a business of one's own is a serious and risky matter. Better buy into a going business, if possible one in which one's family is now engaged.

Pioneering Very Difficult.
Pioneering is profitable when it succeeds, but such success requires patience, hard work and sacrifice. Besides, one should have sufficient capital to carry him through several years of struggle. It is believed that over 90 percent of the people starting new businesses fail. This statement applies not only to developing new kinds of business, but also to starting new factories or opening new stores in competition with existing factories and stores.

The great mass of people are actuated by their acquisitive habits. They tend to purchase at the same store, year in and year out, although other stores may give better service. They buy the same kind of food, shoes and household goods, even though better products are in the market for less money. They read the same newspaper and magazines, making it very difficult for a new publication to get a foothold. Established habits make it especially hard for new concerns.

Need of More Education.
Of course, there are enough exceptions to the above rule to bait on newcomers who try to do likewise. The few successful new firms, like the few winners in a lottery, keep people continually starting new businesses. I am strongly in favor of helping the small businessman who is already operating a small factory or retail store. But I do advise parents of returning veterans to warn their sons against trying to be pioneers unless they have great patience, good health and sufficient capital. Better buy an established business. But to succeed in any business a man should have a business education.

Therefore, returning service men should go to some school to learn the basic principles of business or else get a job which will enable them to learn such principles. It is a great mistake to go out into the postwar business world without first studying economics, accounting, distribution and production whether you are to have a business of your own some day, or are always to work for some one else.

Analyze Your Sons.
Every returned service man should analyze himself and determine for what he is best fitted. Here are the

Men, Women! Old at 40, 50, 60! Want Pep? Want to Feel Years Younger?

Do you blame exhausted, worn-out feeling on age? Thousands of men and women are getting pep and vitality back with Pep's. Pep's has done 4 million men and women feel better, stronger, and more energetic. Pep's contains vitamins, calcium, phosphorus, iron and potassium. It's the only thing that gives you the pep you need. Try it today! Tablets for new pep, younger feeling, the very best! At all drugstores everywhere—in Henderson at Weiland's.

six main groups: (1) The professions, such as medicine, law and the ministry. (2) Engineering, including chemistry and electricity. (3) Real estate, building and construction work. (4) Agriculture, forestry and horticulture. (5) Manufacturing, designing and assembling. (6) Merchandising, advertising and promotion. But to succeed under competitive postwar conditions, in any one of these groups, a man should have a year's education in business.

To help returning service men get such a business education the United States government will give \$500 per year for tuition and \$50 a month for board and lodging, with perhaps certain additional aid for men with children. Certainly, every returning service man should jump at this chance. In years to come, he will look back upon such training for business as the most valuable year of his life.

Play Safe.
Just one more word to service men: Don't get hippped with the idea that you should go into electronics, plastics, aviation or some other "new glamorous industry." Don't go back on the old and established industries. Remember that of the 886 concerns which began to manufacture radios following World War I only 144 now exist! Remember that for every one airplane sold during the postwar era there will be sold a million loaves of bread! Remember that since the days when our great great grandparents read by candle light the humble candle has been subject to fierce competition by whale oil, kerosene, gaslight and electricity. Yet more candles were sold last year than in any previous year of our history!

MR. LANE COMMENTS ON SUGAR SHORTAGE

With the setting of the new sugar quota for soft drink manufacturers, S. J. Lane, of the local Lane Nohi Bottling Company, gave reasons for the shortages of carbonated beverages. Mr. Lane said: "A 26 per cent greater demand has been made by the services for sugar. The armed services are now claiming sugar at the rate of 220 pounds per capita per year. This leaves only a little over 70 pounds per capita for civilian consumption. War has completely ruined Europe's sugar beet fields, and we must share part of our supply to that area. Strikes in Puerto Rico have hampered sugar supply from that source. A drought and hurricane in Cuba cut the amount of sugar available for United States civilians about 30 per cent. From last year's sugar crop the United States received something over five and one-half million tons; from this year's crop less than four million tons."

As to a hopeful outlook for the near future, Mr. Lane said he "didn't see any relief until the incoming crop is harvested and processed, which will be in early 1946. In the meantime, during this necessary wartime shortage we will in no way substitute inferior ingredients to sacrifice the quality of best by Taste-Test Royal Crown Cola."

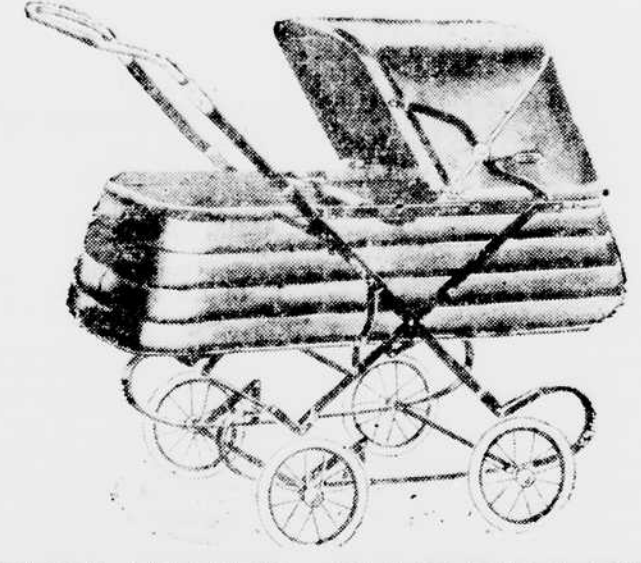
The news from Europe and the Pacific has almost depleted our stock of pessimism. Even some high officials admit, when cornered, that the outlook is bright.—Brubaker in The New Yorker.

New Home Fashions For Summer Comfort!

FURNITURE FOR COMFORT AND BEAUTY . . . FOR EVERY ROOM IN THE HOUSE



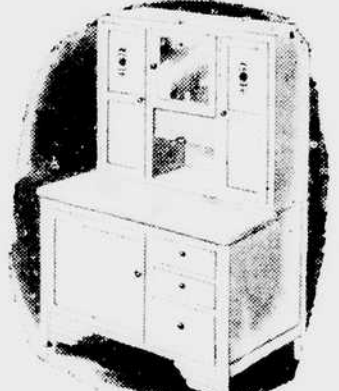
MODERN BEDROOM
With Spring, Mattress, Boudoir Chair
3 PIECES **\$99.00**
A suite that features beautiful appearance, modern design and distinctive landscape mirrors. Pieces crown fine walnut finish and other cabinet woods. You receive the bed and chest, together with spring mattress and boudoir chair.
(Pay \$1.75 Weekly)



FOLDING CARRIAGE
All metal, pre-war quality, rubber tires, newest style. Folds compactly. Made of black leatherette. **\$22.50**
A very beautiful carriage—
(Pay \$1.25 Weekly)

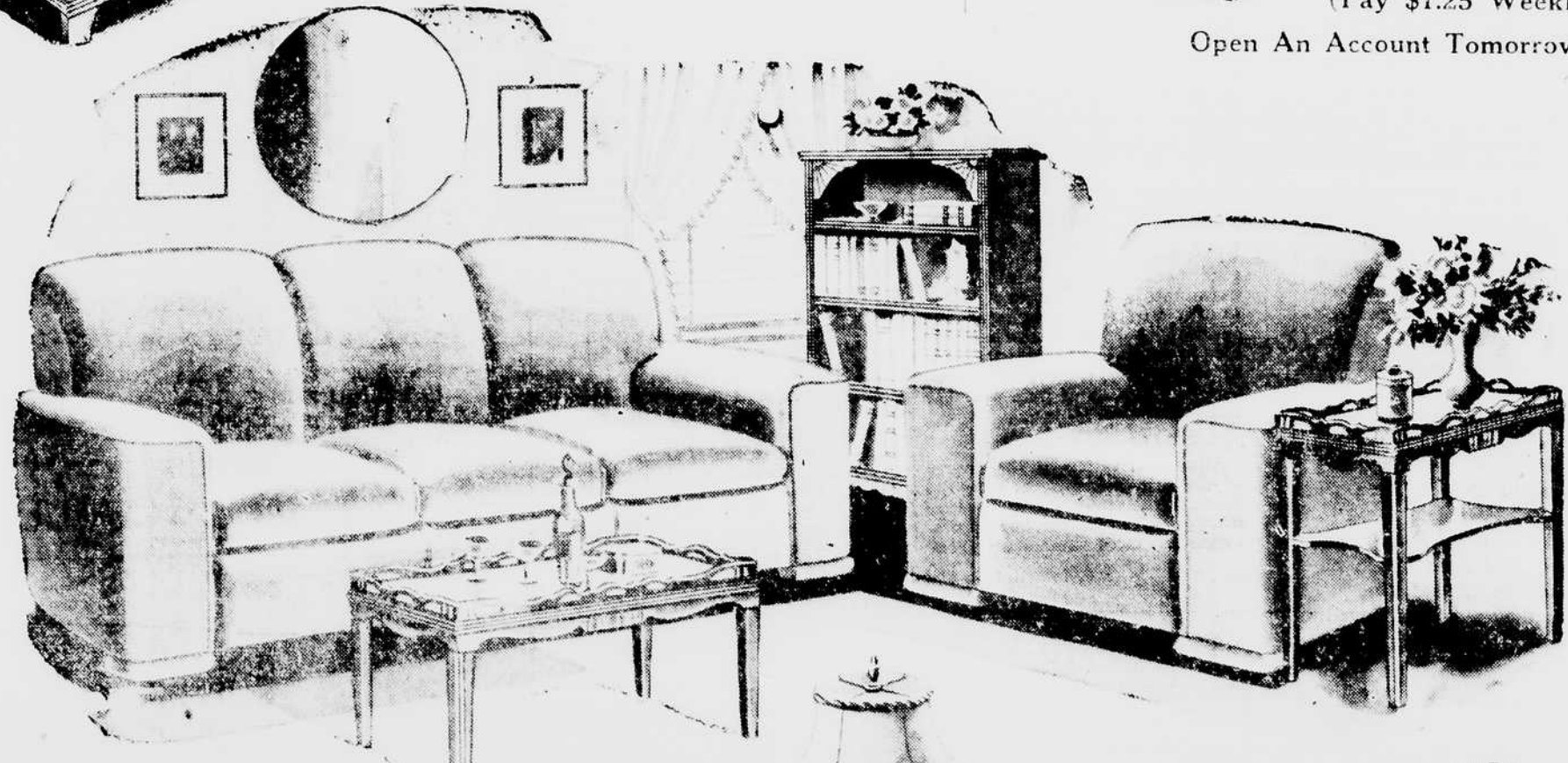
Kitchen Cabinet

Attractive modern design in white with black trim. All conveniences are combined in this cabinet.
\$44.50
(Pay \$1.25 Weekly)



CHIFFERROBE
Beautiful walnut finish, full size hanging compartment, with full length mirror door. Hat compartment with mirror door and four drawers.
\$44.50
(Pay \$1.25 Weekly)

Open An Account Tomorrow



2-Pc. MODERN LIVING ROOM
Steel Spring Construction
A suite in modern spring construction and the fine appearance that makes it immensely popular. The price shown at the right includes the big luxurious davenport and the matching chair.
\$169
Pay \$3.00 Weekly

Cocktail, Coffee, Lamp and End Tables, Each **\$9.95**
Bookcases in Walnut or Mahogany Finish **\$14.00**
Good Selection of Mirrors **\$9.95**
Table Lamps for as Little as **\$9.95**

TERMS ON ANY PURCHASE

CHRISTIAN HARWARD
FURNITURE COMPANY, Inc. Henderson, N. C.

No Better Buys Than War Bonds
BETTER BUY NOW!

Thacker's Super Market

FRUIT JARS

PINTS	QUARTS	HALF GALLONS
65c	75c	95c

- Old Fashioned Jar Tops, dozen . . . 15c
- JAR RUBBER, 2 dozen 5c
- APPLE VINEGAR, gallon 29c
- TOBACCO TWINE, best grade, lb. 45c
- Johnston County Watermelons, lb. . . 4c
- Sweet Juicy Cantaloupes, lb. 8c
- Small California Oranges, dozen . . 30c
- CELERY, 2 stalks 25c
- BUTTER BEANS, lb. 20c
- SNAPS, lb. 20c
- PEAS, lb. 15c
- TOMATOES, lb. 10c
- ONE GALLON JUG SYRUP, lb. . . 59c

We Have Plenty Meat for Week End Also Butter and Margerine

Thacker's Super Market