



Old Jobs
are waiting to be
done.



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done

THINGS that seemed to be vitally important a few months ago have been made to appear insignificant by a succession of tragedies of national proportions.

Responsibilities that have hitherto warranted and absorbed the attention of thoughtful men now appear to be of little consequence. Normal tasks of business appear to be unimportant. Business, itself, seems trivial.

Yet, as the increase in the scale of international catastrophe has dwarfed the *apparent* importance of normal tasks, the *actual* importance of those tasks has grown immeasurably.

The United States has committed itself to a program for creating a sound and strong defense of its boundaries, its philosophies, and its prerogatives. The progressing of that program requires a unity of thought and purpose; it requires a har-

monious relationship among all of the people that constitute the public; it requires efficient use of all facilities that can be applied for production of defense equipment. *It also requires that normal business be maintained (and expanded, if possible) to provide the means for paying the extraordinary cost of arming the nation.*

When business is viewed in relation to the requirements of that program, business no longer seems trivial. When it is understood that business must be the source of funds to pay for defense, it is clear that the responsibilities of business men are greater than ever before, and that the normal tasks of business are more important than ever before. It is also clear that each distracting bulletin from abroad signifies a necessity for increasing concentration on normal business tasks; and that each international development that causes business endeavor to appear futile is a warning of the necessity for greater endeavor.

There is no need to attempt to peer into the future to discover new objectives for business endeavor. New objectives may become apparent as time passes, but, meanwhile, there are old jobs

waiting to be done. The search for economies in manufacture is unfinished; the need for useful products is not yet filled; qualities are still susceptible to improvement; distribution of merchandise still presents some problems; and the efficient promotion of sales is still a necessary part of the maintenance and extension of a business. These old jobs, which have always been the normal problems of the management of business, are problems now.

THERE is another old job that is waiting to be done, and it seems worthy of special attention at this time.

In recent years, politicians have disparaged American business and encouraged the public to think unfavorably of it. Now there is need for unity of thought and harmonious relationships among all parts of the public, and so it is necessary to strive to cancel the effect of the political disparagement. Business must do this job.

Numerous businesses have been working on this job during the past two years, and under-

standing between the public and business has undoubtedly improved. But the understanding is by no means complete or general, and so there is more work to be done.

This is not the kind of job that can be done with propaganda, or with slogans. It requires a sincere effort to interpret business fairly to employees and investors. It requires the preparation and distribution of factual explanations of the structure of business, the objectives of business, and the accomplishments of business. It also requires recognition of the desire of consumers for helpful, dependable information about merchandise.

It is possible that this job is worthy of consideration as a major objective of American business now and for some time to come.

THE
PAGES THAT FOLLOW
are assigned
to one of the normal tasks
of business

THE presentation and explanation of merchandise to prospective customers is one of the normal tasks that appear to be unimportant in relation to national and international developments. Yet, the presentation and explanation of merchandise is essential to the maintenance of American business, and so this task needs to be progressed, along with all others, for the sake of business itself, and in the interest of a sound national economy.

S. D. Warren Company devotes the remaining pages of this book to the presentation and explanation of one of its products.



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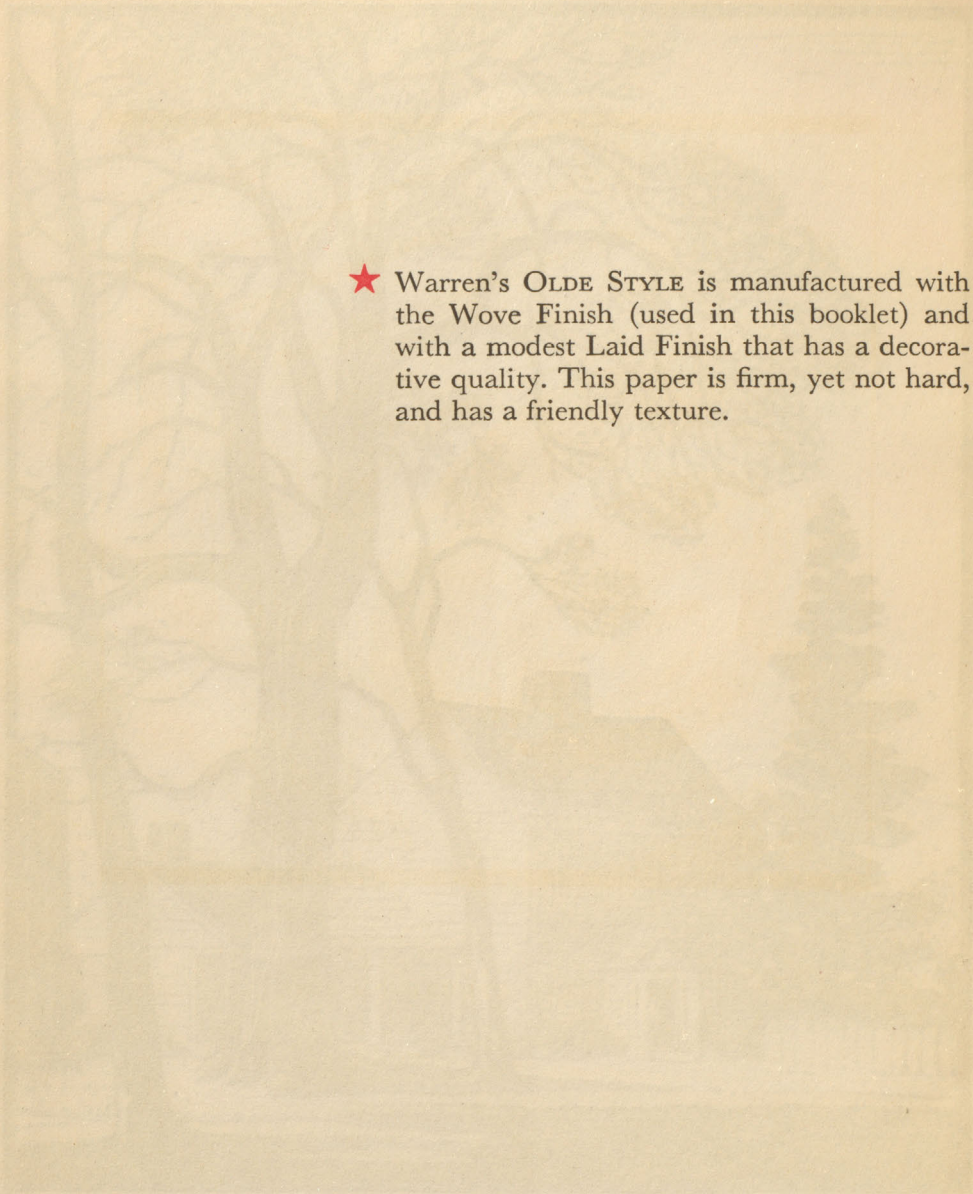
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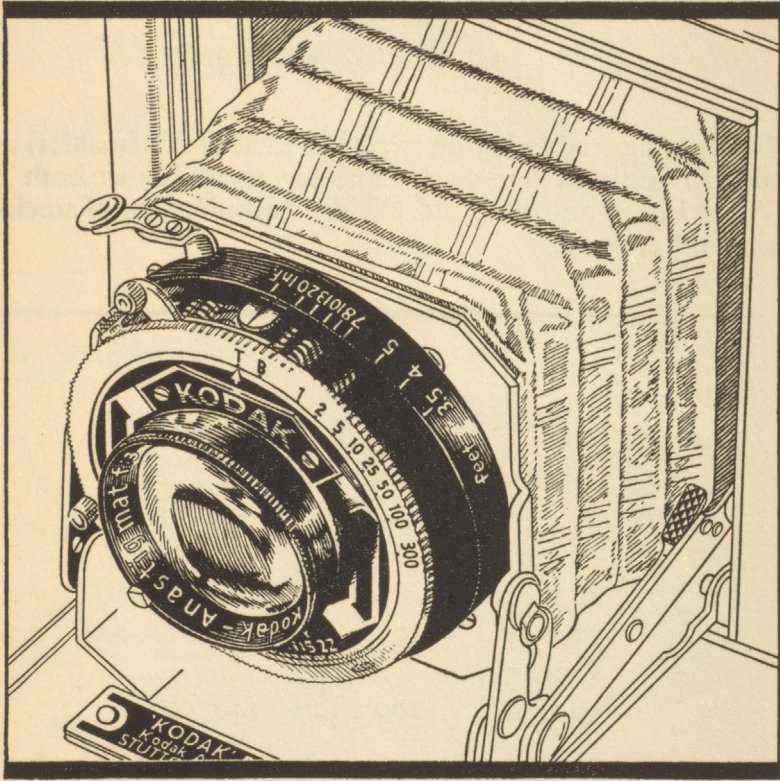


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