

# BABSON WARNS LABOR THAT BUSINESS MUST MAKE PROFIT IN ORDER TO KEEP GOING

By Roger Babson  
 Babson Park, Fla., March 11—A hotel of 10 stories usually requires that seven stories be filled with guests before the hotel makes a profit. Income from business above that is mostly profit, but a hotel that is only three-quarters full operates at a loss. Now the same principle applies to business in general.

**Break-Even Points**  
 Until World War II most manufacturers had a fairly low "break-even point" as the above illustration is called. This also applied to merchants and businessmen in general. In other words, the low break-even point acted as a cushion so that concerns were able to withstand a considerable shrinkage in business

before being obliged to operate at a loss or discharge employees. Although many concerns have reduced their bond interest, etc., yet their actual fixed charges in the form of taxes and labor costs have actually increased. Therefore, the break-even point is much higher today than it was. We all are now skating on thin ice.

**What About Employment?**  
 This means that before the war employers could stand a considerable reduction in gross business before it was necessary to discharge people. Then when the break-even point of no profit was approached on the decline, they were able to reduce wages and still continue the employment of most of the people.

Today the situation is very different. Not only is there a much smaller and narrower operating margin cushion than there was in previous booms, but the labor and other costs are much higher. Furthermore, owing to the increase of unionism during the last 15 years, it will be much more difficult to reduce wages. This means that the only recourse employers will have will be to let people go, which would result in much greater unemployment than otherwise would be the case. Where wages are practically a fixed charge, a smaller falling off in business would cause employers to reach the break-even line and losses more quickly

than heretofore.

**Business Outlook**  
 Most things now indicate a continued good business at least through 1948. Most concerns have backlogs of orders which, if they are not cancelled, should carry the concerns profitably for a couple of years. The government, moreover, has so many artificial stimulants up its sleeve that it could keep business good for several years longer. Someday, however, prices will be so high that the public will stop buying. Then people will be thrown out of work and a crash will come as in the past. The government can prolong a period of prosperity, but it cannot finally prevent it from falling over the brink. Owing to this increase in the break-even even level, when the next burst comes it will come very suddenly. Instead of employers being able to reduce wages or let people go gradually, as heretofore, they will be forced to shut down quickly without warning. Hence, the next movement in the employment cycle will cause many failures and heartbreaks.

**Labor-Saving Machinery**  
 Many readers know that the large utility companies are not operating at about full capacity and cannot supply any more power until their new generators are delivered, two or more years hence. Feeling that general business would not be so good at that time, I suggested to these public utility men that their customers might not need the power from this new capacity when it is ready for delivery. To this they replied: "In order to offset the attitude of labor leaders, the large manufacturers have now orders in for labor-saving devices which will not be delivered for a year or two. These labor-saving devices will require more electric power than ever before." Employers are troubled both by the increased wage rates and by the slowdown processes by which many wageworkers are not delivering the goods which they used to.

**Warning to Union Members**  
 The above means that the employment situation may be very bad when the next burst comes unless labor union leaders now turn over a new leaf. If labor is sensible, it will not only cease asking for more wages, but it will deliver more in production. Members of labor unions should get after their leaders and insist that something be done to check this present dangerous situation.

## By REV. ROBERT H. HARPER SIX-INCH SERMON

**THE WORLD MISSION OF THE CHURCH**  
 Lesson for March 14: Romans 10:8-15; Ephesians 3:8-12.  
 Memory Selection: Isaiah 52:7.  
 The world mission of the church is clearly indicated in the New Testament. The last command of the ascending Lord gives us the marching orders of the Christian Church. Under those orders the early disciples marched. And they initiated a movement that has gone throughout the world. The missionary spirit must continue if the church continues to make progress. Writing to the Romans, Paul makes it clear that there must be no dis-

unction among men in preaching the gospel and that they who preach need fear no limitation whatsoever. "Whoever shall call upon the name of the Lord shall be saved." But they must first hear the gospel. And if they hear, preachers must be sent unto them. Writing to the Ephesians, the apostle rejoices in his own call to preach the "unsearchable riches of Christ." They are unsearchable in the sense that they cannot be exhausted. All the needs of human life and the glory to come are comprised in those riches. And they are to be proclaimed that men may know the wisdom of God and His eternal purpose for them through Jesus Christ, our Lord. The mission of the church demands boldness, as becomes those who have such a message and the infinite resources of high heaven with

them. It is not ours to doubt and question concerning the responsibility of missionary work. It is ours to do all we can to promote the missionary interests of the Christian church.

**BELIEVE IT OR NOT**  
 After finding several eggs with double yolks, Mrs. H. W. Wood at the Lydia boarding house, was very much surprised and astonished to find three yolks in one egg Monday.

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 of Rheumatism, Neuralgia, Lumbago, Sore, Stiff Muscles!  
 JUST rub refreshing, gentle Neu-ra-balm on the sore spot. Instantly, aching muscles start to relax... the pain eases. Use NEURABALM to get fast, long-lasting relief from the miseries of muscular aches and pains.

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 Dependable service, reasonable rates by the week.  
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As the poet says...  
 "When Health, affrighted, spreads her rosy wing, And flies with every changing gale of Spring."  
 —BYRON  
 Yes, and how easy it is to "affright" Health! Before you realize it, the treasure you valued so highly is no longer in your possession. It's easier to retain Health, you know, than to regain it. So, consult a Doctor at the first suggestion of illness, and be guided by his experienced counsel. Then, bring his prescriptions here for compounding by experts.  
**BISHOP-WALKER PHARMACY**  
 "The Rexall Store"  
 RELIABLE PRESCRIPTIONS

**CAMDEN RACES**  
**SPRINGDALE MEETING**  
 under the auspices of the  
**CAROLINA CUP COMMITTEE**  
**Saturday, Mar. 13, 1948**  
 2:00 P. M. Rain or Shine  
**THREE STEEPLECHASES AND TWO FLAT RACES**  
 On the  
**SPRINGDALE COURSE**  
 CAMDEN, S. C.  
 Admission: \$1.50 tax inc.  
 For information regarding subscriptions, tickets, and parking spaces — Apply to Harry D. Kirkover, Charman, Camden, S. C.  
 Tickets can be secured in advance at the Corner Bookstore, Camden, S. C., and MacGregor's Drug Store, 1305 Main Street, Columbia, S. C.

**HOUSE AND HOME**  
 By HELEN HALE  
 Dried fruits still remain one of the most economical fruits one can buy. The no-soaking, short-cooking methods are preferred but the fruit will be much plumper if it is cooked a day ahead of time and allowed to stand in the cooking liquid overnight. With spring just around the corner, it's time to begin making lighter desserts like those fruity chiffon fillings for one crust pastries. Team whole apricot nectar with a little lemon or lime for accent and use as liquid for the filling. Squares of hot coffee cake with dried apricot topping make a breakfast treat that will get everyone to the table on time. Puree and sweeten the cooked dried apricots and spread on unbaked coffee cake. Then sprinkle lightly with brown sugar, flour shortening crumbles before baking. Be distinctive with the confections you serve. For sheer simplicity, dip roasted, blanched almonds into melted, dipping chocolate. Keep the melted chocolate lukewarm for best results. Put dried bread crumbs to good use in raisin muffins by combining half crumbs and half flour in place of the regular amount of flour. Prepare the crumbs by drying stale bread thoroughly in a slow oven. Then roll or grind bread fine. Speaking of muffins, prunes make them extra special, too. Select large, cooked prunes and slit down one side to remove pits. Fill with orange marmalade and place in bottom of buttered-and-brown-sugared muffin pans. Fill pans two-thirds full with muffin batter and bake as usual. Serve fruit side up while piping hot. To make quick chocolate sauce for ice cream, melt 1/2 pound of semi-sweet chocolate with 1/2 cup cream and 2 tablespoons of honey in top of double boiler.

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**Miserable with backache?**  
 WHEN kidneys function badly and you suffer a nagging backache, with dizziness, burning scanty or too frequent urination and getting up at night, when you feel tired, nervous, all upset... use Doan's Pills.  
 Doan's are especially for poorly working kidneys. Millions of boxes are used every year. They are recommended the country over. Ask your neighbor!  
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**EVERY DAY VALUES**  
 Packers Label or Standard Pack  
**Peas 3** No. 2 Cans **29c**  
 Libby's or Sultana Fruit  
**Cocktail** No. 1 Can **24c**  
 Iona Sliced or Halves Yellow Cling  
**Peaches** No. 2 1/2 Can **25c**  
 A&P Fancy  
**Apple Sauce 2** No. 2 Cans **27c**  
 A&P or Packers Label  
**Grapefruit Juice** No. 2 Can **9c**  
 Golden Maid  
**Margarine 1-Lb.** Pkg. **34c**  
 Sunnyfield Self Rising  
**Flour 10-Lb.** Bag **81c**  
 Shortening Swifts  
**Jewel 4-Lb.** Ctn. **\$1.34**  
 Ann Page Salad  
**Dressing Pt.** Jar **33c**  
 Ann Page Spaghetti or  
**Macaroni 3** 8-Oz. Pkgs. **25c**  
 Mild American  
**Cheese Lb.** **52c**  
 Iona Whole or Golden  
**Corn No. 2** Can **17c**  
**V-8 Cocktail 18-Oz.** Can **16c**  
 MARVEL BREAD  
**HOME STYLE 1 1/2 Lb.** Loaf **18c**  
 Jane Parker Cinnamon or Sugared  
**DONUTS 1-Doz.** Pkg. **18c**  
 Sunnyfield Flour For  
**Pancakes 20-Oz.** Pkg. **14c**  
 Ann Page Blended  
**Syrup Pt.** Bot. **25c**  
 Ann Page Prepared  
**Spaghetti 2** 15 1/2 Oz. Cans **23c**  
 MILD & MELLOW  
**8 O'Clock Coffee 1-Lb.** Bag **40c** • **3 Lb.** Bag **\$1.15**  
**Boka Vigorous 1-Lb.** & Winery Bag **45c** • **3-Lb.** Bag **\$1.29**

**MARCH of VALUES**  
 At Your friendly A&P

**Bacon Lb. 59c**  
**Fat Back Lb. 25c**

**CHEESE, aged, lb. 58c**  
**CHEESE, mild, lb. 52c**  
**PORK ROAST, lb. 47c**  
**FRESH FISH, lb. 16c**  
**STEAK MACKEREL, lb. 49c**  
**BLACK BASS, lb. 35c**  
**MULLET, lb. 30c**  
 Center Cut  
**PORK CHOPS, lb. 59c**  
**PORK SAUSAGE, lb. 59c**  
**FRYERS, lb. 63c**  
**SIDE MEAT, lb. 39c**

**FRESH FRUITS and VEGETABLES**  
**STRING BEANS, 2 lbs. 25c**  
**CABBAGE, 2 lbs. 7c**  
**CARROTS, 2 bunches 19c**  
**GRAPES, 2 lbs. 29c**  
**POTATOES, 5 lbs. 32c**  
**APPLES, lb. 10c**  
**GRAPEFRUIT, 5 for 25c**  
**GRAPEFRUIT, pink, 2 for 13c**  
**LETTUCE, 2 for 19c or 2 for 25c**  
**CELERY, stalk 13c or 10c**  
**SEED POTATOES — Bliss and Cobbler**

**WE NOW HAVE FROZEN FOODS**  
**Sliced Strawberries, lb. 56c**  
**Sliced Peaches, lb. 29c**  
**Blueberries, 13 oz. 39c**  
**Asparagus, 12 oz. 45c**  
**Lima Beans, 12 oz. 40c**  
**Cut Corn, 10 oz. 27c**  
**Peas, 12 oz. 25c**

**PERSONAL IVORY SOAP Bar 8c**  
**CAMAY SOAP Bar 11c**  
**RINSO Lge. Pkg. 37c**  
**SWAN SOAP Lge. Bar 20c**  
**IVORY SOAP 2 Med. Bars 21c**  
**IVORY SOAP Lge. Bar 19c**  
**SWAN SOAP 2 Med. Bars 23c**  
**SPRY 1-Lb. Jar 44c**

**WESSON OIL Pt. Bot. 41c**  
**SNOWDRIFT 1-Lb. Can 44c**  
**SWIFT CLEANSER Pkg. 12c**  
 Nabisco Vanilla  
**Wafers 12-Oz. Pkg. 31c**  
**Grape Nut 8-Oz. Pkg. 15c**  
**Flakes 20-Oz. Pkg. 15c**  
 Sunnyfield  
**Oats 8-Oz. Pkg. 15c**  
 Sunnyfield Corn  
**Flakes 8-Oz. Pkg. 12c**  
 Iona  
**Cocoa 1-Lb. Pkg. 20c**