

Colgate's new Floxient kills room odors fast



Makes air smell
flower-fresh



More women buy FLOXIENT
than any other air deodorant

TOYS BROKEN?



Fix 'em with the one
and only Plastic Wood.
It can be sanded,
planed or painted!

For surest results always use GENUINE

PLASTIC WOOD
Handles like putty—hardens into wood!

DOES WAKING UP NIGHTS MAKE YOU FEEL OLD

NEW YORK—Special: Thanks to new, scientific laboratory formulation, thousands of men and women now escape feeling old, tired, irritable and depressed from losing sleep and worrying about "Bladder Weakness"—Getting Up Nights or Bed Wetting, due to common Kidney or Bladder Irritation, which often result in secondary Backache, Headache and Nervousness. In such cases New Improved Crystex usually gives quick, calming relief by combating irritating germs in acid urine; and by relaxing, antispasmodic pain relief. Safe for young and old. Get Crystex at drugists. Feel better fast.



You Can Be Your Own Boss by Howard Earle



YOU CAN BE your own boss if you have the gumption and ability to work at it!

It doesn't take genius. It requires only a minimum of capital, sometimes none, especially where about the only requisites are initiative and the know-how to do something for others who would rather not do it for themselves.

In Los Angeles a man cleared more than \$1,200 in two months simply by standing in line in the Traffic Bureau to pay other people's traffic tickets. The violators gave him their fines, plus \$1 for each ticket he paid.

In a Chicago suburb, Bob felt disgruntled at the world and himself. Writing TV news scripts had become a boring chore because he always had wanted to build things. He had remodeled his own home and done similar work for his neighbors.

Bob circulated word that he was available for general contract work, and placed a small ad in the community newspaper. Soon he was busy figuring bids for remodeling rooms, building carports, garages, sleeping porches, and finally houses. Today he is making a comfortable living and is happy in his work.

This is not an isolated case. No where in business does the law of supply and demand operate with such sensitivity and elasticity as in the "fairyland" of service.

Since 1948 consumer spending for services has risen more than 73 percent, almost twice the increase in spending for goods and considerably above the 53 percent increase in disposable income. Last year service spending by consumers topped \$100 billion!

Service industries keep the consumer alive, groom and entertain him. They heat, light, paint, and repair his abode. They launder and fumigate his belongings, manicure

his pets, tend his lawn and garden, repair his automobile, beautify his wife and lessen her chores. They also staff, publicize, and help to promote his business.

Despite the vast responsibilities placed upon them, the service industries have no common bond with one another. They are a potpourri whose only commodities are labor, wisdom, and the use of their goods.

The phenomenal growth of these industries offers any enterprising individual the opportunity to be his own boss. About all the candidate need do is ask himself what service he wishes to render and whether he is qualified to perform it.

Fred, a Michigan City, Ind., plumber, wearied of working for a boss. He longed for escape so he moved to Michigan, set up shop as a "handy fix-it" man, and waited for business to come his way. He didn't have long to wait.

"It's amazing how many things go wrong in homes even in small communities," he says today. "I was kept busy almost from the first day I advertised in the local paper."

A FEW YEARS AGO, Bill played a banjo and sang in night clubs in Schenectady, N. Y. The work was pleasant, but working most of the night and sleeping all day was no life for a family man. He thought for weeks about how to get out of the business that was robbing him of his family life.

One day his wife reminded him that he always wrote the band's newspaper advertisements and brochures. "Why don't you start a small advertising agency?" she asked.

The idea appealed to Bill. He inserted a classified ad in a newspaper, announcing establishment of his advertising agency to handle small accounts. The ad brought more than \$1,000 worth of business and started

him in an enterprise that is still thriving today.

During a period of unemployment a few years ago, a man came up with what he considered a novel idea. He went house-to-house offering to clean rugs and carpets for a nominal sum. Business expansion forced him to rent an abandoned building as a depot for cleaning the merchandise. He purchased a delivery truck and hired a driver, then hired helpers and taught them the business. The firm continued to expand until today it is world-wide.

Few desire to increase their enterprises to such proportions. In a Southern city two girls went into the shoe-repair business. They limited their work to repairing heels because that is the only repair job they know, but they live comfortably from the proceeds of their limited business.

Outside the service field, opportunities also abound for the person with ideas. The master salesman always has the prerogative of deciding where and how he will work. Manufacturers' representatives carry the ball in introducing new products to the public and they too are free to choose the companies and products they will represent.

Promotion, public relations, communications, as well as manufacturing, all have room for newcomers with ideas. Such men are in enviable positions in that they can shape their own careers.

Whether you live in a small community or one of the major metropolitan areas, opportunities abound for you to be your own boss. You may have the fertile brain that will speed the nation into another economic revolution such as the automobile produced. Or you may find your richest returns simply by doing what you want to do the way you want to do it!