

Company-paid accident and sickness benefits. (4) Careful selection of new employees. Wise employers, with an eye for reliability, will be extra careful during 1949 in hiring new workers. (5) Adoption of "incentive systems," bonuses, etc. (6) Showing employees how their future is directly connected with the company's success.

BUSINESS OPPORTUNITIES FOR THE UNEMPLOYED

Real Americans have too much pride to live very long on the money earned and paid in taxes by their hard-working neighbors. The conscientious unemployed will be looking for new businesses. There are too many people in law and other over-crowded professions, but more nurses are needed, more dentists and more veterinarians. —With a greatly increased U. S. birthrate, plus the fact that Americans are living longer, businesses which cater to the very young and elderly should grow. Anything to do with daycares, kindergartens, baby-sitting should be profitable! The older population is very susceptible to travel agencies, beauty parlors, adult education courses. Good salesmen, accountants, bookkeepers and typists continue in demand. And, of course, we all know the need for good teachers.

I have mentioned here possibilities for jobs in fields which are uncrowded. Almost all of them, you may notice, from the veterinarian field to the teaching, offers the worker a chance not only to serve himself, but to greatly serve others. In a survey made many years ago our people were asked, "What, in your life, has given you the greatest happiness?" By far the majority of answers came back, "My work." Would most Americans give the same answer today?



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