BUSINESS LOOKS AHEAD
(Businessmen Look Ahead)

by
Karl R. Bopp

The Hill School
Pottstown, Pennsylvania
February 18, 1945
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Introduction

1. Shall ask more questions than I answer
2. Actions speak louder than words
3. You must give the answers

A. Disadvantage of lack of experience
B. Advantage of fewer prejudices less firmly held

I. You look ahead

1. Your goals:

   To a party next week end
   To travel
   To rear a family - to send your boy to The Hill

2. Achievement of your goals

   But all these depend upon income. In other words, a job, a position, a "practice"

3. You are not unique

   You may have an assured job awaiting you. But your desire would - if anything - be enhanced if you did not.
II. The problem of providing jobs and income

1. We all want jobs – where are they coming from?

2. Employment and unemployment
   a. During the war

<table>
<thead>
<tr>
<th></th>
<th>Oct. 1940</th>
<th>Oct. 1944</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor force</td>
<td>54.5</td>
<td>64.8</td>
</tr>
<tr>
<td>Armed forces</td>
<td>0.7</td>
<td>11.9</td>
</tr>
<tr>
<td>Employed</td>
<td>47.3</td>
<td>52.3</td>
</tr>
<tr>
<td>Unemployed</td>
<td>6.5</td>
<td>0.6</td>
</tr>
</tbody>
</table>

   b. Post-war

   51.8 million jobs (Tucker)
   55 " " (CED)
   60 " " (FDR)

3. The home front during the war

   We have worked a little harder but except for durable goods we have guns and butter despite half our output for war.

4. If we are determined and intelligent, can't we do as well in peace - constructively?

5. Differences between war and peace

<table>
<thead>
<tr>
<th>War</th>
<th>Peace</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>Unified</td>
</tr>
<tr>
<td>Method</td>
<td>Gov't</td>
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<td></td>
<td>controlled</td>
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</tbody>
</table>
6. Can we learn from war?

   How much freedom does one have if he has no income?

III. Business and the Government

   Individual goals vs. general welfare

   1. Jobs - income - jobs
   2. Saving - investment
      
      a. Demand for capital goods
      b. How should balance be restored?

   The role of Government

IV. Who shall exert leadership in the solution of such problems?

   1. The ward politician - interested in local votes
   2. You

   IV a) Industrial economy
      Can consume only what is produced
      Voluntary no enforced influence
      Immigration