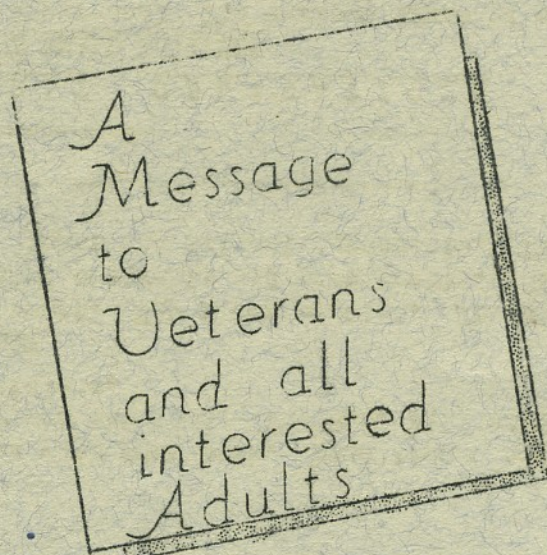


# ARE YOU GOING INTO BUSINESS FOR YOURSELF?



The Educational Alliance in conjunction with the B'nai B'rith and Federation Employment Service Group Vocational Guidance Program is offering a short course in six sessions for Veterans and others interested in starting their own small business, or who are working in small enterprises now and hope to "go out on their own".

THE SESSIONS AND TOPICS ARE LISTED INSIDE, INFORMATION CONCERNING REGISTRATION IS CONTAINED ON THE BACK PAGE OF THIS ANNOUNCEMENT.

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THE EDUCATIONAL ALLIANCE

197 East Broadway

New York City

# SUMMARY OUTLINE OF COURSE

TUESDAY, OCTOBER 22nd, 1946

1st Session

## FACTORS IN BUSINESS SUCCESS

### ECONOMIC TRENDS

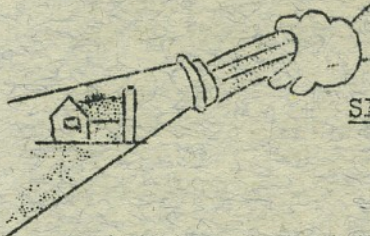
8 P.M.

Present economic trends and their relation to small business. Is this the time to open a small business? Small business opportunities in New York.

### SELECTING A GOOD LOCATION

9 P.M.

How to select a location. The nature of "clocking" a location. How much rent to pay and why. Where to locate and what to watch for. Some short cuts to remember.



TUESDAY, OCTOBER 29th, 1946

2nd Session

## BANKING AND LAW

### BANKING

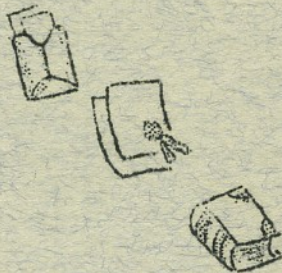
8 P.M.

Your relations with your bank. Bank loans and the basis on which they are obtained. The G.I. Bill of Rights and its loan provisions.

### SMALL BUSINESS LAW

9 P.M.

What is a contract. Why a corporation. The difference between individual ownership and partnership. Classes of partnership. Taxes and illegal agreements. The Statute of Limitations.



TUESDAY, NOVEMBER 12th, 1946

3rd Session

## INSURANCE AND CREDIT OBLIGATIONS

### INSURANCE FOR THE SMALL BUSINESS

8 P.M.

The types of insurance. The various types of combinations of insurance available. The points to look out for in being properly covered.

### CREDIT

9 P.M.

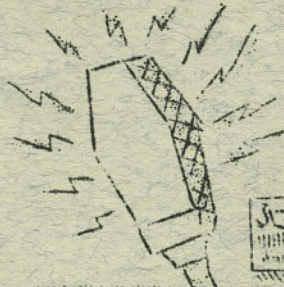
What is credit? What can be gained by borrowing? The risks involved and the forms of financing for small business. What does the lender and the borrower expect.



TUESDAY, NOVEMBER 19th, 1946

4th Session

DISPLAY AND ADVERTISING



DISPLAY AND STORE ARRANGEMENT

8 P.M.

Modern interiors and exteriors. The use of color in store arrangement and display, and the arrangement of store interiors and show rooms. Principles and practical display.

SMALL BUSINESS ADVERTISING

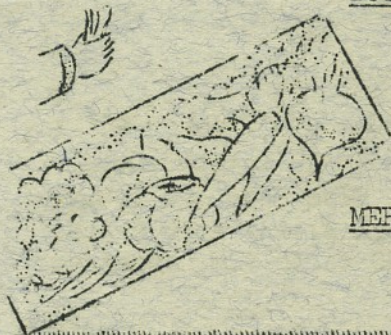
9 P.M.

What kind of advertising for small business, when and where to do it. Value of circular "throw-a-ways" as against local newspaper advertisements or mailing. Simple layouts and some ideas on copy. Advertising budget.

TUESDAY, NOVEMBER 26th, 1946

5th Session

BUYING AND MERCHANDISING



BUYING FOR THE SMALL BUSINESS

8 P.M.

The advantages of buying from jobbers, wholesalers and manufacturers. Sources of stock. Buying for a low price line, a medium price line, and a high price line. How to buy. Styles and assortments. How to get up your stock. The buyers position in the market. The buyer as trader. Stock turnover. "Dead" items. Markdowns.

MERCHANDISING

9 P.M.

Competition, markups and loss leaders. Cut pricing as a competitive tool. Profits as a goal and function of volume. Averaging the markup. The "break-even" chart.

TUESDAY, DECEMBER 3rd, 1946

6th Session

SELLING AND SMALL BUSINESS RECORDS



SELLING

8 P.M.

Service and personality in the small store. Selling, salesmanship and sales psychology. Techniques of building a sale.

SMALL BUSINESS ACCOUNTING

9 P.M.

Simple records. Taxes and tax returns, Licenses and fees.

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THE NAMES AND POSITIONS OF THE LECTURERS WILL BE ANNOUNCED. They will be successful businessmen, college teachers, government officials. Their experience will be valuable to you. An opportunity will be provided at each session for discussion.  
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**WHAT** the course is:

A series of six two-hour lectures and discussions covering the principles and practices of aring and operating a small business.

**WHO** is eligible?

All interested adults, particularly, veterans,

**WHEN** is it given?

On Tuesday evenings from 8 to 10 P.M. beginning October 22nd, 1946.

**WHERE** is it given?

IN THE EAST SIDE VETERANS CENTER and  
NEIGHBORHOOD CLUB - ROOMS 11 and 13 (Second Floor)  
The Educational Alliance, 197 East Broadway, New York City

## Where and When to Register

Registration must be made in person in Neighborhood Service Office at the Alliance - Room 5 in the Lobby. The hours are Monday through Friday from 9 A.M. to 6 P.M. and from 7:30 to 10 P.M. evenings (except week-ends).

Each person registered should bring with him a notebook and writing materials.

**THERE IS NO CHARGE FOR THE COURSE!**

BOOKS, PAMPHLETS, MAGAZINES on business subjects have been set aside at the Seward Park Branch of the New York Public Library, 192 East Broadway. These will be readily available for all those taking the course.

Why not visit the library and use their valuable collection?

