

Change from War to Peace
Will Bring Critical Problems
To Your Business

Are you ready to meet the complex problems you must face in adjusting your business to peacetime patterns? The weeks ahead will be difficult, confusing and challenging to you and to every businessman in America.

Converting manufacturing plants is just the beginning. Relaxation of government controls, termination of war contracts, the competitive impact of new products and new industries, the discovery of new markets and the re-organization of old ones, rebuilding sales staffs and changing distribution methods...these problems and many others will demand that you make swift and sound decisions for your business.

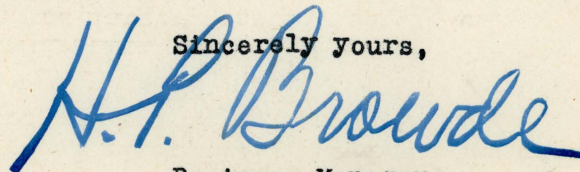
The wisdom and sureness of your decisions must be based on reliable, advance information about the course of government action and the methods adopted by leading business planners in meeting such problems as...

New Products, Processes and Industries: Where are they developing?
Management Methods: What are the latest, tested techniques?
Manpower, Price & Wage Controls: When and where will they be lifted?
Civilian Production: What volume of what goods will be produced first?
Contract Termination: What producers will be free first and to what extent?
Labor: When will a wave of strikes set in, and where?

Advance, accurate knowledge of the turn of events in these and other important business areas will help you in your own business planning. You will find just such timely, authoritative help in PLANNING FOR BUSINESS. Every week in a four-page personal letter written for you by Glenn Griswold, America's most authoritative business editor, PLANNING FOR BUSINESS brings you advance, confidential information about the activities of other business planners faced with problems similar to your own. Every week in his unique service, this nationally known editor reports and interprets behind-the-scenes developments in industry and government that will have an impact on your business.

PLANNING FOR BUSINESS can be just as useful to you as it is to thousands of other business executives who have used it from the first day of publication as a valuable tool in their daily work. To prove its value to you, you need not subscribe for a full year at the regular rate of \$25 a year. We gladly offer you a Trial Membership... 3 months for only \$3.75. Just sign and return the enclosed card. We'll bill you later.

Sincerely yours,



Business Manager

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY ENVELOPE

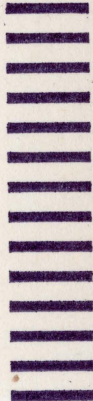
FIRST CLASS PERMIT NO. 42922, SEC. 510 P. L. & R., NEW YORK, N. Y.

PLANNING

52 VANDERBILT AVENUE

PRINTED IN U. S. A.

NEW YORK 17, N. Y.



FIRST CLASS
PERMIT No. 42922
(Sec. 510, P. L. & R.)
NEW YORK, N. Y.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

2C-POSTAGE WILL BE PAID BY—

PLANNING FOR BUSINESS

52 VANDERBILT AVE.

NEW YORK 17, N. Y.



Special

Introductory

OFFER

13 weeks \$3.75

(For new subscribers only)

L7-1

Planning For Business

52 VANDERBILT AVENUE, NEW YORK 17, N. Y.

I accept your invitation to receive
PLANNING FOR BUSINESS for the next 13 weeks at the
Special Introductory rate of \$3.75.

Name (please print)

Title

Firm

Address

City

Zone

State

Check enclosed*

Bill Company

Bill me

*Entitles me to 2 extra issues.

Check here if you prefer 52 weeks, \$25; 26 weeks, \$15.

**What They Say About
PLANNING For Business**

"... the chief merit is the brevity with which you cover current developments on the economic front."

*JAMES KEMPER, Pres.
Lumbermens Mutual*

"... conciseness, brevity and selectiveness are outstanding.

*OTTO JEIDELS, V. Chm.
Bank of America*

"... read PLANNING with interest and pass it on to the various department heads."

*H. SCANDRETT, Trustee
C. M. & St. P. R. R.*

"... you give specific facts ... something you can sink your teeth into."

*W. J. DREVES, V.P.
Elastic Stop Nut Corp.*

New "Get Acquainted" Offer

You need not subscribe to this valuable service at the full yearly rate of \$25. We will be glad to offer you a Trial Membership for the next 3 months. The only expense is the unusually small cost of \$3.75. Just fill out the enclosed card, drop it in the mail NOW, and begin using your membership privileges at once. This entitles you to all the membership privileges available to regular members.

**A Few Typical
Subscribers to
PLANNING For Business**



Paul G. Hoffman, Pres.
Studebaker Corp.

David Crawford, Pres.
Pullman Co.

David M. Goodrich, Chm.
B. F. Goodrich Co.

Benj. Fairless, Pres.
U. S. Steel Corp.

Beardsley Ruml, Treas.
R. H. Macy & Co.

Clarence Francis, Chm.
General Foods Corp.

Henry M. Dawes, Pres.
Pure Oil Company

H. W. Hoover, Pres.
The Hoover Co.

A. H. Mellinger, Pres.
Illinois Bell Tel. Co.

Marshall Field, Publ.
PM and Chicago Sun

C. A. Jackson, Ex. V. P.
Indiana State C. of C.

Allan Brown, Ad. Mgr.
Bakelite Corporation

Chas. J. Stilwell, Pres.
Warner & Swasey Co.

J. M. Mathes, Pres.
J. M. Mathes, Inc.

More comments from businessmen throughout the country who use this valuable service regularly in their work.

"... our executives believe PLANNING among the best of its kind published today."

*R. B. COMPTON
Gaylord Container Corp.*

"... is worth many times its cost to us."

*H. HERFF, Pres.
Herff Motor Company*

"... without a doubt one of the most valuable services published these days."

*R. E. PETTIT, Mgr.
San Jose C. of C.*

"... would be lost without receiving it each week."

*J. K. WILLINGHAM
Newbury Fed. Savings*

"... the most valuable part of PLANNING is its news of what other people are doing."

*DALE PURVES, V. P.
John B. Stetson Co.*

"... certainly have received plenty from PLANNING. Decided to subscribe for three services ... can truthfully say your publication is greatly superior to any other."

*R. T. KELLEY, Pres.
Russell T. Kelley, Ltd.*

"... you have called the turn with a number of specific items in PLANNING."

*F. J. TELLMAN, Mgr.
Montgomery Ward*

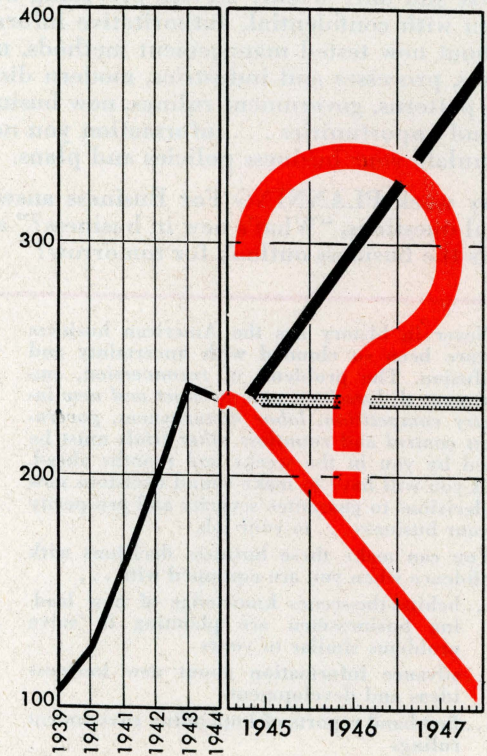
"... your letters are routed to all postwar planning committee members."

*HARRY BULLIS, Pres.
General Mills*

"... useful, informative both in my own business and in the enlightening facts you present on enterprise as a whole."

*OTTO NORTON, Pres.
Peck Drug Stores*

**What's ahead for you
in your business...
...in your job**



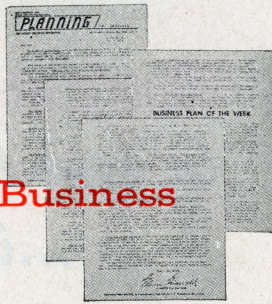
Join America's business leaders... Put PLANNING For Business to work for you. Mail the enclosed invitation card now.

Now You Can Know...

PLANNING For Business

52 Vanderbilt Avenue

New York 17, N. Y.



PLANNING for Business

The first and only weekly service providing businessmen with confidential, authoritative information about new tested management methods, new products, processes and industries, modern distribution patterns, government rulings, new business ideas and opportunities . . . information you need to formulate *your* business policies and plans.

Every week PLANNING For Business answers the vital questions, "What's new in business?" and "What's the business outlook for tomorrow?"

Never in history has the American business picture been so clouded with uncertainty and confusion. The problems of *reconversion, employment dislocations, new product and new industry competition, labor disturbances, government control and countless other trials* must be faced by you in the weeks and months ahead. And you will have to make sound decisions now . . . decisions to guarantee security and prosperity to your business . . . to your job.

You can make these business decisions with confidence when you are equipped with . . .

- ... behind-the-scenes knowledge of how leading businessmen are planning to solve problems similar to yours
- ... advance information about new business ideas and developments
- ... first-hand reports of impending government rulings

The reliable, authoritative information in PLANNING For Business helps thousands of business leaders throughout the country with their business problems . . . and it can do that same job for you.

The editor of
PLANNING For Business
is Glenn Griswold



Few men in America today know business economy as thoroughly and intimately as Glenn Griswold. You have probably known him as Publisher and Editor of Business Week, Founder and Editor of the Chicago Journal of Commerce, Consulting Editor of Modern Industry, and business consultant to some of the country's largest corporations. It is this unparalleled background which makes him America's outstanding business editor . . . it is this rich experience which equips him to interpret *with authority* news of business developments for businessmen throughout the nation.

How this Exclusive, Confidential News is Gathered

Glenn Griswold heads a nationwide staff of editors expert in searching out significant business developments. These editors are strategically stationed not only in Washington where government rulings affecting your business develop, but also in the industrial centers of the country where *business news* generates.

New business ideas and developments from these centers are assembled by editors through personal interviews with business executives, government officials, trade association executives and farm and labor leaders . . . and through *confidential news sources* painstakingly developed over a period of years.

Immediately a story is uncovered by an editor it is wired to our editorial offices in New York. The first draft of this story might be anywhere from 200 to 2000 words long. The facts and statistics are first researched and checked. Then the story is distilled to a pithy item of from 10 to 200 words by Glenn Griswold who does all final interpretation and writing.

Every story is written in terse, telegraphic style to give you information you need . . . information you can apply to your own business . . . information you get in only eleven minutes of easy reading once a week!

This Valuable Service
serves you in 4 specific ways

1. The four-page WEEKLY CONFIDENTIAL LETTERS, PLANNING For Business, containing advance, exclusive business news . . . news reported by a national staff of experts and interpreted for you by Glenn Griswold, the country's most authoritative business editor and management consultant.
2. BUSINESS PLAN-of-the-Week, the most widely acclaimed and profitably used editorial business feature. Written in case study style, this plan each week gives you behind-the-scenes details of the forward planning of a corporation, industry or group. Each study is chosen for its adaptability to *your* business.
3. CONSULTATION with Glenn Griswold and his seasoned, expert business editors on any items in PLANNING For Business.
4. EXECUTIVE REPORTS issued periodically for special interpretation of urgent business problems.

So You Can Judge for YOURSELF

Thousands of leading businessmen from large and small firms in all lines of industry use PLANNING For Business regularly in their work. Through our new "get acquainted" offer, you too can test its value in *your* work, without paying the usual annual rate. For comments from members, indicating the practical usefulness of this unique service and illustrating why 87% of them renew their membership, see the next page ➡ ➡