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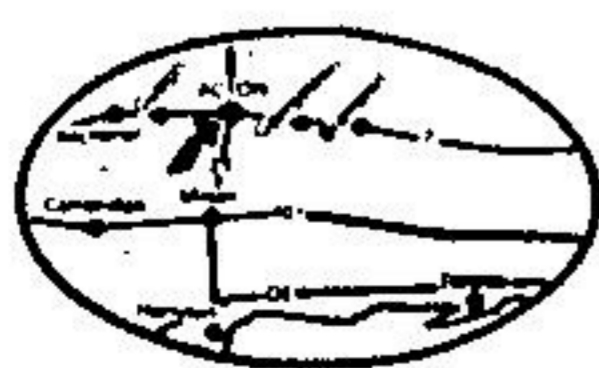
Natural products are featured — Men's and Ladies' Leather, Suede, Sheepskin, Fur and Woollen fashions and accessories. Over 95% of our merchandise is made in Canada.

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**Halton Hills
business news**

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End fuzzies
Before washing sweaters, button them up and turn them inside out to prevent the "fuzzies," says Clothing and Textile Specialist Margaret Loewen of the Ontario Ministry of Agriculture and Food

Two-thirds of young people get first job with small firm

By Tony Carlson
"I've got good news and bad news."
For a small army of standup comics, that standard opener has meant money in

the pocket over the years. But behind the laughter has been the realization that for every silver lining there is a cloud—and vice versa. It's all a matter of perspective. Take, for instance, statistics released recently by the Canadian Federation of Independent Business on the rate at which firms with less than \$2-million in annual sales have been forming or dissolving over the last 3 1/2 years.

From one perspective, the figures paint a sad picture of business deaths—57,000 one year, 84,000 the next, 64,000 the next. Each time a business closes, especially in a small community, it leaves a gap. Any small business, successful or not, represents a great deal of hard work on someone's part, and to see that come to an end is indeed an unhappy occasion.

But from another angle, there is good news. Those same statistics show a vibrant sector of the economy working to survive the recession and steadily reasserting its vitality.

Using data collected from its member firms and applied to federal government statistics, the CFIB found that even in the dark days of 1982, when 84,000 small businesses closed (10.7 per cent of a total of 785,000 such firms), 87,000 new operations opened. That alone points to the tremendous flexibility in the sector.

Last year 64,000 companies went under (8.1 per cent of the existing 787,000 firms), but births were up 10 per cent to 96,000.

And in the first six months of this year the trend continued, with business deaths occurring at a rate of only 7.4 per cent or 30,000 firms.

These numbers tell us a number of things, not the least of which is that oft-quoted bankruptcy figures do not accurately reflect what's happening in the sector.

It is also apparent that the death rate is declining while more and more people are starting their own operations.

"CASE helped to simplify what could have been a very complicated transition".

Carol Hennessy —
Two Bay Enterprises Limited
Moosonee, Ontario

CASE

(COUNSELLING ASSISTANCE TO SMALL ENTERPRISES)



Wyman Brewer — a strong background in business management, computers and accounting. As a CASE Counsellor, his advice is helping small businesses solve the problems they face and take advantage of the opportunities they see.

Wyman was assigned to Two Bay Enterprises when it was decided to computerize the business. His expertise was just what was needed.

The point had been reached where existing procedures were hard-pressed to cope efficiently

with the accounts and records of its diversified transportation activities.

Wyman confirmed that computerization was the answer. He studied different systems and programmes and, based on his advice, equipment was purchased.

Accounts receivable, the general ledger and accounts payable were the first to be computerized — eliminating the need for manual records. Payroll records soon followed.

But it didn't stop there because, with Wyman's help, departmental account records were computerized. The subsequent analysis of monthly statements from the six departments has already produced positive changes.

L. L. Prior,
Coordinator, (Case)
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Mississauga
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