

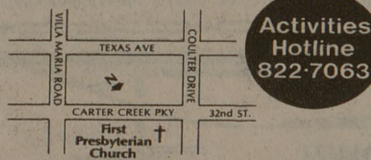
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WORLD AND NATION

SHOE



by Jeff MacNelly

Franchising eliminates business risk

Associated Press

Investing in a franchise operation may be the answer for those who want to go into business for themselves because it provides a pretested formula for success, says a former adviser to the U.S. Small Business Administration.

During his SBA tenure, Robert Goings saw first-hand the reasons for the failure of many businesses due to a lack of management skills.

"As a franchisee, however, you eliminate some of the risk because you have the franchisor's experience and expertise behind you," he said. "The franchisor has, in effect, blazed the trail for you."

Under the franchising system, individual business operators are allowed to sell or distribute goods and services using the parent company name. The system is used by more than 1,800 American companies in some 40 industries today.

"The health care field is one where franchising has really taken off recently because of the increasing number of people who are seeking a healthier lifestyle their top priority," said Goings.

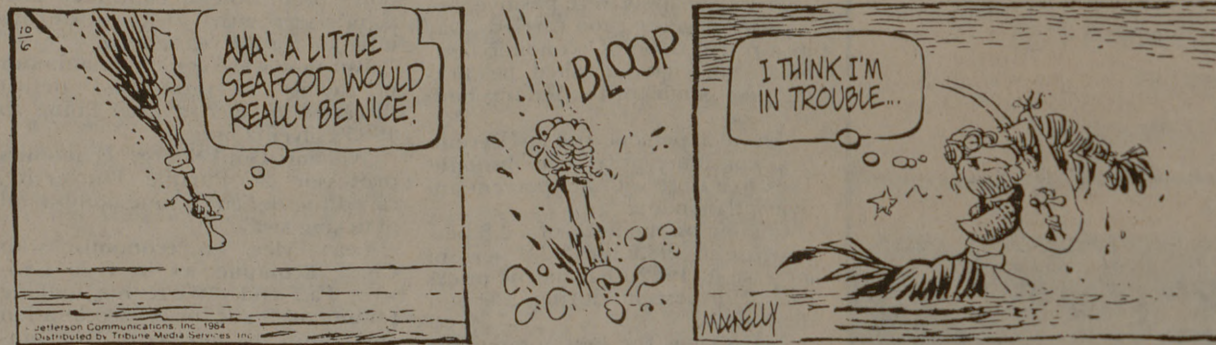
"But no matter which industry you choose to enter, there are a number of points you should investigate before signing a franchise agreement."

Among these, he said, are the years of experience required of the franchisee, the hours and commitment necessary to run the business, the franchisor is and what his own track record has been.

Also, how much it's going to cost to get into the franchise, how much you're going to pay for the continuing right to operate the business if there are any products or services you must buy from the franchisor and how and by whom they are supplied.

And finally, the terms and conditions under which the franchise relationship can be terminated, how many have been terminated during the past few years.

SHOE



by Jeff MacNelly

Aspirin may be linked to fatal youth disease

Associated Press

WASHINGTON — The government said Wednesday an industry-sponsored advertising campaign will begin next week to warn of the possible link between aspirin and the often fatal children's disease known as Reye Syndrome.

The Department of Health and Human Services said the campaign will include posters and warning stickers on store shelves along with radio and television commercials.

But new aspirin labels warning of the link will not begin appearing in stores until this summer, the department said, after the flu season is over.

The new labels will warn against the use of aspirin for children suffering from chickenpox or flu because of a possible association with Reye Syndrome, a rare disease that

is fatal to about one of every four children who contract it.

Aspirin products now on the shelves do not contain warnings against such use, and labels on children's aspirin even recommend use of the product to relieve the discomfort of colds or flu. The action taken by the aspirin industry does not include recall of those products to change the labels.

HHS Secretary Margaret M. Heckler, in announcing the campaign, applauded the Aspirin Foundation of America for "its prompt and responsible action, which will be getting the message to Americans within a week."

Heckler had called for voluntary action by the industry on Jan. 9, after rejecting a request for emergency action. The industry agreed two days later, and government and in-

dustrial officials have been meeting for nearly two weeks to work out details of what would be done.

In a statement released today, the secretary also asked the news media to use the public service announcements and store managers to display the posters, "because we will rely on these materials to notify people buying aspirin products with the old labels — or already having such products in their homes."

The action follows release of a pilot study by the federal Centers for Disease Control suggesting children who take aspirin for influenza or chickenpox may run a 25 times greater risk of contracting Reye than children suffering from the illnesses who are not given aspirin.

Baker awaits confirmation of new job

Associated Press

WASHINGTON — The Senate Finance Committee voted unanimously Wednesday to recommend confirmation of James A. Baker III as Treasury secretary after hearing him say the administration believes simplifying the tax code is as important as attacking deficits.

Baker, however, stressed repeatedly that the tax plan unveiled by the current Treasury secretary, Donald Regan, was only a "starting point"

and could be substantially modified before it is sent to Congress.

Baker, President Reagan's chief of staff for four years, is swapping jobs with Regan. Baker's nomination won easy approval from the panel following a 2½-hour hearing in which Baker was relaxed and often engaged in friendly banter with his Senate interrogators.

His nomination is expected to be taken up by the full Senate next week and Finance Committee Chair-

man Robert Packwood predicted quick approval.

Baker, credited as the key strategist responsible for the president's first-term legislative victories, said the administration hopes 1985 will be a replay of 1981, when the administration "found the resources" to get a major tax bill and spending cuts through Congress.

The president will give "equal priority," Baker said, to reducing budget deficits that are soaring to

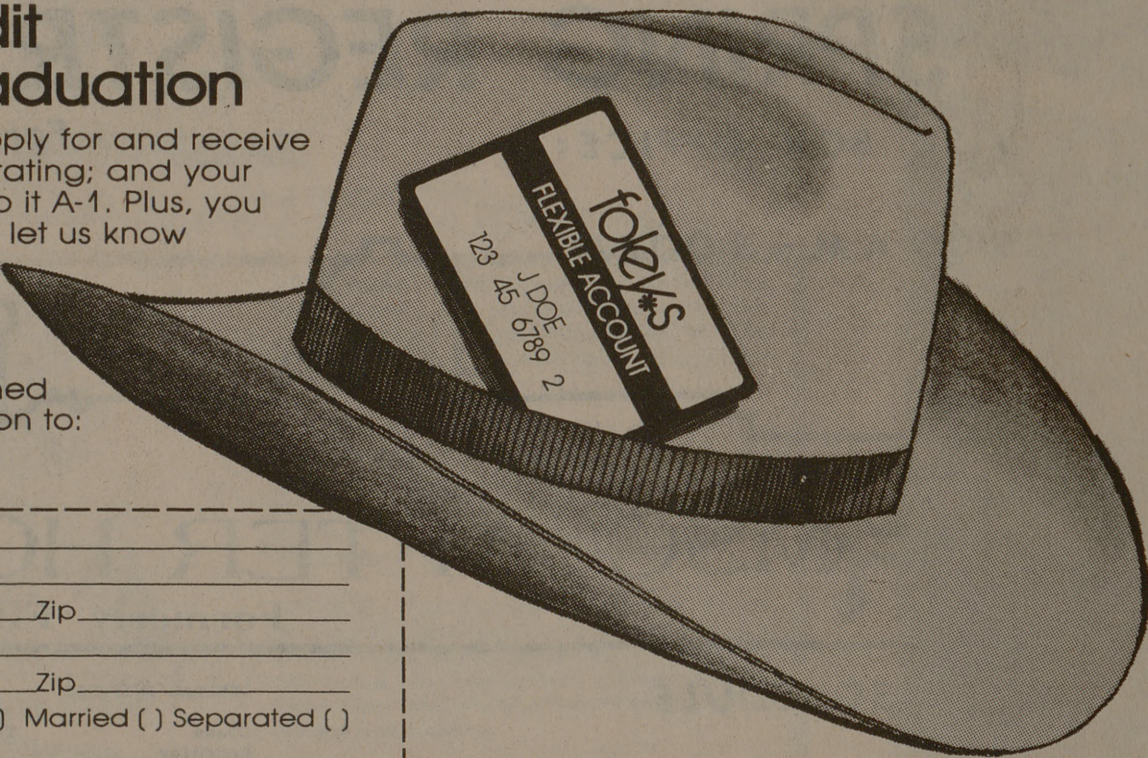
more than \$200 billion annually to overhauling the tax code.

Baker said Reagan would address the broad outlines of the tax reform proposal in his State of the Union address next month.

The tax proposal unveiled by Regan last November would slash rent tax rates and broaden the base by eliminating reductions in making more income subject to taxes.

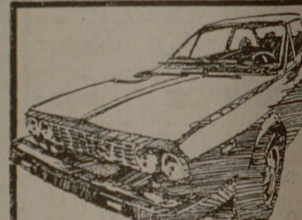
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