

If the youth of America really
want to do something for the world
—they might go to work

THAT'S what created and built this country.
That's what armed the free world to win three wars. That's what developed the highest standard of living in history. That's what created the wealth which has fed and clothed and housed the poor of the earth with *one hundred billion* American dollars.

All that, it seems to us, is about as fine, as high-minded as you can get. Not theatrical. Just splendid.



Warner & Swasey PIN DRAFTER®
Intersecting Draw Frames
preparing wool for yarn.

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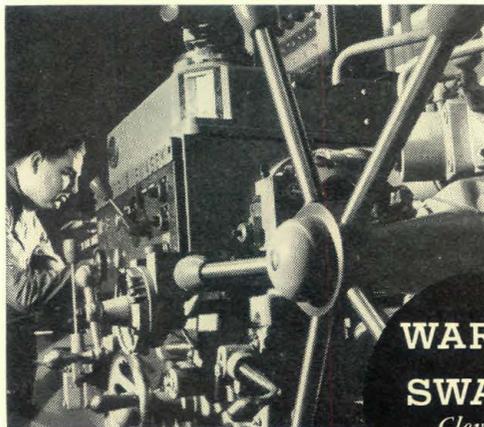
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When they say it's FREE look out!

Oriental write a word by *drawing* a picture; we should draw a picture for the word "FREE". A fishhook.

There have always been too many people who want things free—who want to be taken care of without work—who want something for nothing. Where do they think it's coming from—Santa Claus? the Easter rabbit? *Nobody ever* gets anything for long that he doesn't *earn*.

"Something for nothing" is sucker bait—and the sucker who thinks he can get it, deserves what he really gets—hooked.



New #3 Ram Type Warner & Swasey Turret Lathe widely used in plants requiring precision production.

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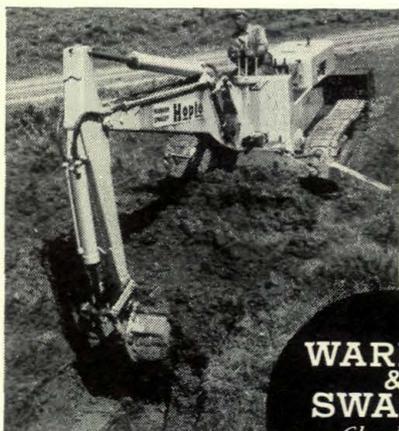
You can force employers to pay higher wages but you cannot force customers to pay higher prices

A major cause of unemployment is high wages that are not earned. Today the industries with *highest wage scales* have *double the national rate of unemployment*.

Higher wages without increased production to earn them of course increase the cost of what is made; that increases prices; that means fewer people can buy. And *that* is what is causing unemployment today.

"Benefits" won't cure it—you'd have to keep paying benefits forever, and no nation can do that. The only permanent cure is more efficient *production*, to reduce costs and broaden markets.

With all the world's unfilled wants and needs, America isn't over-produced, it's only over-priced. To cut *unemployment*, cut *costs*.



The Warner & Swasey Hopto® all-hydraulic backhoe digging in a western irrigation project.

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YOU CAN PRODUCE IT BETTER, FASTER, FOR LESS WITH WARNER & SWASEY MACHINE TOOLS, TEXTILE MACHINERY, CONSTRUCTION EQUIPMENT

August 1961