

Re-name the profit system *profit-and-loss*

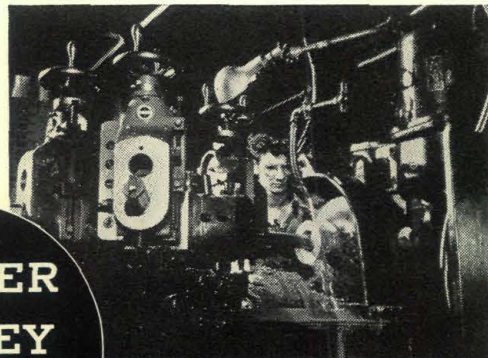
WHEN you read of big corporation profits, remember they weren't always this good. There have been such things as "bad times"—remember? The reason companies stayed in business through those harrowing years, and so provide today's jobs, was that they had profits from past years to live on.

And today's profits are necessary to protect and create the jobs of the future. Prevent them by low productivity, or tax them away, and they will provide *no* jobs.

It is to the worker's best interest to demand modern machinery, and use it so well that the investors who bought it will earn a profit, and so keep on investing. Otherwise—old machines, high costs, lower sales, fewer jobs.

That's when the *loss* system comes in.

Workers, management, investors all share in the responsibility—and all share the benefits when the profit part of the system wins.



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