

# Only two ways to get higher wages

1. Demand them
2. Earn them

**T**HE first is the popular way. Big victory for the labor leader. That extra money in the pay envelope looks so good.

But it disappears! Because if *you* demand a raise, why shouldn't everybody? And *you know they will*. Then the cost of *making* things goes up, and so, of course, the price of everything you *buy* has to go up, too.

Your "raise" has evaporated, and you're no better off—and if you're on a pension, you're far worse off.

Hopeless? Not at all. If workmen would *earn*

their raise by more efficient production, the cost of what they produce will not go up and so its price need not go up, either.

Then and only then your raise buys more and continues to buy more. It's the only raise that *stays* a raise.

It's all up to two groups—management who must provide modern machines, and workmen who use them to produce enough more to pay the raise. *There is no other way permanently increased pay is possible!*



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