

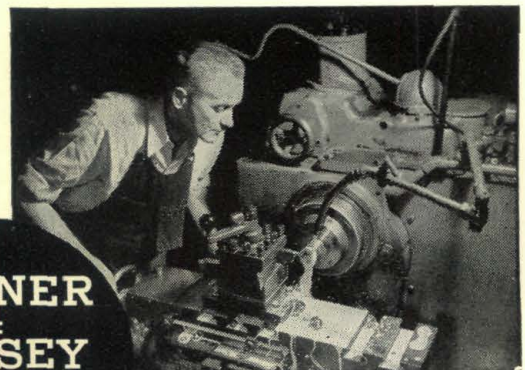
America is not overproduced; it is underconsumed

THERE ARE MILLIONS of American houses without bathtubs, millions of Americans who don't use toothbrushes, millions of farms needing electric lights. In fact 160 million Americans need countless things—things they would buy if the price were low enough.

Prices can be lowered by more efficient production—better machines, better used. It's a 3-way obligation:

1. Management must supply modern machines.
2. Government tax laws must encourage investment in them.
3. Workers must use these machines to turn out more goods at lower cost.

So—what happens in 1954 is *everybody's* responsibility.



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