

Where do profits go?

To increase your standard of living

OUT OF EVERY DOLLAR YOU SPEND, only about 7¢ can be kept as profit by the average company supplying you. A good part of that 7¢ is then used to buy new machines. (Only 4¢ ever reaches the owners as dividends.)

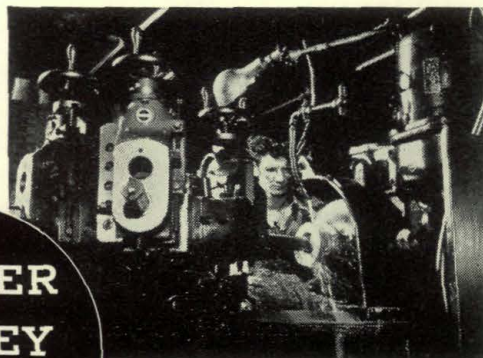
These new machines produce more, at lower cost. To stay in business in America's highly competitive system, machine owners pass on those lower costs to you in lower prices. (Remember

your first mechanical refrigerator at \$700, your first radio at \$400?)

Stop the profits and you will stop this process of better and better values. As machines grow older, they will produce less and less and so what they produce will cost you more and more.

Remember that, next time you hear someone attack profits. He's recommending *higher prices for you.*

*Based on statistics from:
U. S. Dept. of Commerce
Air Cond. & Ref. News;
Electrical Merchandising.*



Warner & Swasey 1-A machining parts for paper-making machines

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