

Do you own everything you would like?

*If not, perhaps the problem
of worker lay-offs could be solved*

EVERY MAN, woman and child in America knows of many things he would buy if he could afford them — that is, if the price were low enough. Cutting prices to the point retailers and manufacturers lose money and go bankrupt is no answer. Cutting *costs* is.

Suppose every producer (mine, farm, factory) equipped itself with the most modern productive equipment — and fair tax laws let them save enough to pay for that equipment. Then let every worker use that equipment at maximum efficiency.

Costs would tumble.

Then let business pass those savings on to the public.

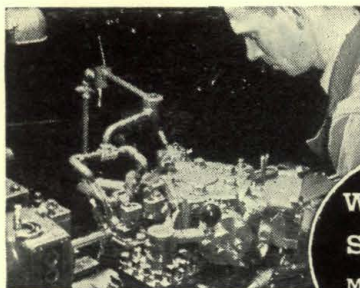
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Finally, suppose the consumer did his part, and bought. There would be such business as the

world never dreamed of. More store clerks would be needed to handle the demand, more transportation workers to haul the goods, more workers to produce them. The more demand and production, the lower the costs and prices; the lower the costs and prices, the more the demand and production. And everyone would have more and more of the things he wants.

Why isn't it done? Greed, fear, misunderstanding.

Honesty, hard work, unselfishness would do it, for the principle has been proven a thousand times. We've tried laws, contracts, strikes, slow-downs — and all we've got is hatreds, shortages, and periodic lay-offs. Is there a leader great enough to rally all America to put this *positive* approach to work? The approach that every honest man knows in his heart is *right*.



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