



Animated tombstone

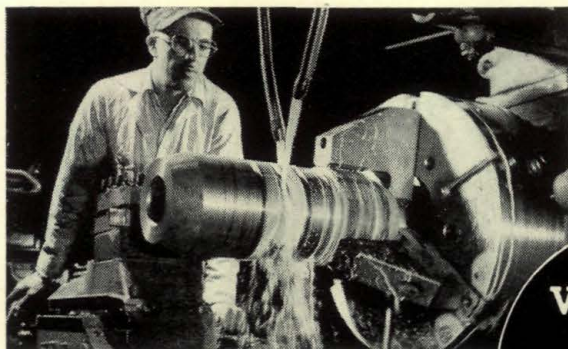
ENGLISHMEN will tell you that every old machine in your plant is a tombstone to lost profits. They'll tell you that if they had only invested more of their companies' income in new machinery every year, they and their country wouldn't be in the high-cost low-income position they are in today.

Machinery kept constantly modern keeps costs low. Low costs make possible lower prices. Lower prices keep sales, wages, profits high. And that's

the formula—the only formula—for prosperity for individuals, companies, countries.

Old machines are tombstones that may move but only sink down. They mark the death of profits and, next, of a country.

A modern machine pays profits, assures better jobs, helps keep a company and a country competitive. It ought to have a medal; it does—in folding green.



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