

Space does not permit complete explanation but here, in percentages, is a capsule report for the "average" manufacturing operation.

**IN BUYING OUR PRODUCTS, OUR CUSTOMERS
PAID THE FOLLOWING COSTS:**

Cost of Goods and Services Bought From Others	51%
Cost of Tools Wearing Out (Depreciation, etc.)	6%
Cost of Payments Ordered by Government (Taxes)	9%
Cost of Human Energy (Payroll and Benefits)	29%
Cost of Using the Tools (Profit)	5%

The story that goes with this report develops the following truths:

1. All employment comes from the customer.
2. Tools are the secret of our prosperity because they do more than 95% of the work.
3. Everything the corporation owns is a tool.
4. The cost of using the tools must be collected from the customer if employment is to continue.
5. Unless a business is permitted by government and by labor unions to produce goods of a price and quality that pleases the customer, everyone connected with the business will lose out.

When your employees and stockholders look at their company in these terms they not only become more cooperative but they become more intelligent voters.

This may not be political action but it has great political impact.

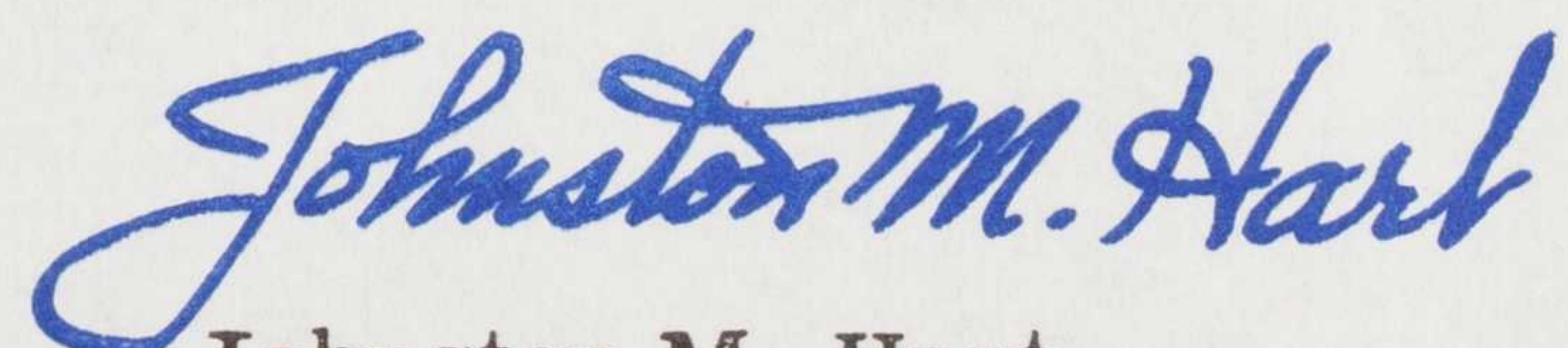
Its effectiveness has been proven through wide usage and before-and-after opinion polls.

The entire philosophy and procedure of this approach is contained in our 20-page manual entitled "How And Why To Prepare The Functional Operating Report". It costs only one dollar.

Why not order a copy for yourself and extra copies for the executives of your company concerned with this problem?

No need to send a check - just write us a letter.

Very sincerely,



Johnston M. Hart
Director of Business Relations

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JMH/d