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For ~~one~~^{ONE} thousand years the American Indians roamed in the prairies of this - one of the richest and most fertile lands - naked savages - because they lacked an idea. For 3,000 years goods and appointments for comfortable living have been in use, but, because of high production, ~~cost~~^{they} have been available to few.

Today and tomorrow we will have no shortage of ideas - no prolonged shortage of goods for finer living. But, today, ~~today~~ as in the age of the Pharaohs production cost will determine:- The roof over our heads and the shoes under our feet. The comforts our old folks enjoy and the books our young folks read.

There is no limit to the dividends in human comfort and in human improvement, through more goods, improved in quality, lowered in cost, and constantly made available to more and more Americans by purchasing men of vision, who recognize their challenge to improve value and register the full impact of their organizations for value enrichment.

L. D. MILES

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