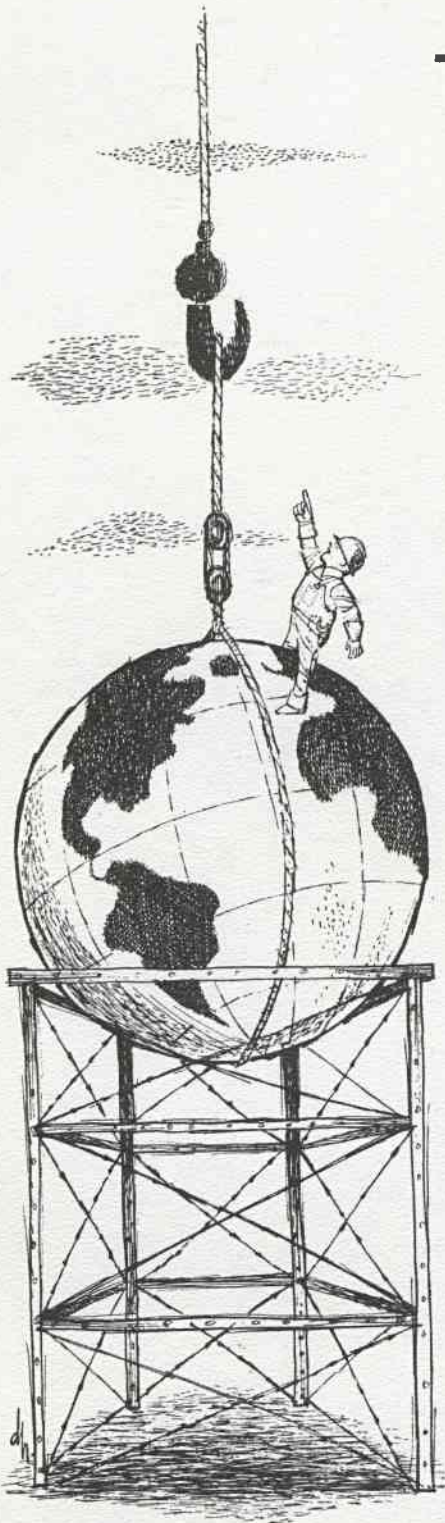


# THE WORLD'S WORK

## ...how it gets done



In order to create and maintain jobs, goods must be produced and goods must be sold.

The incentive to buy comes from such things as low price, quality, good design, or novelty.

But those who produce—as well as those who buy—must have incentives also. People who invest in industry must have the incentive of profit.

All the good will and good wishes in the world will not build factories, will not produce goods, will not sell goods. Without incentives, people do not produce goods nor buy them.

It is because of the hope of earning a profit that people are employed. Make that hope impossible (through excessive labor costs, for example, or by government interference in the market place) and you make the creation of new jobs impossible.

Profit, in one form or another, is the motive for everything we do, economically. Without the motive of profit, the world's work simply would not get done.