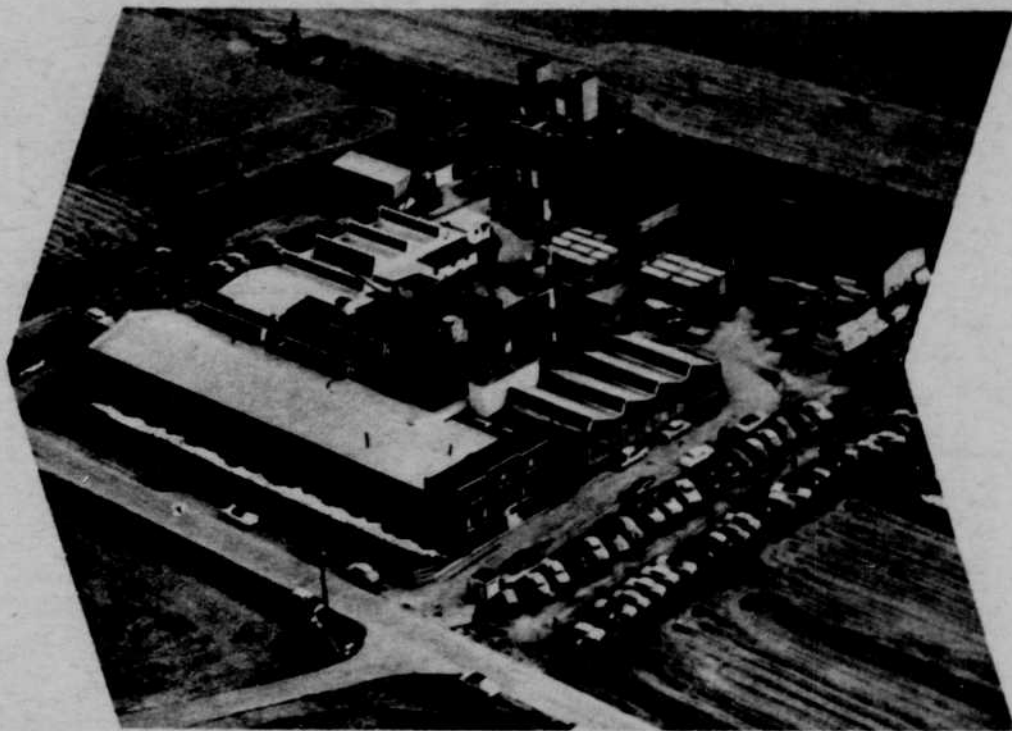
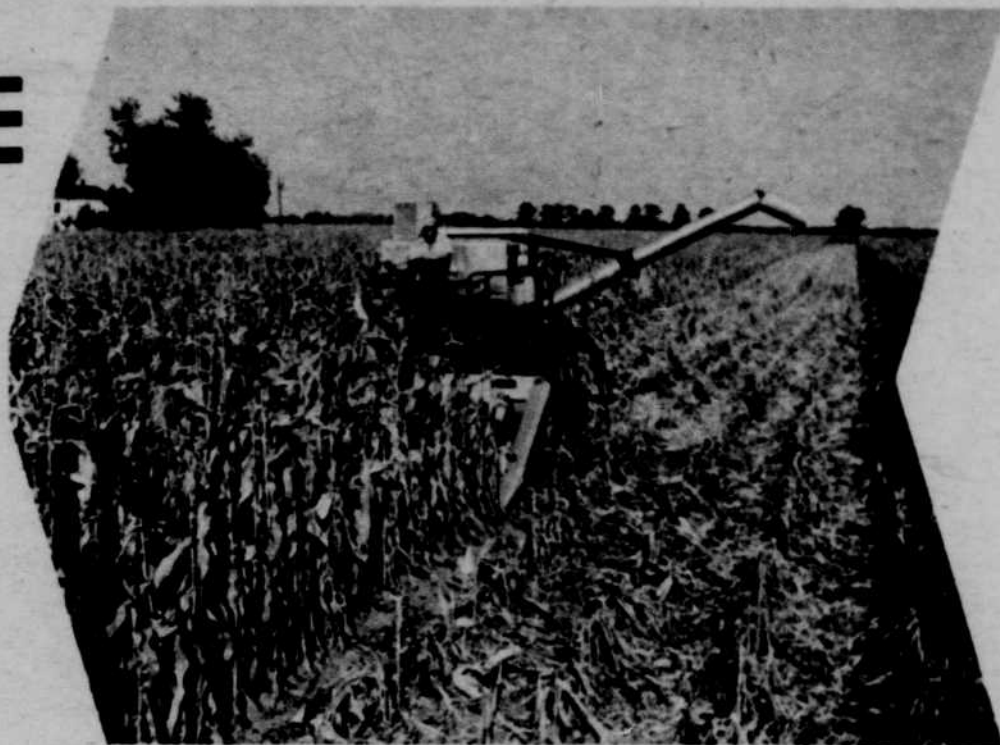


# A NEW WAY OF LIFE for the Rural Midwest

We all know that much of the progress in our great country is due to the job our farmers and industries serving the farmer have done — producing with a small fraction of our manpower all the food and fibre we need. Ninety percent of our population can therefore work at other jobs and turn out floods of goods and services to help make life easier and more enjoyable.

Some calamity howlers and self-appointed fix-it experts give the impression that this outstanding job is a problem rather than a blessing. It is high time we do away with this nonsense. Our increased efficiency provides nothing but OPPORTUNITY! Let's get to work taking advantage of it, like our pioneers have always done!

While the modern pioneer doesn't pack up in a covered wagon and head west in the classical tradition, there are pioneers in research, leadership, progress and evolution emerging from their "covered wagons" in new outposts of humanity—in space, in science, in politics, in world affairs and in human relations.



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*for the* **BIG** *family*



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New efficiency in sudsing, removal.



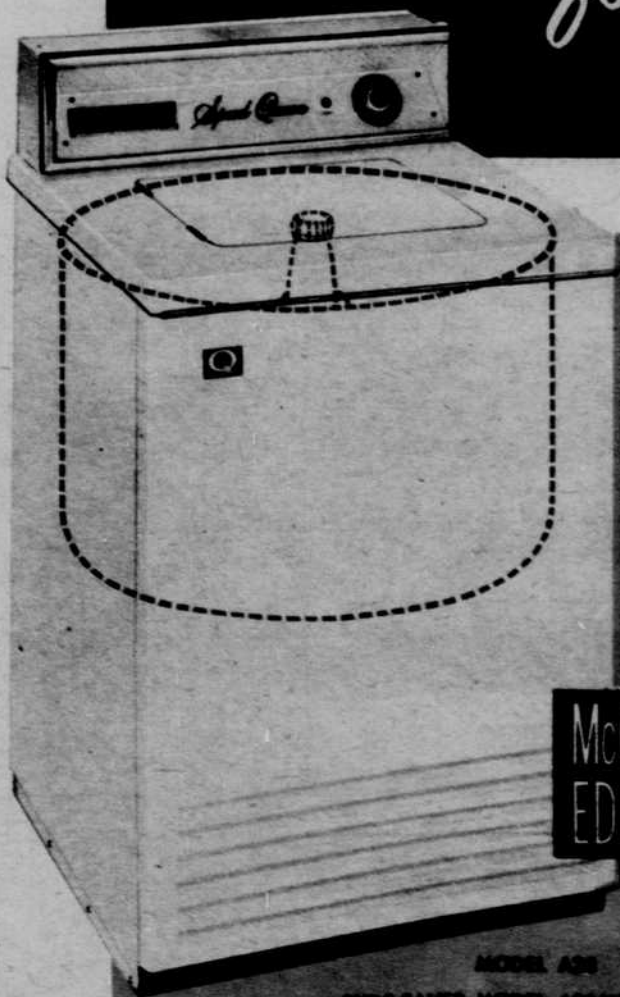
New 8-cycle programming for all fabrics. Push button selection.



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New high standard in clean, lint-free washing.



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