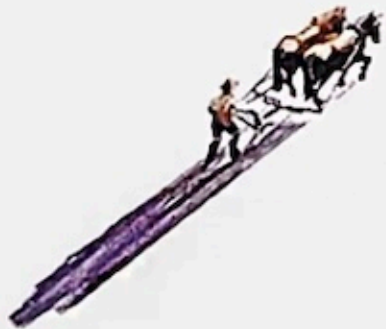


A tribute from the MAYTAG company to the American farmer, *Life Magazine*, Feb 14, 1944



**Is this sunrise...or sunset?**

### **...It might be either.**

This man sees them both. He's on the job long before daylight – he's still on the job when darkness comes. He's always worked hard, and he's working harder today than ever. He has the biggest job in the world to do and he is doing it magnificently. No war worker – and this man *is* a war worker – needs greater skill, greater understanding of his job, than does he.

No war worker has a finer record of accomplishment thus far. No bands playing, no crowd cheering him on, no medals pinned on his chest, no "E" flags flying overhead. He's out there all alone. He's an American farmer and he deserves our deepest appreciation and just as much cooperation as we can possibly give him – for this year he must feed the world!

The Maytag company pays this small tribute to its old friend, the farmer – not with the thought of making it just so many words, but rather in the hope that we in America can find many ways to give him positive support and encouragement in the vital effort he is making towards peace in victory.