

Mass education requires the use of simple facts which prove themselves



Informal "mass education" that requires studious application is not practical because there is no way of insuring that application.

To be effective (and quickly communicable) this *new knowledge* must be built upon simple rearrangement of existing knowledge, which might be called plain common sense.

There is nothing involved in the Ten Pillars that is not already known to every normal person, nor is there anything involved that requires "expert corroboration."

The impact, therefore, is a set of facts which the reader *knows* to be true; and against which any contrary theories can be put to the test.

Intelligent constructive self-government, which is civilization's greatest problem, demands popular knowledge of these simple but basic economic principles. The citizen has no other form of protection from glamorous fallacies.

As you read the Ten Pillars of Economic Wisdom, we believe you will readily grasp their application to existing controversies the world over.

We also believe you will want to be a part of the program that spreads them through the nation.

**The facts are already common knowledge
— they are waiting for illumination**

How these self-evident facts are disseminated



Over the past 12 years, the Foundation's simple concepts have been used in economic training programs for 3½ million hourly-rated workers, foremen and supervisors in 2,000 corporations; in 171 Teachers' Institutes and Workshops involving hundreds of primary and secondary school teachers; in school systems embracing 7,000 high schools; in community education and discussion group projects throughout the country.

The media used were Hollywood-produced motion pictures and charts based upon the Foundation's all time best-selling economic primer of which the Ten Pillars of Economic Wisdom are a summary.

While the Foundation has been hard put to keep up with the demand for material, the Hall of Free Enterprise has opened up innumerable channels, never dreamed of by the sponsors, for extension and application of Foundation's self-evident concepts, both here and abroad.

But, not all of these channels require money. More than 100 publications, including Saturday Evening Post, Fortune and Reader's Digest, have contributed a total of more advertising space than to any other non-profit project in the nation. However, tax-deductible contributions are required for continuous research to meet the growing demand for educational aids and for promotion of a new motion picture of the popular "Mr. Both" show which ran to record-breaking audiences throughout the season at the Fair and prompted viewers to agree with Dr. Benjamin C. Willis, Superintendent of Schools in Chicago when he stated, "The lessons learned so quickly from the 'Mr. Both Comes To Town' show apply not only to America, but throughout the entire world, giving men of good will, everywhere, something solid upon which to establish 'Peace Through Understanding.' "