We believe that the majority of any employee group with a knowledge of the Ten Pillars of Wisdom fortified by the functional operating statement relating to their own company, will cast their vote for private competitive enterprise.

To do this sales job we must rid ourselves of our feeling that we are spreading propaganda or resorting to special pleading.

All we need to do is spread the truth.

It is amazing how many intelligent people do not know this, how many successful people become self-conscious when defending private competitive enterprise.

The only explanation that occurs to me is that they have come to believe some of the anti-business propaganda—that they actually feel guilty for having benefited from the system they wish to support.

Not understanding that they are the ones who truly support the greatest good for the greatest number, they lose the persuasive power that is available only to salesmen having complete faith in their product.

Lacking this quality they lack the power to take the very first step in any sales effort—namely the establishment of their motive.

Until a prospect is satisfied that the sales motive is good for him he is not going to pay full attention to what is said.

This is fatal to success, because only the best salesmanship will do this job.

To justify the last remark I would like to point out that our competition has a big advantage—they present immediate short-range benefits in the form of hand-outs, unearned wage increases, and an apparent escape from personal financial responsibility.

We on the other hand present the genuine long-range benefits of sound prosperity, the attainment of which requires self-discipline and economic mortality.

In this regard I would like to quote from a book on this subject written some years ago by Clark and Rimanoczy, of The American Economic Foundation.

"Collectivism is easier to 'sell' because it appeals to man's immoral and amoral instincts: it appeals to his slothful instinct to escape personal responsibility, to his sadistic instinct to destroy those who are better than he, to his venal instinct to want something for nothing, to his cowardly instinct to condone evil-doing through mob action, and last but certainly not least, to his pagan instinct to deny his moral responsibility to his Creator.

"That all of these instincts are universally present, in active or latent form, is self-evident.

"The measure of a man's integrity is the measure of his strength against them.

"Individualism is more difficult to 'sell' because it must appeal to those moral principles associated with 'blood, sweat and tears'; to accept personal responsibilities, to accept the penalties of natural inequality, to accept the penalties of wrong-doing, to want only that which is earned, and last but certainly not least, to accept responsibility to his Creator.

"Under individualism, rights spring from the discharge of individual duties; under collectivism, 'rights' are 'natural rights' and need not be earned."

But, even granting this handicap, we have confidence, based on actual performance, that the truth, simply told, cuts through the sophistry of collectivistic propaganda and reaches the innate decency and common sense of the average man.

And assuming the worst, assuming that we cannot win, we still have no choice but to try.

As Dante said: "The hottest places in Hell are reserved for those who, in time of moral crisis, remain neutral."

Now let's talk about who can do this selling.

First of all, everybody who equips himself can do it in the normal course of his daily activities.

Very few days pass during which there is no discussion of economic, political, or ideological matters which can be clarified by one or two brief concise remarks based on self-evident principle.

It is however, in our institutions that the best selling can be done.

Think of the sales power of the right kind of message enclosed with one hundred million life-insurance premium notices.

Think of the opportunity presented by the day-to-day communications between corporate management and its employees, regardless of company size.

Think of the added power that could be exerted by the public press, not in editorials alone, but also in millions of news stories that could easily include the fundamental principles underlying the event.

Think of the opportunity for trade organizations to interpret their members' current problems in terms of basic principles.

Think of the power of the clergy to bring the truth to their millions of parishioners.

Last, but certainly not least, is the opportunity in the high-school classroom.

If we were talking about formal economics this opportunity would not exist because the majority of the students could not master the subject.

But we are talking about informal basic economic classroom discussions on which subject I would like to quote Dr. Ben D. Wood, Director, Bureau of Collegiate Educational Research, Columbia College, Columbia University.

Dr. Wood was speaking before the New York Schoolmasters' Club Dinner a few months ago.