A Scientific Interest

If, today, we are to consider ourselves in scientific competition with the Soviet Union, we are in pretty sorry straits, for we are pitted against a people in when a lively interest in science has been generated. These people are moving collectively to accomplish certain national objectives. According to reports, they seem to be getting a kick out of what they have done and are doing. What we think about their brand of politics couldn't matter less under the circumstances. On the other hand, we of North America are about as unorganized for any social objective as we can be and, furthermore, we are without any evident desire to get organized. Technocracy, for years, has been addressing with telling effect only a minority of the citizens of this Continent. We are just beginning to emerge from a period of years when it didn't make the slightest difference to more than ninty-five percent of the population how correct an analysis one might present; people weren't interested. Nevertheless, Technocracy Inc. has built and maintained under the most difficult conditions for its type of thought a nucleus of personnel to whom nothing that is occurring on the North American scene is a surprise. What some people are becoming alarmed

This idea has been hammered into them by the educational system, politics, business, and numberless other sources from the time they were first able to read and understand words. For a time this Continent was able to tolerate such a social attitude, despite the damage that it inflicted upon natural resources. A loose political control favored and rewarded the most adept chiselers. Graced with a great wealth of natural resources and an accommodating climate for the white man, North America has fostered the growth of a mighty industrial civilization, which grew at a tremendous rate with the application of technology by technically trained personnel. The rate of growth soon rendered obsolete the social attitude and the Price System of the Continent. But that occurrence has not stopped us from continuing to use the old system. Therein lies the crucial conflict. It is a battle to the death for one or the other. No one can say with absolute certainty what the final outcome will be. We do know that we live by science and technology: therefore, the decision of each North American had better be in favor of these social forces. Our utter failure, as a people, to recognize the problem and to act is pushing us into the category of a second-class power, with the prospect of much worse social consequences to come, unless there is a widespread revival of social consciousness. Since the North American Continent is without a governing mechanism that is capable of supplying the leadership and direction required to guide us out of the present mess, the question arises: What can anyone else do about it? At some point in time in the future, probably all too soon, the mass of people on this Continent is going to be jolted into action by the pressure of events. When this mass movement begins, it had better be directed by an organization that knows the score. As conditions become more intolerable, a social ferment will develop, producing the mass movement which will be largely devoid of intelligent understanding. While Technocracy Inc. is not de-

TECHNOCRACY

WHAT?

Technocracy is the only North American social movement with a North American program which has become widespread on this Continent. It has no affiliation with any other organization, group or association either in North America or elsewhere.

Technocracy invites you to become informed about North America's social problem and to prepare for the next most probable state of society on this Continent.

WHEN?

Technocracy originated in the winter of 1918-1919 when Howard Scott formed a group of scientists, engineers and economists that became known in 1920 as the Technical Alliance — a research organization. In 1933 it was incorporated under the laws of the State of New York as a non-profit, nonpolitical, non-sectarian membership organization.

WHERE?

There are units and members of Technocracy in every State in the U.S. and in all Provinces in Canada, and in addition there are members in Alaska, Hawaii, Panama, Puerto Rico and in numerous other places in the Armed Forces.

WHO?

or:

Technocracy was built in North America by North Americans. It is composed of North American citizens of all walks of life. Technocracy's membership is a composite of all the occupations, economic levels, races and religions which make up this Continent. Membership is open only to North American citizens.

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about is 'old stuff' to Technocracy and Technocrats.

In less spectacular, but more socially important, ways than by beating the U. S. in the ballistic missile field, the Russians are acknowledged to be forging ahead of the U. S. While the social system of the U. S. has been making salesmen, the Russians have been making scientists. While the emphasis in Russia has been on science, the emphasis in the United States has been on business enterprise.

In comment on international affairs more than twenty years ago, Howard Scott told an audience in New York, and since then he has repeated it many times at public meetings across the Continent, that: 'If the United States, in the conduct of its foreign affairs, continues to be dominated by the policy of business expediency, the day will come in the next three decades when the United States will be compelled to eat international dead crow served with Russian dressing and Tartar sauce.' We are now being forced to eat a liberal serving of this international dead crow. It doesn't taste very good.

The three Magazines are each issued quarterly, but so rotated that one magazine appears each month. Send \$3.00 to any one of the Magazines for a year's subscription to all three Magazines. (12 issues)

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> TECHNOCRACY INC. Continental Headquarters Rushland, Pa.

Arrogant Disregard

Collectively, North Americans have looked upon their great land area, which they have regarded as their birthright, only as a wonderful opportunity to exploit for their personal benefit.

signed to be a governing mechanism, Technocracy, the method, is so designed. When we consider that forty years of engineering and scientific research have gone into Technocracy, we begin to understand why it is qualified to discuss comprehensively, and with the correct insight, problems before North America. What we are attempting to make clear is that we North Americans have a course of action to take to solve our problems. Technocracy is born of science, it is being presented in an organized way, and its Organization has the leadership to see us through social change on this Continent. What more do we want?

TECHNOCRACY BRIEFS

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