

lieve this understanding is to you, what can I do about it? Absolutely nothing, unless:

1. I understand the theory myself. This is of first importance.

2. You must believe that I understand it, which is not possible unless I have a reputation for knowing such things.

3. You must wish to understand the idea, which is unlikely unless you are aware that such understanding exists and that it is important.

4. You must seek an explanation, for until you do your doors of perception are not open.

5. I must be able to respond with clarity.

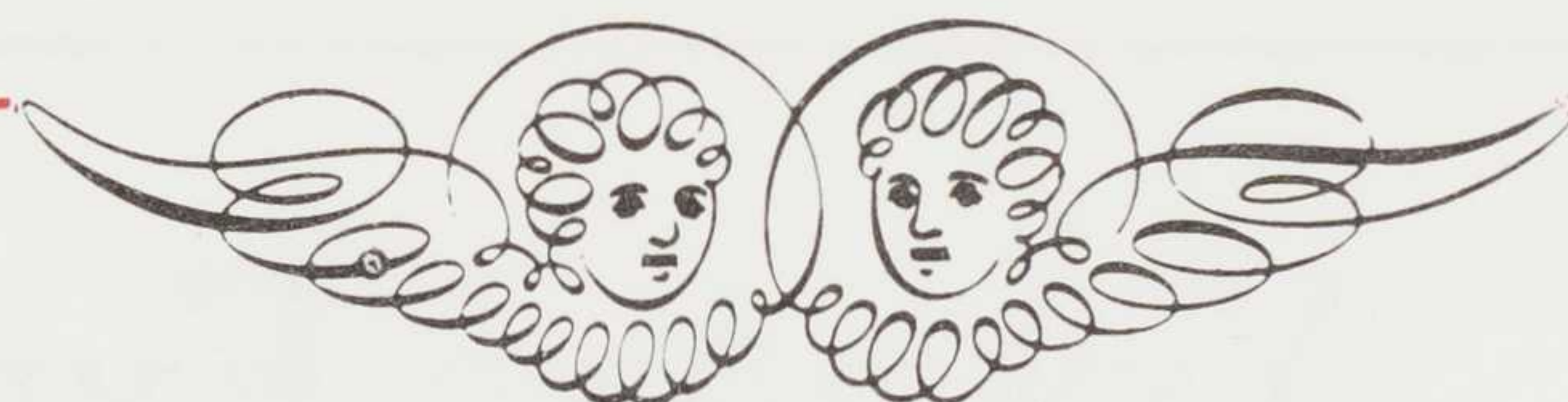
6. You must mentally digest—learn—the theory to the point of clear apprehension.

Once we realize the nature of our limitations, insofar as spreading ideas among others is con-

cerned, we shall see that it is a process of learning on my part, on your part, on everyone's part. Selling has its place in the realm of things, but only learning can upgrade the intellect.

And when we succeed in ridding ourselves of our own bromides, that is, when we become true students and learners of liberty, the socialistic bromides will be easy prey; they'll disintegrate! Instead of proliferating, as is now the case, they'll be shown up for what they really are: plausibilities without substance!

P R E S I D E N T



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