

There are numberless ways for corporations to contribute independently, depending on the size of the concern, its type of business, its scope, etc. For instance, a special slip could be enclosed in every pay check. It would list the amount of employee salary BEFORE all tax and deductions and a statement that the government FORCES the company to with-hold so much. It might also contain a statement of what the corporation would be able to pay each employee were it not for taxes.

Also, each dividend check should contain a statement of exactly how much each stockholder WOULD have individually received were it not for taxes. Annual statements containing entire corporate taxes are not forceful enough. Another factor is that every American corporation which can possibly do so should make a certain amount of stock available to employees. This will give millions of additional Americans the feeling that they have a share in capitalism.

On the retail level, every store should print special price tags for all goods. The tags would contain TWO prices. The price WITHOUT TAXES OF ANY KIND and the price he must pay including ALL taxes. In addition, every company should make political relations a part of its employee relations program. It should explain the companies individual problems -- and worker problems -- caused by overbearing government.

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EVERY BUSINESSMAN, of course, wants to know both the immediate and the long-range benefits of adding political advertising to its normal ad budget or of reducing the normal ad budget to allow for political advertising. Past experiments indicate the results would be very tangible. Immediate effects would be similar to traditional institutional advertising. In the long run, taxes would be lowered, restrictions on operations would be repealed. Government competition and whiplashing of business would diminish. Above all, a sound administration of men familiar with business problems would be at the helm of our government.