

contradicts the charges made by its highly vocal opponents.

We think Chet Huntley put it in a nutshell when he wrote:

"The degree of ignorance concerning economics in this country is incredible. . . . It is entirely possible that our economic system will go completely authoritarian but we will continue to have freedom of the ballot and the privilege of electing those who administer the economic system. This could happen through ignorance of our people combined with the insatiable appetite for power on the part of an expanding government bureaucracy and a lethargy on the part of the business and industrial community."

As far back as June 1972 BUSINESS WEEK wrote:

"The swift decline in the esteem in which the general public holds business is a sign of serious trouble ahead for corporate management. This disaffection shows up not only in the reluctance to buy some goods and services, but in a growing hostility which encourages regulatory agencies to be tougher on business, and Congressmen to support anti-business legislation."

The game plan to save private enterprise must involve the launching of a massive and completely credible public and employee information program. To do this management must first learn—and learn quickly—to think and speak in the terms familiar to those people they must reach. Much of the present message might as well be written in a foreign language.

Having been very close to these people for many years, we are in a position to give management a crucial piece of advice: stop stressing profits as percentages of "stockholder equity" and "total assets" (which impresses only the financial community) and show them as a percent of sales and payroll.

This is what the doubting public wants to know and has never been told loud and clear. Reliable polls show that the American people now believe that at least 25¢ of every industrial sales dollar is profit, when actually it is less than one-fourth of that. Many believe that profit is bigger than payroll.

In our considered and qualified opinion, this is Step No. 1 in any program to convince the American people that what they have going for them is the best there is. And the time in which to do it is rapidly running out.