

Very early in the game capitals opponents took away capital's best weapon. That weapon was the privilege to engage in political activity. The government outlawed this privilege to American industry but of course allowed labor to continue its political work. The result is that business is enormously handicapped in its efforts to insure that a business-minded administration controls our federal government.

First came the Norris-LaGuardia Act. Then the Hatch Act. Even the recent Taft-Hartley law regulates corporate activity although it also regulates union political activity. The difference is that labor has discovered a way to circumvent the T-H provisions through its Political Action Committee. Business has never, to any great extent, found loopholes.

Now however, the new tax regulations provide business a means of making virtual political contributions and still be able to class them as tax deductible expenses. Too, there has been a method developed whereby an actual political contribution -- not in the form of money -- can be made indirectly but very effectively. And because of the excess profits tax businessmen can now buy a \$100 political investment -- a message selling Americans on the advantages of free enterprise -- for as little as \$22. in some cases.

What business can now do is launch a concerted informational-advertising and public relations campaign for freedom a true, hard-hitting drive, not watered down public service advertising a drive to explain the advantages of our capitalistic system, to clear away the cobwebs of socialistic propaganda which some elements have spun, to dramatize in plain everyday language just why free enterprise is the only economic way of life under which America can survive,

Such an effort would halt the initiative-sapping trend toward a national handout and would return the country to sound administrative procedures. But this can't be accomplished with a haphazard, once in a while, directionless campaign. It must be a cohesive, cooperative, down to earth, name-calling, fact-giving dramatic program. Otherwise it will be useless.