

ject from which scientists learned more in one week about Saturn than in all previous history attests to the considerable technological prowess of the U.S. By all accounts it was a demonstration of technological excellence and a feat of scientific ingenuity and skill.

But the larger question is: Since when have the industrialists ever needed popular campaigns to influence them to retool their industrial equipment?

Hasn't it always been the stimulus of the profit incentive which has motivated them, not merely to construct, but to reconstruct their industrial apparatus?

Was the Industrial Revolution a product of a public relations campaign among the masses to stimulate development? Did Eli Whitney need a public crusade on increasing cotton production to invent the cotton gin? Did Thomas Edison invent the electric light bulb or build the phonograph as a result of a giant exhortation campaign conducted by the press to build the communications industry?

Is not the launching of this campaign an admission that something has gone awry with the profit incentive as a motive force in the continuous upward development of industry or, to put it in more scientific sociological terms, the upward development of the productive forces?

The truth is that from being a powerful catalyst of progressive social development, the profit motive has turned into a reactionary obstruction which threatens to throttle the development of all of society.

Indeed, it must be affirmed that it is this transformation which is the cause of the deep and profound malady which has afflicted the heretofore thriving capitalist mode of production in the U.S. That it now needs a public campaign to stimulate the reindustrialization or revitalization of U.S. industry only confirms this.

The answer to each one of the succeeding capitalist crises in the U.S. has always been a more rapid industrial tempo, a considerable increase in the forces and capacity of U.S. industry on the basis of new and improved technological devices, inventions, and discoveries. It has never required popular campaigns exhorting the people to participate and help in the process.

These were always really secret matters among the industrialists and financiers themselves. Where necessary and appropriate, they succeeded in enlisting and harnessing the capitalist government to carry out their needs.

If the present need for reindustrialization is of such dimensions as to enlist and obtain the close collaboration of the capitalist government, it shouldn't be necessary for the publishing empire conglomerates to shout it from the rooftops. The new administration is thoroughly reactionary and all too willing to do whatever big business wants.

The truth of the matter is that the capitalist system in the U.S. is subject to a very grave and acute triple crisis from which it cannot free itself.

First of all, there is the prevailing **cyclical** economic crisis. In past decades, prior to the great economic crash of 1929, this had always been regarded as "one of those things" which occurs more or less regularly over a period of time, creates now and then considerable havoc and a modicum of suffering among some people, but is soon followed by a speedy recovery. The momentum of industrial progress then reaches a new and higher peak, raising the development of the productive forces and general economic conditions to a higher level.

Of late, however, and particularly since the Second World War, these crises have been of a more malignant character. They have been overcome not on the basis of normal capitalist development but on the basis of artificial growth—resulting from war, monetary manipulation on the international arena, and domestic inflation.

And notwithstanding such tremendous technological feats as the development of the space sciences, electronics, and computerization, the periods of boom following economic crisis and depression have been small and of a short duration and have inevitably been assisted by huge infusions of government aid based on deficit financing.

Thus the normal capitalist cycle of development has been grossly distorted and its functional element, that of raising the productive forces and creating a wider area of capitalist expansion, has not worked out.

What has happened is that alongside the development of the