

WARM / VIEWPOINT

*Wilkes-Barre
& Scranton, Pa*

EDITORIAL

AIRD 1/12-13/73

the following is a text of a radio editorial broadcast over WARM

FREE ENTERPRISE #1

*Fill
in
this
subject*

Mister Businessman, have you read the POWELL MEMORANDUM? Or have you even heard of the POWELL MEMORANDUM? It just might be the most important single document regarding the free enterprise system ever written. The memorandum was written by Lewis F. Powell - the same Lewis F. Powell who is now a member justice of the Supreme Court of the United States. However, months before his nomination to the Supreme Court, this Richmond Virginia attorney prepared an in-depth study entitled "Attack On American Free Enterprise System." The memo was prepared at the request of Eugene B. Sydnor, Junior, Chairman of the Education Committee of the United States Chamber of Commerce, and was intended as a plan to provide the public with a more balanced view of the country's economic system.

The POWELL MEMORANDUM is must reading for everyone interested in the free enterprise system. Get a copy of it...write to the U. S. Chamber of Commerce, 1615 H Street, N.W., Washington, D.C. Ask for the POWELL...P-O-W-E-L-L MEMORANDUM. THAT'S POWELL MEMORANDUM, U. S. CHAMBER OF COMMERCE, 1615 "H" STREET, N.W., WASHINGTON, D.C. During the next few weeks WARM's Viewpoint will be examining some aspects of this report...it's ramifications...and it's conclusions.

WARM/VIEWPOINT

EDITORIAL

AIRED 1/16-17/73

the following is a text of a radio editorial broadcast over WARM

FREE ENTERPRISE #2

Attorney Lewis F. Powell of Richmond has written a document that points up a growing menace in this country which threatens to choke to death our system of free enterprise. His closing words hit home with a frightening reality..."business and the enterprise system are in deep trouble, and the hour is late."

The American economic system has been under attack for generations, and we've been successful in fighting off the assaults of communism and assorted revolutionaries; but presently the tide has been turning, whether we want to believe it or not, and the new threat is even more dangerous. We're now faced with the monumental problem of fighting respectable elements of our own society...people in college classrooms...people who reach the public through radio and television and newspapers and magazines...people in our own community. Their numbers aren't all that big yet but their weapons are powerful...an ability to talk, to write and to influence public opinion. They match this with an almost religious devotion to one goal...destroy free enterprise in America.

Now that we've identified the problem, we join with Attorney Powell in his suggestion for counter-attack...an all-out fight against apathy. It's a sad reality that the American businessman hasn't been able to team his intelligence and enthusiasms for success with the kind of guts it takes to stay on top. Too many times he's been knocked down by those who would socialize U. S. industry and failed to come off the floor fighting. He is far too tolerant, hopes the bad guy will go away if ignored or simply decides to turn the other cheek. Powell points out, however, that Mr. Businessman really doesn't know how to fight. He doesn't have a vice president in charge of guerilla warfare, and he concentrates his efforts on management, production, profit and community leadership. This could change through the efforts of our Chambers of Commerce, but they'll need support to meet the challenge. Just how they could go about it will be the topic of a future Viewpoint.

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EDITORIAL

AIRD 1/20-21/73

the following is a text of a radio editorial broadcast over WARM

FREE ENTERPRISE #3

The seriousness of the continuing attack on our American system of free enterprise can be emphasized through words such as this... "You must learn to fight in the streets, to revolt, to shoot guns; we will learn to do all of the things the property owners fear." These are the words of William Kunstler, listed as the American lawyer most admired in a recent student poll. Words such as these focus attention on previous WARM Viewpoints that the real threat to our enterprise system comes from perfectly respectable elements of our own society. We can't be sure how many people are influenced by the William Kunstler's but branches of the Bank of America have been attacked either with fire bombs or explosive devices some forty times over the past three years. And a recent poll of students on a dozen campuses in the United States showed that almost half favored socialization of U. S. industries.

Businessmen can no longer turn their backs on the danger; too many people are poisoned with lies and bombs. Lewis F. Powell, whose memo is the basis for this Viewpoint series on the free enterprise system, suggests a corporate trouble-shooter... a specialist to put real muscle into a public relations department. This individual must be adept at talking, at writing and standing nose-to-nose with the Kunstlers in America; and he has to be able to transplant these talents into as many people under him as it takes. Superman doesn't exist, but there are human beings who can get the job done. Company presidents and board chairmen might be surprised at the calibre of people who believe in free enterprise and who are waiting to sink their teeth into such a project. Look for this person and when you find him, make the offer equal to the task... and we all know how big that is.

● WARM/VIEWPOINT

EDITORIAL

AIRED 1/24-25/73

the following is a text of a radio editorial broadcast over WARM

FREE ENTERPRISE #4

WE FOCUS ON ANOTHER PLAN OF ACTION AGAINST THE ENEMIES OF FREE ENTERPRISE...

The National Chamber of Commerce has already been suggested as a base of operations because of its position; it has a good reputation, is strongly supported and has hundreds of local branches serving towns and cities all over the country.

The Chamber could start by seeking out the kind of people who can put more muscle into the teaching of U. S. economics, political science and sociology. We're talking about the kind of scholar who knows his subject, is able to talk on the level of the average American and is anxious to shoot holes in the arguments against free enterprise. This could lead to an actual "speakers' bureau;" colleges and universities sponsor lecture programs which are platforms for the harsh critics of free enterprise. The Chamber could have its own speakers available and anxious to accept invitations; if the invitations do not come, then it's time to pressure for equal opportunity.

Other Chamber avenues include stronger ties with graduate schools of business...panel discussions on radio and television... books and magazines...and even paid advertising. Businessmen pump millions of dollars into advertising specific products; why not budget money promoting the one big thing vital to their success...free enterprise. For the Chamber to grab the bull by the horns would take much more financial support; we certainly hope Mr. Businessman sees the value because, it's his money we're talking about.