

# Business Speaks Up for Free Enterprise

**S**UBVERSIVE and anti-American organizations have made effective use of freedom of the press to advance their ideologies.

Then one day business and industrial leaders realized they had not done as well. They discovered even business school graduates were not receiving good basic understanding of the free enterprise system.

As government agencies stepped up attempts to dismember some successful industries and to nationalize others, many industrialists decided improved communications were an urgent necessity.

When they tried to reach the public with their ideas about free enterprise through advertising, they ran into snags. Television stations sometimes refused their commercials as being "controversial," even when opposing views were aired as news or commercials.

The showdown came in 1978 when a Massachusetts law that barred corporations from speaking out on public issues through advertisements was tested in the Supreme Court of the United States.

"The press does not have a monopoly on either the First Amendment or the ability to enlighten," said the court.

Since then, numerous business firms have been appealing to the public to support our free enterprise system and advocating more conservative policies.

"Free enterprise. It began here. It could end here," warns Reliance Group, a New York insurance organization.

"Privacy begins at home," says an IBM ad, admitting that "one excellent way to protect people was to collect less information about them."

"Oil alone won't solve America's energy problems," says Mapco of Tulsa, one of many petroleum firms trying to explain the complex energy production business to the public.

"Hunger to compete," says Fosti Fuel Oil Supply & Terminaling, Inc., Houston, noting that "a certain young businessman once hurried to

complete an important deal with a large oil company before noon, since he couldn't afford lunch with his customer."

"At Rockwell International, we believe that the creative management of first-rate information fosters both growth and productivity," says Robert Anderson, RI chairman and chief executive officer.

"Knowing how to listen could double the effectiveness of American business," says a big ad for Sperry, makers of Univac and New Holland farm machinery. "Did you hear that?"

"In these United States reindustrialization is not just an interesting concept," says William R. Roesch, president of United States Steel, in an ad. "It's a vital necessity."

"You and I have no right to object to taxes," says Warner & Swasey, machinery manufacturer, "until we object to the way taxes are spent."

Wisdom is where you find it, and America's business leaders are putting a good deal of it in their ads these days.