## Califormia heniew

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One Dollar 2.5 Pounds 60 Yen
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C. Brandon Crocker on Protectionism F. Scott Fitzgerald: Some Sort of Epic Grandeur
The New Cold War: Happy New Year Also: Tom Bethell, Jeffrey Hart, John K. Williams


## 

by Tom Bethell
Tom Bethell is The American Spectator's Washings.
ton editor and a Washington editor of Harper's.
Ir's surprising how few rranscontinental airline
passengers bother to look out of theairplane window
 Angeles. lawyers' briefs, or wearisome government
reporss. Im studying a largescale map of Colorado
 men DC.10 wing. The jet shadow is plowing a
the
determined furrow across ochre and umber squares. suede-colored rectangles which soon give way
great unbordered spaces withouta a sign of life. great unborderer spaces without a sign of ilite.
What sall this baout our our-
ment, then ? Ive been tated nviron.
saring out of the window for
 the past hour, and to dater I have spotuted dotoen dot
which can be presumed to be farm houses.
soon enen Soon even the farm houses end. The plane
shadow is now plowing across papier-mache foot
 magnetic poles, to the north a great white ice sheet
here below purpled hills, rilles, and Rockies, crum pled crevasses, dry branching gulliess wrinkesed cearth
ihe Colorado River, the West Sandsone monu he Colorado River, the West. Sandstone monu-
ment, the salmon-pink desert.IN natural resources
here, gentlemen. Only the elements. here, gentlemen. Only the elements.
The desert continues for about anot
 reservoir, outposts of civilization, the Los Angele
Aqueutct bringing waer form he owess Valley
A the oncrt, , urnangunskirists, suburbs, the San Fernando
Valley, the Pacific Ocean. Within a few minutes we had la aded.
ha had all been
It had all been arranged by telephone. For the next
Iew weeks 5 would be he " writer-in-residencee" at he lew weeks would be he write
Los Angeles Heerald xaminer
I stood outside he tirpore
 Huxley's After Many a Summer. But somehow he
never came and in the end I rented a car. Huxley, arrerving in Los Angelese in thene 1930 s, was immed
aately intigued by the signs:
EATS
COCKTALLS
IUMBO MALTS
COCKTALLS
FACCIALS MALTS
Find
The city was then at the leading edge of popular Western culure Pe Perhaps it still sis but oy wouldn't
know it rome the inmediately visible signs, which
have adeja vu quality?
travelodge
What, then, are the distinctive signs of contemporary
cullure? Are they still in English? Pertaps s should make their discovery the grand object of my visit
Winthin a atew alas I Iaranged to have lunch with Ben Stein, the former White House speechwriter
whose book The View From Sunset Boulearard docuwhose book
ments quit herougurylyene prevailing.anti-apiatalist
trend in Hollywood. This has als been established rend in Hollywood. This has saloo been established
with greater statistial precision in a suud forth
comin with greater statistical precision in a study torth.
coming from The Media Insituti in Washington,
D.C. According to the Institute's president, Leonard
 they are shown on prime-time television, business-
men are depiced ciiter as cooks. on men. on
clowns, and rarely if ever as engaged in productive
 reoonize it because there will be about a millite
Rools Rovese and Mercedes ousside," he said in
droll voice droll voice. Stein recenly sold a script to the movie
and hea also writes a hightly readable column for the




 Department of Human. Resources, or whateecer, they
take it oun on (apitalisms
From what trein said. $I$ gathered that one of the




He paused to wave at a record producer. and
pointed out an extremelv thin Tr actress who has 'a pointed out an extremely
$\$ 40$ a-d day coaine habit "Then, acke the writer who is paid $\$ 200,000$ for a
script," he went on, "and hes sus he's being cheated.




 Lear. He gets $\$ 20$ million, say, but he says, Look, the
network is making sioo million... And becaus of
taxes Norman only keeps a few cents on the dollar taxes Norman only keeps a few cents on the dollar
annway. So everyone hinins heis beengn cheate...
So there you have a So there you have a kind of pryamid of envy, call it
Hollywood Green, which keeps a o oo people in a
taite of unnecessary mental turmoil. I had been

 other successtut televisison series." Invidious compar-
isons obscure our blessings
ond reven so." Stein anded, "almost all these people
really do get heeted one way or another, no matter
how much the are one hew much they are paid."
He spoted yy faded East Coast Brooks Brothers
res. He spotted my faded Easi Coast Brooks Brothers
rig and recommended a tailor: Giorgio's on Rodeo
Drive
 couple of years,", Ben Stein promised.
Idrove to Rodeo Drive a smart street in Beverly Hills where someone was dustinn of the sidewalk
wilh a feather mop. Giorgios' has a bar, and


 cearching before deciding against a a a shmere sports
coat ocsting s87. A genteman nex to me bought
 paid for them with s100 traveler's'shecks. (When 1
told omomene this, , hhe olly yhing tha surprised him
was Was that the customer was American.).
Next $I$ set off in search of Arthur $\mathbf{B}$. Laffer, the Next I set off in search of Arthur B . Latfer, the
fanours economist who appropriael lives in Los
Angeles-Supply-Side Land. (The supply of L.A.

 hoks about ten years younger then he really is 40),

 economics as well, but he has sensibly not allowed
himself to be buried by the thoughts of defunct


Laffer said he could only yink of one olhe
economist whose name has been connected to economist whose name has been connected to
"curve" - . W. Pinlilisp of the London schoo oo
Economics, whose defunct curve blamed inflation
 envy from oher economists in view of his suddel
fame, or notoriey. "I encounter substantial amounts

 According to the writer Jude Wanniski, Laffé
first drew his curve-which graphically illustrate
 level then people start paying less, no more taxes-
on a paper napkin in ithe Two Continents restauran

 lineconeses. Lafter went to a prep school in Cleveland.
and to Yale, and he learned not to draw on linen.: and to Yale, and he learned "not to draw on linen."
Hmmem. Im beginning ot think that it was
Jude Wamniski who first drew the curve. Cerraint Jude Wanniski who first drew the curve. Cerrainly
he was the first ot opulish it.t My theory ts that
Wanniski knew economic curve Wanniski knew eonomic curves are not taken
seriously
Phless they are drawn by people with serioussly unless they are drawn by people with
Phids. So heneneousl ymputed it o ohis friend
Laffer. Can anyone shed further light on this ne LLifler. Can anyone ehed furrher light on this new
supply-side mystery?
A few days later I went to a punk rock show with a
movie producer who is an after-hours aficionado L.A. punk. We stood in line witer-hours aticionato about a hundred
WOL Marine Corps black leather jackels. Some had strangely dyed hai Others were wearing swastikas. They gave us un
friendly stares, dressed as we were like Saturda)
nimht Mienht liberals
nit
It isn't lik
 believe in the perfectibility of man."". Behind the
We entered the inky. indigo club. bandstand were signs readin
FAG
GAY
HOM
LEZBO
LEZBO
Sigas of our times! The four-piece band came
charging out onto the stage and their leader seired



Uay:
They read Hobbes, not Rousseau,", the Produce yelled in my ear. I could barely hear him above the
din. But for the first ime since oming to L. ....
could feel the cuting edge of popular Western din. But tor the first time since coming to L.A.t.,
could feel the cuting edge of popular Wester
culure.


Dear Eric Young and Harry Crocker:
The article was excellent, with very few mino
 cons ratuluate you. There are many other goop piece
in that issue. The one on page two is excellent and
wish it could get wide distribution wish it could get wide distribution.
During the interview you asked me if was related
 Yelated. Reading the last sentence in your article
discerning reader might reason: U.S. Grant's sister nd still not related -he must be illegitimate. I have
on good authority that I am not.
it on good authority that $\begin{aligned} & \text { I am not. } \\ & \text { Sincerely, }\end{aligned}$
$\underset{\substack{\text { U.S.G. Sharp } \\ \text { Adm. USN (Ret) }}}{\text { Poin }}$
My dear Harry,
In this busy
Adm. USN (Ret)
Point Loma
In his busy season. just wanted to let you know


 investing in real deterrents.
The Air Force has designed the MX just a few The Air Force has designed the MX just a fev
inches greaee rin idiameter than the Triden submal ne en misilie tubes. . a ather than building land.-.mase
nissiles, we should be conducting a crash prosan

 Trident missile orr summarine eianch. mete sure tha
of the nuclear riad was conceived omak
there would always be visise, vulnerable political there would always be a visible vulnerable political
and military situation contronting contused Presi
 ours ashore in Nato,
us with "Freezneniks.

Sincerely

| Henry E. Phelps |
| :---: |
| $\substack{\text { Capt. USN (Ret) } \\ \text { Julian }}$ |

Dear Mr. Young:
hdon't Kow why it that I got your leter sol late
hough I have been very much behind in my mail.
 hat activity is forbidden to us, requiring as we do
attention to our own horrible annual delicit. I hop thention to our own horrible annual deticitit. I hop
he sitition has improved. I thought the issue you he sitution has improved. thought
last sent me very spiried.
Yours faithfully,

William F. Buckley, J.
New York
Dear Harry W. Crocker
Thanks so much for sending me the Cation
Review. I read it with interest and the hope that ii
Reviewu 1 read it with interest and he hope that
eives a mild case ot a cidosis ot those who deserve it
Yours faithtutuly,
R.Emment Tr.ell. I.
Edior-in. Chief
Edior in. Chinef
The Amerians Spectaor
Bloomingmon. Indiana:
dein H. W. Gorock
Thanks for the copies of the California Recriexe

## 

## ap prosperous ye Sincerelv.

Sincerecly.
Romald E. Burr
R Rolilither
Purr
Thlis. American Spectator
Bloominglon. Indiana

Dear Sirs:
You gen Sirs: week. Good job guys.
Here is $s$ sio formy sub Here is slo for mys subscription and five dollars for
Young and Crocker to purchase Jelly.belly's. shells or the ACLL
work guys.

Conservatively yours
B. Lenard williams
L.a Jolla
Dear Messs, Young, Grocker \& Company
 clear thinking and humor available on the UCSDD
campus which 1 usually only find in National
Review. Review.
I would like to inquire if you are aware of the use I would like to inquire if you are aware of the use
of regisration fees or the tunding ov abortions and
the support of politicial action the support of political action groups. There are
UCSD sudens from the Erginger, Pauton. Rhomberg
 challenging the contention of the U. of CA, that
sududensmust fund these a activities as a precondition
for a N for a UC education. An expose on the amounts
students pay for aborion funding, LAGO, the new indicatot, pet., from their Reg. feees may waten the
slumbering masses. Res ipsus loquitur. slumbering masses. Res ipsus loquitur.
Keep up the good work and let me Keed any assistance.
Sincerely,

$$
\begin{aligned}
& \text { David F. Schwaru } \\
& \text { San Diego }
\end{aligned}
$$

Dear California Review
Tam writing this letere in response to C . Brandon
Crocker's aritese "A Look at Discrimination."

 Mr. Sowell fail to consider the full implications of
the statistics. Since Whites account for more of the total populationct than Blicescouns Amer moricare of the the
Mexicans, and Puerro Ricans, they will obdiasty Mexicans, and Puerto Ricans, they will obviously
have older median ages and higher incomes. Hence Whites have more eorke expereiencer, that mosst Blacks
do not have work experienco opportunities. A White onout may delay vocational deceisions knowing that
some kind of job will be available somewhere, but a some kind of job will be avaliable so.
Black youth has no such certainty.
. Furthermore, the minimum wage law was not
"..exclusively set up to help placks and the poor in
. general." It was created beceause employees were not
paid according to a wage scale. Moreever. Blacks paid according to a wage scala.e. Moreoevere, Blacks
and the poor Io not usually have jobs. To make a
lame and bold statement tha lame and bold statement that "The disadvanage of
Blacks is not their color.". is unwarranted. Racism Blacks is not their color."." is unwarranted. Reacism
may not be be teeding cause for poor econmic performance among Blacks, but it is the motivating
force for discrimination against Blacks. It is very

 opportunity todiscuss maturs with a few Blacks you
emerge as experts on Black life. Many leaders and the
 programs for Blacks and the poor in hopes of re-
election. But today welfare recipients no longer get tree benefist. Welfare recipients must work in return
for benefits. R. Williams
La Mesa
C. Brandon Crocker's Response

Mr. Williams:
greater perrenagage of the populatation whies make upa
 in this country out number Jews hy almost five to
ome. $\begin{aligned} & \text { The core of y yur argument, than most blacks do } \\ & \text { not have the work experience opporumiits that }\end{aligned}$



Califorma れebiem

We few, we happy few, for he who pick We tew, we ehappy tew, or he who opicks
be his peaper ooday shall be my brother
his condition

Clasen Young

W. W. Crocker III | Brigadiersiden |
| :---: |
| Business Manaioer |

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tions are tax-deductible.

The arts coninuue to make life more meaningtiu
and or remind us of our culturat heriage. Displaying
a new and innovative form of seli-expression, In
 another tiitlating Los Angeles day, tied upa a female
bus driver foreded her to strip and covered her wiith bus driver. forced her to strip. and covered her with
tartar sauce. Unlike many.atiss, thesen manhieved
instant monetary recognition of their sociectal worth instant monetary recognition of t theirs socieal worth
with the help of a gun and the wallest of the bus
ditier end
In the merry month of December, the Uniet
States Army told homosexual soldier Perry Walkin States Army old homosexual soldier. Perre Watking
that he couldnt dance in front of his fellow GI,
trese

Lester J. Williams, who threatened to commit
suicide because Ronald Reagan had made it impossi-
 wellare fraud in five states. By hee way. both of M.
Williams wives and all of his seven hildren reeceiv
wellare benefils. Mrs. Kris Shelon, the brave public school librar
ian who made news by defending her school's righ
 ess popular, classic novelists and then had a window
of her house mashed and her face scratched by an angry redneck parent, has sisicce broken downe and
told police that it was all a hoax. She had broken her own window and scrat hed her own face in an effort
to draw atention to the fatc that some parens to draw atention to the tat that some parerns
opposed her tosition. Poor Mrs. Shelon. Literals
certainly have a strange way of arguing. ctrainly have as strange way of arguing.

- Ye another ricium of sex discrimination. AccordChool mistress Particia Hope, at wire married. Itice
divorced, mother of one, foserer mother of four and loon- -t-b be mother of an illegitimate. is being vicicim.
ved by the parens of her studens - who arc secking


- Oh thase lovable Soviets. Three years ago they invaded Afghanistan. They love the country, but
they love the people even more The love them so
much that the are exporting them to onther countrise.
 tionist Soviets have sharect wemty peetrent of ine
poppulation of Aghanistan by making the Ag ghani
expartiated refugece.

In an effort to promote efficiency y in the notoriously inefficient Soviet rail system. workers can
now receive boouses for fultiling angets sel by the latest five year plan. Haven't hhey read Rober Le cekach-
mants book? Don't they know that greed is not Every day, in every way, we're getuing beter and

 agency, Prensa Latina, commented "Our scoialist
stateorganies he military preparation of the popul.
 embraces the different stages of development of the
individual and is surucurerek kepening in mind the
difteenal indivitual and is structured keeping in mind the
differen roles that he plays in sociey.". Where's Dr.
Spock when we need him?

- More gits from the Age of Enlightenment.
Professor Steven Hahn is teaching Historv 158 A .

 Conflict and Class Consciousness", and "The lllus
sion of the American Revolution." The course
 at the local left. - wing propaganda mill. Groundwork
Books. When asked whether there might be any material offered in the course to balange the slant.
Hahn said that "there is just too much diversity
involved in the course already to oadd anymore."


Oniled conservative Boin weevin Democra Phil Gramm championed his Texas constituency ,
donning his Adam Smith ite and helping thi
dresiden Sorge an min Presiden forge a winning coalition tor his tax ant
budget programs. But as Tip O'Neill lells us, the
 ot the Democratic party." he said. Everybody know
that the Party-of. Compassion represents noconstituAlso in the Democratic parade is California
Senator, Alan Cransorw who plans the sprin
1600 Pennsylvania Avenue in 1984 on the Nucleat Freeeze ticket. Though he remains at the botom of of
the polss Cranston has been give the gohead by
by the polls, Cranston has been given the go aread by
former California Governor Brown oreques a
special White House meeting to hand over Tormer California Governor Brown to request
special White House meeting to hand over
California nutcear freeze teterer, have his pictue California nuclear freeze leter, have his picurr
taken with Ron, and get the feel of the Oval office

"Jumn H. Wallace, a member of a high school
 Finn. Alow us soquote the thoughtul Mr. Wallace
IIts racist rash about a sel.depreating slave.
rather have my sons read The Happpy Hooker." In the South American country of Surinam,
where L. Col. Desi Boutese a ame to power in
coup in 1980 octereate a "ruly revolutionary govern nent in which create working y rass and and thary oppreserse
an tind themelves. an find themselves," fifteen people were arrested
and shot ot death last month. The fifteen wer putspoken advocates of a reurn to free elections
Free elecions seem to bring out the worst in leftists
Hd Ance $h$. rree elections seem to bring out the we
\& Anner has yet to become indignant.
Liberals are looking forward to a grear reconcilia ion bet ween the superpowers now that Yuri Andro
pov is in power. Andropor, they say, is a man who understands the West. Andropon recentl| revealed
hat Jacqueline Susann is one of his favorie novelists

- What will Jerry Brown do now that he has los nga private nation-wide commission on technolog Maurice Bishop. Maxxist he-man of the tiny
Caribbean island of Grenada agrees that his people ana democracy but add that no a mount of out
ade pressure wiul torce them) to hold et side pressure will force [them] to hold elections
before they are ready."
NATURAL FOOD FREAKS BEWARE: Just ast month Zambian soldiers shot and killed Addamson
Bratson Mushala, the Billy the Kid of Zambial Mushala was carrying wild honey a the time of the
ulack and therefore had rouble reaching for his mark
ifle.
- Those of you who think that the rich aren' Suffering in this recession should know that busines
at Swis ss $k$ ri resors is off a third So there' Who calls Ronald Reagan "a very warm indivi
 ripped the black communit"" The Rer. Ralph Abernath who oo-founded the Southern Chrisisian
Leadership, Conference with Martin Luther King
Altanians were shockedt ol learn that nine votes
 nine bellots were ruled invelid, and the challengei
Mehmeet Shehu, commitued suicide, so things ant

After a Pamamamian stip ran aground off Han acoordance with logal tuatioion, thoroughly ral tacked. Since the ship had been abandoned the
ooters did noothing illegal and and the illagers belhavel



A A creent judicial ruling has made it " "righ" for paremts to be guaranteed healthy offspring by thei
aumily doctor, whio muss otherwise recommend it


Dr. Martin Luther King, Jr.: Saint or Satyr Excuse my heresy, but I don' think Dr. Martin
Luther King's birthday should be a holiday. Let's
oveltor overlook the ethics of institutung holicidas. on the the
basis of race and le's skip the morality of installin
 hise essay le te usexamine the logic, or lach
cementing Dr King into ourr calendars. He has come e ob er remembered lor ar a ood cause
but Dr. Martin Luther King, though an importan but Dr. Martin Luther King, though an importan
leader, was no a a rear t leader. Arrean leader does
stage sitit ins. or launct



 Ireedom fighters do onot have that option. Democraa
involves debate king prefered mobocacy
The onlv leaders 0 o whom we have establishe The only leaders 10 whem wew have e establish
national hol days are George Washington and Abra
 if we were to create another national holiday
would seem fiting to make it Thomas jefferson
build
 drafted nothing as imporant as The Declaration Igrant you that blacks sem to need he equivalen
of a Columbus Day or a Saint Parrick's Day - a sor of cultural celebration where the man is merely
tackdrop for developing pride in one's heriage backdrop for developing pride in one's heriage.
Who then do $I$ recommend Well, George Washing. Who then do I recommend. Well, George Washing
on Carver and Booker T. Washingon are out (nn
nough charisma). Crispus Atucks may


 tack to Atrica. No, my choice would be Frederi
Douglas. Dougas. it sems ome is a horugh
 Black Sudent's Union, but I iw is they'd consider it
Making one man symboi co an enire raer is
ludicrous thing. To make that one man Dr. Martin
 Luther King is an an at of unhealthy desperation
Can all Americans rally round a teader who
compared Americans in Viemam to Nazi holocaus-
 Rowan, who makes his living screaming "Racicst
every five seconds. accused King of beeng an ego
. maniac, a puller or publicity stunts, and a Commun
ist fellow traveler. All these objections were washed away with King's assassination.
The best argumen Ive ever h
came not from Dr. King, but from Dorothy Dand
ridge:
Prejudice is such a waste." It simpleand it'
 national holiday is a divisive and historically unju.
iffiale acc. The time has come to pull together.
if -HWC. III
Why Do the Liberals Hate Ronald Reagan
By Jeffrey Hart
Jeffrey Hart is a professor at Dartmouth College, an efirev Hart is a professor at Darimouth Colege, an
ditor of National Review, and an author. His most
teent book is When he Going Was Good Ameri recent book is When th
can Life in the Fifties.
The other day I had lunch in Manhatan with
normally pleasant woman who works ora a publis normally pleasant woman who works for a publish
ing house, an episode I mention only because of
 hatred of Ronald Reagan. This emotion is no
widespread in any staisitical sense, but it seems 10 me
 in publisthing houses, the media and the arademy.
And the important thing to notice is that it is in supported by anything that Reagan has actually
done.
Mv own view is that it is a kind of "religious" hared, and that the religion it serese-tacilly-is
kind ol eqailitarian ocrialism.
 weem to the soberninded. Aconding to Sen. Kennedy, for cxample. Reagan



 But, as Universivy of Maryland economist Mel
ville $J$ Ulmer points out in a recent article-and this seems to me of major signi ificacce- thi
extreme rhetoric and extreme emotion are not a extreme heiorice and ex
all jusified by the facts.
at "The cold staisisical facs," wrieses Prof. Ulmer ncome maintenance and public health, have con
tiuued steadily upward-from se248 billion in fiscal
lear
 more than 70 per cent greater than the presumabl
bloated 1982 budget tor national delense."

 have indeed been cut back. Eligibibility requirements
ave been tighened on student loans - where abuse

 appeared as set that the distrimetron on of incomenchas
peen significanty allered in favo of the rich since Ce present Administration took office. "Corporation profits plunged from $\mathbf{S 1 8 8}$ billion
n 1980 to 1140 billion...in the first hall of 1982 , in he face of a risingo. price level over the same

 hat period..In all, the picture was hardly

## 

Even the big three year lax cust, won last year ver liberal howls of protest, did hardly more than What iset treep. eal source, then, of the fury directed
against Ronald Reagan in the name of the "por"" against Ronalt Reagat in the name ot the poor
It sems to me that Prol. Imer has the answer
The fury arises not rally out of annthing that The fury arises not really out of anything thal sopping the redistribution of income downward. The fury is rooted in egalitarian and Socialis
assumptions. It is assumed that income levels. a assump pione in the tuture, ought to be equal. It is
sossumed that the federal government will play the
ast assumed that the federal goverment will play the
central role in bringing that result a bout. These






 lectine a model ol
lepress a tendency.
And ome that means that their chief motivation
is env - much more hatred of "the rich" than

 Thumated some money and propert


Right-wing fanatics in disguise
By Emmeline de Pillis
The new indicator hills itself as the "Tyran's' Foe
People's Friend" (said slogan appearing on the
 pages we are exhored to "unseat the Cowboy" and "fight the Righ". One would expect the philosoph
behind this simplistic sloganering to be, if no practicable, at teast consistem. How many thing
can go wrong with a political beliet that has no

 toued by the new indicatoras a method of governmen
perterablec to our own. How des it work $1 . \operatorname{like}$ mo
 casily explained in 20 words or less. The Few (the
party clite) dictate to the Many (the proletariat exactly what todoc. Thus the common worker is is old
what on sav, where to live, where to toravel, what


 tion of "National Socialis"". And Socialists the
inanguably were. No sooner were they in power than
they proceedd


 States becamed disillusioned with National Socialism)
ouly when filitr urued dorund and atacked the
U.S.S.R. (The old proverb about honor among

 exterminated as many Je
tians as they could find.
Now we turn our atention oo a political system
which formantery, has on enjopect much popularity
 political cartoonist Jules Feiffer and the inexplicably
renowned Harvard Lampoon) that teudalism is but a logiral exarapolation of of onservatide princisiples.
Well, how did Feudalism origially come about? Well, how did Feudalism originally come about?
Out of thin air Wrong. Outo the devious machina-
tions of the Capialis Borgoise Wrong again,
there was
 followed the collapse of the Roman Empire. Fright-
ened peasasts asreed to io indenure themselves to

 that a Leftiis might be reading this). Feudalism
sprang full-grown from Anarchy. Yes, the same



 ness being government- manipulated as opposed to
government-owneed as well 1 s sthe Anarchism which camnot tail or orsurrect the Feudal System. According
to popular dogma, it must follow that the new indicator is really a Right- wing publication. (is it
new ind icator plaving a iokeon it readers? (admit
 saine, is ont or. is, in possible that accusation
side
routinely leveled at the Right are in reality more

粦
$\underset{\text {-subscribe to California Review. }}{\substack{\text { Invest in litracy }}}$ experienced during the $195 \mathrm{O}^{\prime}$ sand the $196{ }^{\circ} \mathrm{s}$-a atier
the failure of Yalla, after Churchill said '"an iron
 during the Soviet machinations 90 miles off our
shore in Cubabi Tody, the Sovie Union has matreril
ized its promise of expanded power and influence in
 the name or the Sandinisisam, Poland's Solidarity has
been shattered, AIghanistan is being pummeled by Seen sita ineread, ground ofroses and a pipeline is bei
built on the backs of political dissidens built on the backs of political dissidents. Th
communist iie has perpetuauted iself by means
ceases
 malignanccy ready to meteastasize into the body
humanity Though simitar in many ways, the
American situation of lig8s differs from American situation of 1983 differs from that in in 1950
the Sovies presenty have the potential of waging a the Sovies sresently have the potentiai of waging ain
all-out nuclear onflict and winning Therefore the
ouerulous person who considers public policy ser

 other in tyrany. The question we mustask ourselves
lies at the very hear of the uman spiri. (an he he
people of the United S States, the leaders. of the free people of the United States, the leaders of the free
world provide a morar example othe rest ot the
worid? If so, at what level should such an endeavor
be

 people. The war of ideas consist of issues $t$ hat musi
be debated, ven if only on the lowest tevels of argument. Unfortunately, media wizards, such as
Norman Lear ,have he eupper hand. They ell lus that Norman Lear. have the upper hand. They yell us thay
there is very iftet etheap posedo the American Way
if you think otherwise, your re quickly labeled as if you think otherwise, you're quickly labeled as a
"right-wing reactionary", Note that the definitive
. Hight-wing reactionary. Note that the definitit
American reacionari is shepop-culture hero othe
American left. The war of ideas concerns such issue
 ss. confiscatory taxaion and a faltering economy
the eamily institution vs sexual and moral alternaThe family institution vs. sexual and moral "altern
tives,s. conssiuturionaly provided individualism vs
vellaris collectivis There welfarist collectivism. There is ever more. We mu
establish $\mathbf{a}$ cogent posture in the debate concernin
 United States then we must move on to challenge
the argunens posed by the apoogsists of lefity
social schemes destined for "Third World" ails social schemes destined for "Third World" ails
Another argument to be challenged is the rekindled
 efforts to detame capialism and deem in as in
human." The memeriap pres, one might uppose
fepresents a single side of the debate And, I will assert that the media represents the side that is no
only biased and incorrect, but dangerous to th olly biased and incorrect, but dangerous to to
future af this nation and that for which it stands.
America correctly means fredon America correctly means fredom. The Constiu
tion of the United States vests to the people freedom ion of the United States veststo the peoplit freedo
by way of righs freed of religion, fredom 10 own private property - freedom of opportunity and
freedom for all. What America does not stand tor is
 fredom of another. In spive of these self -evident
truths the American media views free
decom as gressivism,", which as shey tell us will be the answer
to the nation's woes. Pick up the last issue of




 newspapersin democatitc countries tead ciurenst
doo ery iltronsidered things in comon.". Poople
despite the cliches, believe what they read, or eve

 on last week sepisodeor " "ynarst." With reflection
one will notice than liberal media adversaries are
hardly a minority $\mathbf{y}$ instead, they hardly a minority in instead, they comprise a majority
The liberal ideology is one of the few commonalitic
 say that the American mediai it letetward leaning.
poll takn among 240 media
Roaders shows ins thal

 wonder when every economic problem today, fron
unemployment to high taxes, comes out in print a unemployment
A challenge to the liberal engrossment of the
media could be this country's saving grace. Miltown
 so-called "inhumaniy" of capitialism must be coun-
tered with the historical truth The yaups of media


#### Abstract

  we must wove on the broadest front possibe; we must include the nation's uniersities hhere ofen the most inane of lunacies fester. The debate for the most inane of lunacies tester. The debate for Ameriac must be baken to the campus wher the malleable minds of tomorow are shane by selfish malleable minds of tomorrow are shaped by es lifies and offen malicious soressors. In the wake of the and often malicicous professors. In the wake on the carelsesporoessirs sevasataion, astudent mind can tecome tarnished rendering him obstinate in his become tarnished, rendering him obstinate in his confsion. Compare collegs sudens with young chidren for example  parents to or right. In many cases, as a child develops his resolve. he egos hrough rebellious stage. Eventually or at least hopefully, the childs's stage. Eventually or or teass hopequtly, thee childs's resolve develops to the point where he discerns that his parents ape correct. College studensts, in many cases, are still oundering in the middles sage, rying tases, ares sill foundering in the middle stage, rrying to reaileze the ruthe Their resolve is develop ing and they tend to berebellious toward what ihey know was hey tend to be erebellious towards what hey know as right." Alluring ideas, such as Marxism, goad them  state. Note that graduate students and most profes- sorss eramin indefinitel in ithe middele sagee-con fused aimless and hidden from America behind the Sued, aimless snd hiddden from America abehind the vory curtain. We should not become overconcerned or the welfara e of hhe erofessoroct for hei isa a lost cause, Sat the damages he infincts are irireparable. He creats the sudent who thinks that he is enlightened, omehow more intelligen. Truthfully, the student today isan arrogant Philistine with litleappreciaion for A merican institutions. Instead, the studecent 



professor might deign to hrow his way. Selt discipline is becoming obsolete. Seldom does today
sudent come out to cheer America in is role luadern ocme tree world. His professors tell him that
leaderica ise the ando oppressios


sells a million copies.
whe cares. you might Students are but mere
sudents. Yet reocllect that the Angela Davies studens. Yet recollect that the Angela Davises and
the Jery pubins of the 1960's are the university
 UCSD brags to his sudents about the great many
American lags he burned when he was in college Ame curaniculum of his course consists mosty) of the
tlass struggle and the homosexual emancipation class ssurugle and the homosexual emancipation
Anybody, dimwited a he may be, can geta P..D.
he hangs around the campus long enough. Today Anybod, arund the campus long enough. Today
he hang around
confused sudents with their lofty aftecataions ar
 fought here and ow ow -and be won. The greaesest
wars are alwas won, on only
also ithe batul in the mields, bu
 gave his second in waugural address, the greaci Ameri
can Civil War was coming to its physical end
Lincoln Lincoin, urging a more lenien attitude toward the
South, spoke these words: "With malice towar


 hallenge to the reigning boobs of the $19800^{\circ}$ s se
may be bele greatest type of viccory we Americans can
achieve.
-Notes from the Brigadier


THIS SIDE OF PARADISE This book could just have aply been itiled Some
Son of Epic Couse F. Scout Fiugerald wrote his
daughter that "sometimes I wish I had gone alons vienher (Cole Porter and Rodgest and Hart and the
 who form, rathere thane nenertatain. Like tikose write selves and who condemn western civiluation's lach
of vision while they are intered in sanitarium

 The spectacle of Soot and Zelda destroying then selves is nota a pretey one, but then again, it is n
particularly sad either. Soot Fiugerald was
 reinterpreting his friends slives in his his fiction. Zeld
was mentally and emotionally unstable, also a
wit




 the Communists pandering to Southern blacks. He
was an expatriate in love with Amenica and it
traditions. He was ap acifist who was anceager army
the
 prone toall he idiosymyrasies and tumnel vision one
often finds in those men and women who discover often finds in those men and women who discover
the pursuiv or the musis more imporant than
friends, tovers, tamily, , teligion or politics. He was the pursuif ors fer milys erision or politics. He was
friends. ovevis
an artist with the nol anomalous qualities of shallow an antis with the not anomalous qualitites of shallow
inteligenceand poround dinish- all supported
a style fashioned out of panache and diligence. H















ite as difficult in in really is. Literature is not an
ssential or neeresarily yimpontant pant of humann
 table. unncreative world of the Romins hian the

 wed d rather not know, that are often contradictory
and contusing and dhat are dangerous int the cell
blocks of weak and undiseming minds. Fitugerald.


Mauthew Bruccoli doess not, thank fully, delve into
he turgid depths of pyycho-biography which has
 Nixon Bruccol's picture on the back nyleat on the book shows sack mustache and severe e black glasses. He
wioks like Jack Webb's muscle One can almoss hear
loon him refraining to his intereriewees, "Just the facts.
mad anm I only want the facts." He has wrien
edied more than thirvy volumes on American litera-







 alde reading it. Biographies are for students,
not
vovers. F. Scout Fiugerald wasa a grear American author.(I
can say that because he is oncor my favorices and mo


 he left us earthlings is worthy of his dissipated
disastrous ife if ip tor the individual to decide
Maltew B Mathlew Bruccolis sbook isa useful, if not indispen
sible, oool in making tha decion. How much are
old ldaties worth io oou?

## "cThe most amaving and outrageous and interesting journals in America.'

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## Women Today: A Conversation with Phyllis Schlafly



## California <br> Review <br> Interviews



Ca. Waat is your opimion or President Reaga stockpiles instead of the current price supporr system of giving cash subsidies for not growing food? WILLIAMS: 1 think that is a bad joke on
American people. The American people have bough this grain through taxes. There should not have been a progran
hes proposing that we give it back to them. The
whole a ariculural whole agriculural program is welare and han
outs for farmers A A presiden withe oust
President Reas.an should not be supporting thal
kind of suff
"If I were the Grand Wizard of the Ku Klux Klan, and if I wanted to destroy or bankrupt black academic excellence, I could find no better way to do it than the current public school system in most of our metropolitan areas."

maive acion:
wiLluass: No rm not. 1 lind rataia or sexual









 Idont: think that I should be account
anylhing my father did or rhis taterer did.
CR: Do you suppor toreced busing?
wiLliass: No Idon'. It think the whole notion ol
 ense saying hat black gacademic cexcellenence annol
 thie kid 10 sit besid
CR: Whats sour position on nuition tax codits?
wiLuAMS: I look an wition ax odis iss


 arens and put less in the hands of some remol

 or their perer

 Heuns.ut 0 wis KiLLLAMS: IIT were the Girand wiard of the K








CR: Well, some members of the"black leadership" have gone so far as to call Reagan's economic policies racist. How do you ex plain this?
WILLIAMS: Well, I think that they're a\%ф屯*! ${ }^{\circ} s$.
avithing that cian supporr more black childiden


## Walter

or the're arrogant enough to say to black parents

 erals who have means and who have income are not
sending their kids to the public chools, theyre
sending their kids to private schools or parochial sending their kids to privetes schoostsoos, orarochreal
schools. Theyre not sacrificing the lives of their schools. They're not sacrificing the
chidren waiting for the beterer day.
CR: Should we "stay the course" with regards to
williams: My own atuitude is that there isn't much Reaganomics going on. We have the highest
budget deficist hat weve ever had in hisory and we Sad the highest tas incerease that weve vever had in in
history, which doesn' sound very much like Reag an history, which doesn' sound very much like Reagan-
omics ome. sitill have afit inthe President buthe
President of the U United States is being blackmailed. President of the United States is being blackmailed.
Hés being blackmailed by tiberals and by bonserva-
 we people who believe in individual freedom, need
to give the resedidnatasmuch suppor as we possisly
can so that he can tight his type of blackmail
"Labor unions historically have been the black man's worst enemy.

CR: How is Reagan being blackmailed?
wLLLAMS: The Defense Department said that an anti-submarine jet was ineffective in doing its task.
So the Defense Department recommended that we So the Detense Department recommendead dhenty-
gen rid of those planes. There were arund twent.
one of those planes on order. The companies that gen of those planes on order. The companies that
oever pooducing thosenlanes wereompanies Icoted
in were producing those planes were companiest ocated
in thedistrics of Congresman Rousselo and Barry
Goldwater, J. So they went to the President and
.

 he President gave them not hhe yoa hem a partial
planes. that they waned, but heave the
order I was not at the meetings there, but I I imagine
incomes are the Jews, Poles, and Japanese-Amer-
icans-all Iroups which have been targetsof persecu-
ion on historically, Again 1 will also bring up the
ample of American born black West Indians hose average income is comparable to that of
Anlo-- axons. These grouss were able to move
head economicall in o hostile envionen be
 cause, for one reason, discrimination in the work
forece is ocsty If an employer hires a whit that
creates 55 worthof services an hour overa black who creates $\$ 5$ worth ho services an hour over a black who
could create $\$ 6$ worth of services an hour the
employers discrimination costs $\$ 1$ an hour. The
 performance of these other ethnic croups shows that
the fost of discrimination in tork fore is
sufficient toallow minorities ihe opportunities todo hhe cost of discrimination
ufficiten oallow minoriiestity
as well or better than whites.
as well or beter than whites.
Probably the greatest hinderance to black employ. Probably the greatess hinderance to black employ.
ment opporunitises sis the minumum wage law. This
law makes mur aw makes much non and low skill labor unemploy. hinderance is fet equally by underskilled whites and
blacks seeking employment, but the vicims of the lacks seeking employment, but the e vicitum ot the
ninimum wage are disproportionally black as ten mersm make up a a greater perc
population than the white.
What black salso ned, Mr. Williams, and what
 tetur living for themselves and their children. This
hith has been taken away by those promulgaing the
 Secause of discrimination. The result ot hisis is slum

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the people's choice.

## Williams

the conversation went something like this: "Mr.
Preseident, if ou want our ove onthe tax cust and
your programs in Congress you vote for this jet fo your programs in Congress you vote for this je for
our
our districs." Congressmen from sugar states and
dairs

 country, but ram being blackmailed. In the politi
cal Iame they call this "political l tradeoffs." call $i$ it
blackmail

CR: What interest do black Americans have in
tollowing the economic principles of President
Reagan?
WILLIAMS: Black Americans havea a vested interest,
black Americans included with all Americans in black Americans incuded with al Americans, in
rapilly gowing eocomy. To the xetent hat Pres
dent Reagan stands at the helm of dent Reagan stands at the helm of a country that is
experiencing rapid economic growth we all benefit

CR: Well, some members of the "Black leadership"
have gone so far as to call Reagan's economic have ogne so so far an asers of call Reagan'seadersh
policies racist. How do you explain this? WILLIAMS: Well, I think that they're a\%c\&* @s. CR: (Long pause). Okay. Do you think that the
Federal enesure has let loose on the money supply
too quickly? too quickly?
WILLLAMS: Yes. I do. I think that the Federal
Reserve should not have any conrool, any discretionReserve should not have any control, any discretion.
ary ocontor., voer the money supply. Ithink hhat, as
Milon Friedman has long said Milton Friedman has long said, , we should have a
monetary growth target that's equivalent to our monetary growth target that's equivalent to our
changes in producivit. It hink hat the Federal
Rese

 go further than, that. If I I had my way, I would
eliminate the Federal Reserve.


By C. Brandon Crocker




 lite noney han was.
Mise

 limes.a.ther inia





 areas.



are obliged to work for the bill's passage and
proclaim that it will create and save thousands of proclaim that in will create and save thousands of
jobs. Thounands of fobs probably would be saved in
aut. auto related industries, assuming that the increased
price of autos would not cause a large drop in auto price of autos would not cause a arged drop in auto
sales. But people would then spend more mone for
automotiles automobiles (either by buying the Japanese import
or a higher priced but now competitive American or a higher priced but now compenive American
model., The restl is that the car ruer
have less money os ospend on groceries, clothing and have less soney to spend on grocerieses cothing and
at the movies and so employment in these areas
would be less than what they would have been would be less than what the wo wo
without the import restriction bill.



 us. U.S. exporerss would be worse off and therefore

unemployment would rise in export related indus| ries. |
| :---: |
| Preventing free trade does not save jobs. Trade | restrictions, at best. reshuffle unemploymen and

limit consumers choices. Very often, however, he
 tewer goods and services. It hose with vested interests
in import restrices get their way, we will pay
much ofor the benefiit of very few.

ECONOMICS IN AND OUT OF TOWN by Michael C. Litt


LOAN SHARKS
 loans. Continentalal which had been soorting a $15 \%$
growih record for six consecutive years. showed
 thout when Coninental was left holding slitl billion in energy related loans it had purchased from the now occupied investigating the Penm Square failure Harvester, anolher big Comtinental borrower. "Con inental is. in our opinion, dead in the water" said popsition has already promoted other bank king intel stst toapproarh Condinental customers, Continent


CHEW MUCH?
The Willian Wrigles Jr. Co. announced that it
would 1 be raising the wholesale prices of its chewing


 casons tor the price hikes. It is Wrigley's first pric
bike in five evern
OVER THERE

 labor forceare cut of wolk, the wosy tor that country
in over thirt vears. Germany has been our of
.






MORE SMOKE
Lorillard, a division of Loews Theaters, has
decided to go for national introduction of a new Ucided 1o go or national introduction of a new
feminine" cigareutel line called Satin. Only welve weeks ater iniroduction inio the Denver and Mil.
waukee Markets. Satin had achieved a $1.4 \%$ market
 t the factory level. "Spoil yourself with Satin" will
be the theme of the advertising campaign scheduled be the theme of the advertising campaig,

SETTLING DOWN
Home morgage rates are at heir lowest level in over
(wo years. Leenders were recentlasking anavage woo years. Lenders were recently asking an aneverage
3.57\% basic interest rate, well below the 17.04\% average of a year ago. But economists predic that
long lerm financing rates will begin to rise at the end

 tatospheric $15.8 \%$

## HOT CHOCLATES

Futures prices on coroa for March deliveries slid
33 in one riading session recemllv. Speculation that wo months of hot dry weather in Brazil would cause

 o telieve that the crops probably wont' sulfer
further damage. The drought threatened Brail's


## HARD DRIVING



 makers in an antempy not to repan leses or the




LIGHT METALS
Aluminum Co. of A merica will reporta aignitican,
loss for the fourth quarter of 1982 . It's predictable loss for he tourth quarter of 1982 . It's predictable"
said one aluminum analys. "shipments are slow
discounting is prety discounting is prety horrendous, and things. won
pick up as long as inventories are high.." The company had reported earnings or stst mililion.
share of Alcoa s common stock sold for between si
 current bull trend. The No. 1 aluminum producer
had full year earnings of $\$ 296.2$ million in 1981 . YEN FOR YEN
The Japanese Yen appears to be strengthening
once again after a sluggish year in 1982. The high U.S. interestrates had pulled investments away fro as domestic imerestrt rates have fallen. At the beginn ing of November he yen hit a low of 278.10 to the
dollar. Forecign exchange dealers in Tokvo expet the yen o to be worth 200 to the dolliar by the end expet
current
 PETROL UP
"It will take alot less to keep the system we have in Road repaiter signing the federal gasoline tax bill The bill will take eftect on April 1 st and is expectic
to vield an add to yield an additional 5.5 billion in reventia
Reagan stressed that the emphasis of the prograin
. was
as 10 create some 320.000
ons. will be targeteed for roads and bridges, with the
remainderganded
 THE BREAKS
Ford will pay Williaun Yon. 24 vears old,
Omata. Neb. 5.530 .000 of a $\$ 2.7$ million, lawsuir stenuming from ana auctictent in 1978 . Mr. Von charge
that his Pimoo did not stop duc
 parked besidca a radiday in Sinn Diggo. Fordd claime
the hole wiis a result of the ascidem. The remaind



## Lady Macbeth: Feminist Idol

by H. W. Crocker III Lady Machech denies her feminine role. Women
because tey give birth, because clley have tradition
ally been the more ally been the more domestico of the sexes. and becaus
of their mammary glands are nuwers ot their mammary, glands. are nuturers. Lady Mac
beht nutures nothing save her own ambition. Come
oou spirits you spirits That tend on moral thoughts. unsex m
here. And fill me from the crown to the toe top. full
 purged of her softer feminine qualities. and filled
with the cruelty she needs to execute the desires of
 two masters. She either does what she was made fou
or she devoess herself to some other concepuai passion. There is no doubt wherer Lady Macbell
stands. She is on the side of ambition Finding it impossible to unsex herself, Lat
Matcenh vearn io covert hes sexual organs in
weapons that will serve he hem Matceth yearns to convert her sexual organs int
weapons that will serve her ambition. .Come to
womants sreasts, And take my milk for gall." H
 breasts, which adorn her boody to nuture with h hose
wants filled with gall with splen,
emotions that will feed her ambition. She wants hee emotionsthat will eed her ambition. She wants
body filled with Machiavelian humors. She it woman in thralldom to an idea.
T.I.
I have
"I have given suck, and know/ How tender 'tis to
love the babe that milks me; I would while it was smiling in my face, Have pluck'd my nipple from
his bonelesss gums A so sworn as you/Have done to this." Lady Mactelt does not prevaricate about her commiument to her
passion. She herself uses, as an example of her
 her motherhood. She would kill that which from her
womb was born if it interfered with he fulfillment

 nuturing sensibility, they are tools so be of service to
her ambition, wherever that may guide her. her ambition, wherever that may yuide her.
It is no coincincence that she sayss on Macbeth:"
 the runsmission of the milk of human kindness. She
believes in the ransmisson of gal. Herlife
deved
deve to personal praitication She has no time to getaicu, oters. Chilidren have no place in her lion
because they cannot forward her goal of sell-fultill because tey cannot torward her geal or seli-fuldic
ment, her ambition; or, at least, they canno do os with enough alacrity to be of any worth to hee
Macbeth, however, is of use to her. He can propel hee Macteeth, however. is of use ther. He can propel
Corvard in oocial rank. He can commit a murder For all her denial of the feminine viruues LLad,
Macheh is not a masculine figure. It is true that she
idenififies with asescive identities " with agressive male autitudes." "Infirm
purpose!
Give met e the daggers. The siepping and the dead are hup picures. Tis the eye or chilh hool


 hither., That I may pour my spirits in thine eaar.
And chastise with the valorof of my tongue All thai And chastise with the valor of myongue Valor is
impedest thee trom the olden round
martial virtue proven by the firmuess with which martial viruc proven by the firmuess with which
soldier
mantrontult danger Valor is an autribute of the
 tongue would be one that stood up againstintimi
dation and injustice Lady Marchect's. ongue i
motivain
 to realize her ambition, she has blurred all 1 ,
happenstances of the field of a action into a catego
 and killed for causes he dermed just. Lardy Mact
is asking himm not to kill but to torder










wants $t o$ reinvigorate ith So sthe plays with th
language of the man's world.



 those that a man finds permissable aud thoses that he
loes not Whenever an action culminates in ber loes onot Whenever an aly
happiness, then it it manly.
Lady Marbech finds her sexual nexus with the
witches. They are unnatural, supernatural women


 sexually contused. Like Lady Macheeth htey do on
belong to the natural order. They are somethin belong to the natural order. They are something
other hhan male or female, husband or wife. The
wirches are pre witches are prognosticators. They can predect the the
fuuture because they are supernatural, they are not ol
 a particicipant. Lhe does not predict the future, buy
ries to make it happen By subsuming her humaniy
she loses hold of the fact that actions, her responnes
to her desires, have consequences which she will have to live with. She is not a witch. She is sery much become an idea.
If therer is a uniormperception of what it is so bea
woman in this play. it is that women are false. The Woman in in this play. it it that women are talse. The
wirthes are equivocaros. Lady Macherth, when told
that the Kins has been mid that the King has been murdered. responds with
fatuous domesticive: What in our house?" Then she faimes. Mactuff says :- O I. Icould plays the woman with mine eves, and the braggart with my tongue!
But, genule heavens, cul short all intermission:" Macduff sees sorrow as a feminine trait, and as an
indulgent. insincere one. The women of this play seem to have taught the men a lesson.
 "O. ithese flaws and starts. Imposters of true fear.
would well become $A$ A woman's story at a winter's would well become A womans story ya winter's
fire, Authoriz'd by her grandam." She recognizes women as being passive, subservient, and weak
figures. She does not recogniie that in her attempt to




THE BUSINESS BOGY
 ipperardith the fiem inm
MrTH did hard








 men mid ione cineer








 Toun mpme tim








 o hide differently from a Baryshniko or a Horo-
oin?"' Mr. Wallace replied. "Or couse...In booth
 man he may play prosecuror, orin the individual
tesponds beuter o oulling, then the inerviewer goes
hat
 hat a person
businessman.
 churching by denouncing business. Business is, appart antly, lair game for atack. Yet it is all very odd. Are businessmen striving for
advancement more ruthless than academics ploting advancement more rut
their next promotion?
Is hex wormotion? of conspicuously free of the
contidne rucksers allegedly coovding the world
ont conitidence
of business?
then
Hi is not enough, however, sadly to observe that
idividuals who are deeceiful, layy, negligent or rraudulent in the practice of their profession art art
univesal, and leave it at hat It is universal, and leave it at that. II is peresssrar to to ask
why dishonesty - indeded, crime-is widels perceived
 xpected inhabiant of the world of business
Answers are plentiful. Marx's rleteric


 achinc-can convenitemly, amd with tomes esen:
nature of business." nature of business.
Mange.
cant queswers merely delelay the sisn ifit.
and gives Mar's hetoric any degree of plausibility?
What eature ob business makes ita a popular scape.
goat goat: Why should a misperception of economic
reality invariably result in business being cast as a "villain"? The answer is he same to e each quuestion. Whereas
most professions rape eerceived primarily in terss of aservice rendererd and one onlyed secondararily in in terms of of
financial gain achieved, busines is perceived prifinancial gain achieved, business is perceived
marily - perhaps totally -in terms of gain. For centuries signiticant professions have 'ju
fied' themselves essentially bv reterence to the

 laboring at these professions has been politely
downplayed. The docor acording to his fiction,
dabos avem aily do downplayed. The doctor, according to this fiction,
labors primarily to turher the art of healing; the
teacher hatultes oto defeat the oret

 inspired, To be sure, the doctor, the teacher, and the
opera singer gain financiall be bercising their
skills, but the initial answer to the question as io
that
 what the businessman oreos,s, "however, and the
anseve is sinariably, "he makes money."
Wisely Wisely, some businessmen have attempted to
correct this strange contrast. They are wise to do so correct this strange contrast. They yer wise to do so
because euthlicatiuducs ontrol, within limist, politi-
cians' cians' actions. That an economic proposal is damag.
ing to business is widely heard as a point in favor of ingh a proposal; the politican who attacks business
sunvaribl invariably receives a more enthusiastic hearing than
the politician who defends business. Irving Krisol is correct to observe that at the moment corporations
have no constituencies. no one ready 1 defend have no constivencies, no one ready to defend
and
B.ome to their aid when they are atacked. Bluntly, the gap between the public's perception
of business activiies and the activities of other of business activitus and the acuivitues of other
protessions must be cosed, or business enterpise
may find isself being closed. Lewis Powell, Associate Justice of the U.S.S Supreme Courr and author of the
well-knows Powell
was right to obseve that "business and the enterprise system Yee troquenten and businessmen s. seeking to defe
their profesion, do so by poining to exter their profession, do so by pointing to externa
consequences of their activities. They point revenues gained by government hrough company
taxes, hey point to the jobs private businesses create:




 Opera singers refer to their music, not the theater
ushers and ushers and program sellers whom they keep ina job!
Business must be "justifed" by what the business
profession
 does, it must be acknowledeged that the businessman
exchanges his skill and itme for moneysmore
precisesty, for the goods and servies for which the precisely, for the goods and services for which the
monev can be exchanged. Similarly with the doctor
wibe



 make an exchange beca
benecfil by so dooing.
They vary. Consididr hhe businesssman exerasiserte.
preneur. He is an expert at perceiving intormation graps in a complex sociecty and acrecing ing information
g.aps. He cobserest tiose


 to forgo other goods that sum onp money could
purchase. Neither party is aware of the other's
txistewe.


exchange his time and the use of his truck to exchange his ine and he use of his truck to
ransport appes form the producing gocality to the
consuming locality for sav five cens per pound consuming locality for, say, five cents per pound
The parties are brough together and all, including
the entrepreneur, benefiti. Each has made the

 entrepreneur has exchanged his skills of noting and
closing information gaps for the goods and services
his . profiti" can purchase. his "profit" can purchase.
And his role is viral In a
 ion gaps are ineviable. The noting and closing
these gaps is sesental if peopple are oo make the
exchanges they wish to make. The entrepreneur',
 tor large profits singal to other apple growers.
transpor trives. or
do co-ordinators
do .
 market price of apples in the consumer district wil
dropand remain onstant The eap has closed and a
daie o teuil state of equilibrium obatins. But the enrepreneur is
by now off to close yet a further information gap he by now off to close yeta further intormation gap he
has noted this time, pertass, a ape beteen a
consumer need and the capa
apcity of a new but consumer need and the capacity of a new bu
undeveloped product op rocest tomeet that need.
what



 capial, enough capialal oe enable him toe exuchang
noney here and now for labor here and now. The
ecter
 The producer, however, is preparedto waiit until he
object being produced is completed, brought to th
 reward. He hase exchanged his skills asa aco-ordinator
nd his capacity to wait for a future good, for the "profic" - the payment - he at last receives.
The businessman is also an anticipator. He mus
 then efficienty co cordinate the suppliers of raw
prod cưs, of labor, of adverisising space or time and
of transport so that the needs of consumers are mel
 when they arise, more eficieenty and more cheap
than homperitive producers sull meet the
The information-gap perceiver and bridger. The The information-gap perceiver and bridger. The
skill coordinator. The anticipar. And the risk
 present and deraiain good oor mamereinas le leading only
to a possible fuure good for himself


 enabling other people e to achieve what hey want. H
can only make "huge profis"" if he satisfies and

 The numberocorcocodustiom guaranteried his peteachersior.
are not as tightly controlled as are those entering are not as tightly controlled as are those entering
medicine. His customers are just as fickle as-
perhaps perhaps more tickle than-those of the
singer. He is hardy to be condemned
inger. He is hardly to te condemned
Yet, there may be in the behavior ot the business-
man one tragic and fatal failing He te cas quis
 losse ennormation naps between the seller and eater
of pappes, but he does iitute eolose the information
chasm between his own profesion and a crital

 usual" "oday a the expense of the possible non-
existence af a ree marken in the future. He draws
upon the experiseof thoseable to intom the upon the experise of hose able to inform the public
as oo the excellence of his products, but he either will as to the excellence of his products. but he e either will
noo or cannot employ such expersis os sell himsel
nand what he does loa grosll uninformed commun nd what he does to a grossly uninformed commun That is his failingg.and possibly his fatar failing.
Popular my his abour Hamlet, Sherlock Holmes. opulala my ths about Hamlet, Sherlock Holmes
and Cinderella sslippers are harmesss Contempor ry my ths about business could be leitial.
Like apl muths. these






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