Mr. ROOSEVELT

Liberator

or Betrayer?

FOUR years ago Franklin Delano Roosevelt made a speech which seemed so much out of place among the most powerful attacks ever made on the money power. At that time Major C. H. Douglas pointed out that the attack was on persons, not upon the thing they operated. Pointed out that there was nothing in the speech incompatible with strengthening, not weakening, the very money monopoly he seemed to be attacking. And so it was.

In the four years of his office the banking system of the United States was strengthened and centralized as never before.

In the midst of another speech, seemingly so full of pity and promise, there lurk phrases which can be used to chock democracy. "The Constitution of '67 did not make our democracy impotent. In fact, in those last four years we have made the exercise of all power more secure, while we have begun to bring automatic powers into the proper subordination to the people's Government."

"Why not subordination to the people's will?"

"I see a United States which can demonstrate under democratic methods of government that national wealth can be translated into a spreading column of commonwealth, not an ebbing column of a fiscal bankruptcy unknown."

The war cry again. Why not a spreading column of human effort rather than the producer's side for a solution. The consumer, vigorously followed up, would do more to unloose the deadlock than all the conferences on monetary standards or tariff policies.

CONSTANT HUNGER

Estimates of production could have an ultimate promise for the world. More than half the world, instead of knowing anything of sufficiency, knew only the sense of constant hunger. On those whose only want was food, work and reasonable comfort depended very much the economic solutions of modern problems, and in them and through them there was reasonable hope of ultimate safety and a chance of property.

(Continued from previous column)

(Yes, that's what he sees. What will he do?)

"To hold to progress today is very difficult. Conscious irresponsibility and ruthless self-interests have remained long enough that symptoms of prosperity may become portents of disaster."

"But is prosperity dangerous?"

(But is prosperity dangerous?)

(Continued in next column)
Abomination of Desolation

WHEN the Labour Party Commissioners visited Witton Park, Co. Durham, they were significantly not only given a tour, but also handed them a letter. It read:

"We should like to wish you success in your efforts to bring your constituents to a better understanding of the need for us to have never seen our fathers go to work.

"We hope you will use your influence with the Government so that we may see one day, if not today, your life more happily disposed of than our birthright, the land, and our local labour.

A Russian professor, Pavlov, made an observation in 1924. In a period of three days he used up all of the sugar in his laboratory. Then he went to the market and bought 100 pounds of sugar for 10 years.

After a time the dogs began to connect a whine on the leg with a meal. They would beg on the leg to get tapped on the leg three times a day, and when the taps were withdrawn, and food withheld except in very inadequate quantities, a cry was heard, "We want tap on the leg, want food.

The cry for colonies in which to settle emigrants and "develop" is artificial, arising from a system that calls for employment at all costs. When employment is given at home by "developing" overseas colonies, it means, in effect, the enslavement of the people of those countries to the financial combination that creates the money for their development.

Plenty of Beef But No Brain

THE financial papers were all gullish last week over Hjalmar Schacht's sixty-sixth birthday. Montagu Norman sent him an antique clock.

Schacht's name came into the public eye when the German Mark collapsed and "successfully steered the country during the difficult transi- tion period." Montagu Norman said Schacht was "one of the finest minds that we have seen since the days of Augustus.

There is a word of Schacht's that most of the financial appointments were being given. Montagu Norman appeared from obscurity to give Schacht his position. Schacht's name is now a household word.

Hitler's Colonial Ballyhoo

A Hitler meeting called for March 23 and Hitler will doubtless reiterate yet more strongly Germany's demand for colonies.

HOBSON (of the 'No-cornial') on TAXATION

FROTTI

Do you think the Government should borrow for rearmament?

FROTTI

I think it true.

F. Why? How does it come to the same thing. It is a mistake to think that future generations should repay Government debt.

C. Yes. The point that is overlooked is that taxation is a money tax, and it is money which people who will be asked to lend the money get. It is money that comes out of the same pockets. Taxation is SORAGE—that is all.

F. Oh! hah! Count 'em!

C. I assure you this is true.

F. Do banks ever create credit?

C. Yes, who lends all the money.

F. Well, just now you said that taxpayers lend the money. Then you go on to say that taxpayers are taxed to repay to themselves the money they have lent to avoid taxation. Doesn't this mean that you are making a mistake?

C. No, every year you are studied economists.

F. Don't be rude.

C. Yes. The point that is overlooked is that taxpayers lend the money to the Government. It is money lent by taxpayers.

F. Why cannot they get it back?

C. Because they have not enough money to pay high enough taxes to repay themselves the money they lent.

F. I am now tired and shall go to bed. Goodnight.

FroTTI: The upshot of this campaign revealed a fundamental error in the framing of the case against Social Credit.

Chief complaint from suburban commuters is that they can't get to the Colchester-Peterborough trolley rain coaches, empty "fishes," full "thirds" dirty carriages, bad timing.

Now letters about the Post Office.

Outpost villages demanded 'phone kiosks, and the Post Office answered with 'Post Offices in 60,000. People complained of a fortnight's delay in receiving remittances through the Post Office.

There were complaints about the gas companies. The iniquity of meter rents, which people are asking to avoid taxation. Doesn't it mean that they are making a deliberate and, if the complaint is substantiated, non-returnable if it is not.

On Monday, the newspaper summed up: "Don't Put Up Wish It," said the writer. The very people they are trying to get public services as though they couldn't be spared.

"These services are for your benefit and comfort—get your complaints off your chest now.

Fourth Form Economics

A N increase of exports, says Sir Arthur Salter in The Times of January 29, is only made by which we can hope quickly to make any serious improvement upon our balance of trade.

The mind of the economist works in a curious; he is wrong every time he doesn't. He attachment to his work and the inflating of the currency. He must return to the country of origin.

The cry for colonies in which to settle emigrants and "develop" is artificial, arising from a system that calls for employment at all costs. When employment is given at home by "developing" overseas colonies, it means, in effect, the enslavement of the people of those countries to the financial combination that creates the money for their development.

Hobson, "News Chronicle" City Editor, on January 30, in a leader page article, said that slumps always follow, suggested that prosperity should be brought down by raising taxes and making it difficult to raise money by borrowing.

"Following day Geoffrey Crossthwaite, also in the News Chronicle, said that taxation and borrowing were the same thing.

HOBSON (same humour-sheet)

on BOOMS & SLUMPS

CROSSHROW

"Why do you want to borrow?"

FROTTI: Because slumps always follow

C. Oh, Sunspots, of course.

F. Yes, whenever you have any. Whatever it is when you have goods out of step with consumption goods.

H. People, by saving too much, have rimu- sing the flow of capital goods too fast. This means more consumption goods, which people refuse to buy.

F. We hope you will use your influence with the Government to make sure that they are noteworkers?

H. No. Because they want to go on saving. That means less consumption goods, something which is an end at all, like employment, and forges the simple fact that it is to pay for foreign goods—so long will be being wrong.

Soviet 'Purge'

T. The "purge" which is now taking place in Russia is barely comprehensible.

By what process a dozen men can be indicted not merely to proclaim themselves "enemies of the people," to give the details of their guilt, we do not know—what we know is that they are "enemies of the people."

This at least we can say: The proposition that Russia is by the people can he- fully worshipped in Russia. In its soil the ultimate flowers of evil seem to bloom.

It is not there. Let's it happen here.

IMMINENT ECONOMISTS

INTERVIEWED BY FROTTI

O. R. Hobson, "News Chronicle" City Editor, on January 30, in a leader page article, said that slumps always follow, suggested that prosperity should be brought down by raising taxes and making it difficult to raise money by borrowing.

"Following day Geoffrey Crossthwaite, also in the News Chronicle, said that taxation and borrowing were the same thing.

HoBSON (of the 'No-cornial') on TAXATION

FROTTI: Why do you want to borrow?"

HOBSON: Because slumps always follow

C. Oh, Sunspots, of course.

F. Yes, whenever you have any. Whatever it is when you have goods out of step with consumption goods.

H. People, by saving too much, have rimu- sing the flow of capital goods too fast. This means more consumption goods, which people refuse to buy.

F. We hope you will use your influence with the Government to make sure that they are noteworkers?

H. No. Because they want to go on saving. That means less consumption goods, something which is an end at all, like employment, and forges the simple fact that it is to pay for foreign goods—so long will be being wrong.

Soviet 'Purge'

T. The "purge" which is now taking place in Russia is barely comprehensible.

By what process a dozen men can be indicted not merely to proclaim themselves "enemies of the people," to give the details of their guilt, we do not know—what we know is that they are "enemies of the people."

This at least we can say: The proposition that Russia is by the people can be- fully worshipped in Russia. In its soil the ultimate flowers of evil seem to bloom.

It is not there. Let's it happen here.
Mrs. Palmer:  
Two Women Write About POVERTY...  

Smeer or later we all encounter the ardent Socialist or Fascist who has all her facts well to her heart. She trots out statistics relating to some tremendous economic "tragedy" one after another. She has erected an encounter of this sort before an audience of two or three of something as meagrely as we are not paying attention.

The question of equal pay for equal work, for instance, or whether married women should have careers—are we ready to listen to why it's a waste of time to argue about it?

To meet this very real difficulty, Miss Jean Campbell Willett, L.L.A., F.R.C.S., has written a splendid little book, "Women, Pauperism, and Poverty." It is published by the Social Credit Press, price fourpence.

"Women's problem from the Social Credit point of view."  

No matter what your work—artist, teacher, business girl, mother—you will find something to read for you here.

Statistics are used in the right way, not to divert attention from the freedom, but to emphasise salient points.  

We are not interested by tedious data, but given just what we need to help us in our propaganda.

The author of this book will speak for a wealth of information in this book.

Miss Willett has done better. She has written, I think the Publications Department puts it, "Fourpence!"

Compare this book with some priced at as much as twenty times its value.

Miss Willett could have enlarged it with a mass of verbiage in six words—We Demand the Abolition of Poverty—if they unite in doing so their demand will unite in doing so their demand will unite in doing so their demand will unite in doing so their demand will unite in doing so their demand will unite in doing so their demand will be increased to $150,000,000,000, will the goal of a high standard of living for everyone be attained?

The people of the U.S. can secure the higher income referred to in this report when they are clever enough to refuse to pay the dividends over the division of what is admittingly an insufficiency, and unite in demanding plenty for all.

Money is only tickets, and there is no reason why the amount of tickets needed should not be increased to see thousand million dollars or more, if goals that value can be produced, and they can be!

Banking—Dramatised  

It was reported some time ago that two of the big American banks had contracted for a series of broadcast concerts for a period of three years, by the famous Philadelphia Symphony Orchestra. With each concert, the report states, there is to be given an "instructive talk."

Of course broadcasting is commercialized in the U.S., and programmes are "sponsored" by advertisers of one sort or another. The banks manage things more cleverly in Australia. Here we enjoy the insinuating benefit of broadcasting under control of a public corporation paid for by listeners, and the banks get their propaganda "put over" for nothing.

The American example, the Rural Bank of New South Wales recently broadcast a "Radio Dramatisation of the Development of Australian Banking" to celebrate the golden jubilee of the bank.

The reports of homes sold up and lives wrecked, by the operation of what bankers describe as "unsound economic opinion," but which are in fact conventions which they refuse to change unless forced to do so, should provide ample material for dramatisation.

16 Million Words—About Banking  

The Australian Royal Commission on Banking has issued 1,000 type-written pages of evidence, approximately 16,800,000 words.  

(Continued in next column)

News From Overseas  

NEW ZEALAND M.P. SUPPORTS ELECTORAL CAMPAIGN  

SPEAKING at Sydney, Australia, on his way back to New Zealand after his visit to Britain, Captain H. M. Rushworth, Member of Parliament for the Bay of Islands, said he had met most of the Social Crediters whose names were familiar to overseas adherents, including Major Douglas.

"We are far from discussing with them, thoroughly convinced of the absolute soundness and necessity for the Electoral Campaign," reports the New Era.

"He had been long enough in political life to see the liberties taken by political parties with the controlled press, and "social credit" papers were the most extreme of the lot.  

"There were many ways of diverting a representative to a cause in which he was energetically interested.

"He had no reason to believe that a Social Credit Party in power would prove any better than a government directed by those who are now in power.

"It was essential that the sovereign will of the people be mobilised to demand what they want. That is about the only way they will get it."

Previously, according to another report in the same paper, Captain Rushworth had spoken on the same platform in Melbourne with Mr. John Hogan, the famous "boy essayist," who has carried the message of Social Credit, freedom and plenty for the Commonwealth.

Both speakers stressed the urgent necessity of getting on with the job of the Electoral Campaign, the importance of which Mr. C. R. Treen and the National Dividend Development Association had shortened what she has to say without ten with care and sincerity.

"Mere redistribution of existing income will not affect any one of the great problems coming under consideration.

"Only as aggregate national income is increased to increase progressively the total wealth of the nation will we be able to meet these obligations.

"Five thousand million pounds sounds a lot, but divided equally amongst the people it would only amount to a little more than one year each. To quote a famous research organisation—the Brookings Institute—"Mere redistribution of existing income would not provide reasonable standards of living for the masses of the people, for we are to achieve the goal of satisfactory standards of living for everyone, the first requirement is to increase progressively the total wealth of the nation."

"Only as aggregate national income increases from $500,000,000 a year to $1,000,000,000, then $1,500,000,000, $2,000,000,000, and finally $3,000,000,000, will the goal of a high standard of living for everyone be attained."

But reformers who think that all would be well given just what we need to help us in our propaganda.

The Australian people can reply to this mass of verbiage in six words—We Demand the Abolition of Poverty—if they unite in doing so their demand will be increased to $150,000,000,000, will the goal of a high standard of living for everyone be attained?  

THE ECONOMIC CRISIS, Southamp-  

"It's no use put over vividly"  

THIRD ECONOMIC CRISIS, Southamp-  

World War, 1914-1918. "We shall not be able to win the War if we cannot win the Peace," says a broadcast from Poland.

It was reported some time ago that two of the big American banks had contracted for a series of broadcast concerts for a period of three years, by the famous Philadelphia Symphony Orchestra. With each concert, the report states, there is to be given an "instructive talk."

Of course broadcasting is commercialized in the U.S., and programmes are "sponsored" by advertisers of one sort or another. The banks manage things more cleverly in Australia. Here we enjoy the insinuating benefit of broadcasting under control of a public corporation paid for by listeners, and the banks get their propaganda "put over" for nothing.

The American example, the Rural Bank of New South Wales recently broadcast a "Radio Dramatisation of the Development of Australian Banking" to celebrate the golden jubilee of the bank.

The reports of homes sold up and lives wrecked, by the operation of what bankers describe as "unsound economic opinion," but which are in fact conventions which they refuse to change unless forced to do so, should provide ample material for dramatisation.

16 Million Words—About Banking  

The Australian Royal Commission on Banking has issued 1,000 type-written pages of evidence, approximately 16,800,000 words.  

(Continued in next column)

The publication of Canada by 10,000,000.

凝PSeAnTPRCINCE, in its "Gallery of Typography," reproduces the poster "It's No Use Just Being Sorry," after Barac.

The poster was designed and engraved in October, 1936, and large numbers have been distributed through the agency of Mr. G. R. Tren and the National Dividend Club.

Originally a cartoon by Barac, it was converted into a poster by Mr. Bernard Steigh, R.I., who prescribes it as "A letterpress poster with simple typography, putting over vividly a strong message."
G. W. L. DAY has read "The Prince" by Machiavelli. Here he talks to you about the Machiavellian principle of

DIVIDE and RULE

A Cunning Device With Which Your Rulers Now Threaten Your Liberty

THROUGHOUT history two great groups of influences have struggled for mastery. The first may be called Barbarism. It expresses itself in systems of exploitation of the people by powerful or cunning minorities. Its methods are trickery and the use of Force. The second is the true civilising influence which renounces the use of Force and insists upon the importance of the individual. Christianity in its unformed form expresses the second influence. The first has resided at different periods of Empire in the State, and the Church and Finance, wherever, in fact, was situated the seat of material power.

In this unformed condition Christianity is no system, no religion, no philosophy, no practice. It is simply the name given by later historians to a movement, which, they say, has its origin in the life of a man named Jesus of Nazareth. A few of those who believed in this movement, in order to get as wide a circulation as possible, called themselves Christians. It is this movement and this name of Christians which the later historians have placed in their works under the several headings of Christianity, the Papacy, the Reformation, and so on.

We have a most interesting text-book handed down to us which sets them forth in clear and lucid terms. The author of this book is Nicolo Machiavelli, whose exemplars are the notorious Pope Alexander VI and Cesare Borgia, the Duke of Valen-

nios.

"The Prince," although short, contains many masterly glimpses of the heart of things that really matter. It is called "The Prince," and the author of it is Nicolo Machiavelli, whose exemplars are the notorious Pope Alexander VI and the Pages, Cesare Borgia, the Duke of Valen-

NATIONS DON'T FIGHT

BULLETS DON'T KILL NATIONS — they kill MEN

It is individuals who die and suffer in wars.

"When there is a war it is Private, Lieutenant or Colonel Smith who loses an arm or whose wife loses a wreath on the Cenotaph. I have not noticed that the name of the Public appears in the casualty lists of any of the nations engaged in the late war."

Major G. H. Douglas in "The Control and Distribution of Production" (p. 16).

Just as it is individuals who are killed or mutilated in wars, so also is it the choice and action of individuals NOW that can prevent another war—which is clearly closest to the heart of things.
CINDER Path Hill Lane, Ickenham, Middlesex, to Ickenham Road is the nearest approach to Ickenham Station for the hundred people who live in the lane. It was in bad condition, caused them ceaseless inconvenience. Local Social Crediters aroused a demand for better facilities. They drew up a requirement:

**Social Credit and the Abdication**

It is satisfactory to note that, besides Social Credit publications in this country, allied journals overseas have all perceived the truth behind the King's abdication. The Social Credit Review of East Asia took out, which was identical with that of Socia.Caxer. Indeed, the wording of one passage in its leading article for December 18 is striking. Headed, "The Sabbath is made for Man, not Man for the Sabbath," it concluded with that of Social Credit. Indeed, the received the truth behind the King's wording of one passage in its leading article.

Council asks control of cyclists

More effective control of cyclists and police supervision of pedestrian crossing of a number of accidents occur are recommendations by Camberwell Council Works Committee for submission to the Ministry of Transport. The committee was considering proposals for reducing crashes on the road between Cumberwell Green and Cress Gate.

"We are concerned," it is stated, "to find that in nearly all cases, if of the accidents pedestrian cyclists were involved and over 50 per cent. of the deadly collisions between pedestrians and cyclists, one ending fatally for the pedestrian."

This is another blow aimed at liberty, when all road experts are agreed that the only way to check the road is to build better roads.

Why do the authorities hesitate to do this? Materials, labour, resources are available.

**How Much Are Your Bank Charges?**

I have just had my pass-book from my bank. I find a substantial increase in the charges in the account. Formerly, banks charged on a commission basis—say, 6d. to 5s. per cent. of turnover. Now I find I am charged 11 per cent. of my bank balance on my ledger—1.5s. for six months turnover of £4.

It appears to me that the banks are using the old English faith in their integrity, to sustain their dividends by taking small charges from accounts which are not subject, usually, to personal scrutiny and imposing charges which are out of all proportion to their services.

I trust your readers will draw the attention of the public to this position, as it is the second time I have successfully challenged excessive charges.

**Substitutes for Plenty**

DIRECTOR J. WELVIN, of the German Mercedes Benz motor company, says the world will soon be producing substitutes for petrol, rubber, lead and zinc. Because the supply of natural oil is becoming scarcer, Germany, Britain, France, Italy, Japan and America, he says, have begun already to produce synthetic fuel oils. Chromium, lead and zinc are also becoming scarce, he adds, and substitutes are being found for them.

Such experiments are costly, but in National Socialist Germany obligations to the nation outweigh interests of shareholders. Maybe some of these substitutes are or will be necessary. What is sure is that the problem of producing everything mankind needs, or even thinks it needs, has been solved twice before.

**Protection, From Floods Refused**

FLOODS in the Thames Valley rose inches daily last week. Councils in stricken areas complacently refuse to act. Their attitude, the same for 22 years, is "nothing can be done about it." As long ago as 1914 the Thames Conservancy Board drew up a scheme to control floods for local authorities whose areas were liable to floods.

The local authorities, said Lord Desborough, chairman of the Board, were "unanimous that they would prefer the floods." Views expressed to the (Evening Standard) by representatives of local authorities show that floods are apparently still preferred. Sunbury Council: Floods not serious enough for heavy expenditure. Only few low-lying meadows, part of one road with no houses, affected. Thames Conservancy responsible.

Maidenhead: Floods do not affect our ratepayers. When any danger we have means of warning everyone. Flooding is inevitable. Thames Conservancy taking every possible step.

Berkeley County Council: Thames Conservancy have done much since last serious flooding. Water gets away much quicker than it did before. Don't think they can do much more.

Thames Conservancy chief engineer said: "We have no further schemes for flood prevention under consideration."

To whom should these facts be brought? The councils do nothing. What are they for? Surely the residents in these areas are not content to "swim to work."

The councillors are their servants. They are put there for their benefit.

**The Alberta Experiment**

An Interim Survey

By Major C. H. Douglas

Will be published in March by Eyre and Spottiswoode. The first chapter is a book on this most stirring and momentous piece of current history which appears in the next issue (March) of THE FIG TREE.
"While Parties Dictate Our 'Democracy' the People have no power to get what they want..... Nothing is left for them but to choose the least of the evils...."

A DAY or two before a Parliamentary election takes place, that circle of public, political and character finds and delights in where any doubtful effort is approaching lends great heartiness to the unreal struggle—unreal so far as any issue of the people is concerned, but commonly very real in the conflicting ambitions of the two candidates.

The last night or two before the poll is a debauch of more excitement on either side, and a rally, the intensity of which is often a gauge as to whether a few hesitating voters have been drawn into the whirlpool on the one side or the other.

But its main purpose is not persuasion, but theft. It is very expensive, and there is some line as to how far the election is behind. Meanwhile a number of workers of the poorer classes, who by legal treaty their give their services gratuitously, are engaged in personnally interviewing every elector and getting him to say that he will vote for their side. And a certain proportion answer yes to one side and no to the other.

As is always the case when large numbers of human beings are being estimated, an average can be struck, and the average of the average figures with the addition of a certain percentage to estimate the results of the canvass, as it is called (it is endowed with a elaborate system of checks and counter-checks), a certain percentage is taken off all the pledges, doubtfulness are added to the opponent's canvass, and the result is thought to be, and often is, a rough indication of how the poll will go.

ON the day of the poll the voters cannot, of course, be expected to register their opinions, more as a rule, opinions are not at stake—not even to build their pledges. A vast and expensive organisation for getting at each voter personally and bringing him to the poll is set to work. The opportunist, a good deal of a motor car or a cart is not within its influence, and the mere personally the workings by the people is of great effect. Were it not for this costly effort the proportion of those who would be inclined to vote in most constituencies is, it is, of course, essential to the life of the party system that the numbers should be fairly equal on either of the thaws sides, taking majority as a whole.

It is, therefore, by 10 per cent. to 15 per cent. the electorate in any one constituency is estimated to be able to vote, and if by 10 per cent a solid and salutary one; to win by 25 per cent. is not much, but even a 5 per cent. or 10 per cent. is a victory. Whoever gets the larger number of crosses duly goes off to Westminster to vote for any one man or any one party, and the machinery of the whole country is in full swing in order to vote for the next few days.

No mention has been made of what is called the organisation with its local salaried for a particular measure, he cannot vote for any other policy, least of all are they allowed to vote as they certainly would have been taking the country as a whole, weakened, just as the control of the electors has been taken completely out of the hands of the politicians. have thei~ . eyes on votes.

The several numbers Bills, drafted not to satisfy the people whose children are to be educated, but solely to gain the support of sectarian leaders of all kinds—men who would as soon think of sending their children to be educated in Nigeria as at a public elementary school as any other example.

THE PARTY ENGINE

HILAIRE BELLOC and CECIL CHESTERTON

25 years ago wrote this damning indictment of the political system now published by Saggart and Son and available in book form. Every word seems as up to date as when it was written.

EIGHTH INSTALLMENT appears today.

LETTERS—continued from page 7

The Malthusians

With regard to the editorial in the current issue of The New Generation, in which the editor good-naturedly replies to my rather scathing criticism of his comments in his September issue—easy I refer him to the calculations of Professor O. W. Willcox, formerly consulting actuary at Iowa State University, who proves that with intensive modern agricultural methods enough food to feed New York City could be produced on a piece of land scarcely larger than the size of the city itself. Also to "The Chart of Plenitude," in which a member of highly competent research workers calculates that America could easily produce enough food for an optimum standard of living.

There are, of course, countries with poor agricultural land, but against these we must set those with rich agricultural land. At the present moment the whole trend of commercial enterprise is towards restricting agricultural productivity. If the aim were to decrease it, I see no reason why the world should not be able to feed itself by burning point.

G. W. L. Dar

Our Advertisers Support Us—Please Support our Advertisers
John Newage’s Holidays

WELL, Johnny,” said Mr. Newage as they wandered through the spacious grounds, “how do you like your new school?”

“Great, dad!”

“Rather different from those we knew, mother.”

“I think so too,” answered Mrs. Newage, as she glanced round appreciatively.

“Do you remember how they sometimes used to have to go short of teachers, because, you see, they couldn’t get enough to buy the new books?”

“By the way, Johnny, what’s the largest class you have in your school?”

“Forty, ma’am.”

“Because at one time it was quite usual to have sixty in a class; consequently teachers couldn’t give any individual attention, and their education of real value was impossible.”

The Book Shows Who CAN Spend, Who NEEDS Money to Spend

By Elizabeth Edwards

The Marketing Survey of the United Kingdom (Business Publications, Ltd., Carmelite House, F.C.C.) is a fine book full of figures, but it has a misleading title. It should be called a guide to purchasing power.

The theory is sensible—sell the more expensive and desirable goods to the people who have wireless licences, car licences, a house with more than eight rooms and a telephone.

Whether they want your stuff or not, they have the purchasing power, so they are your market.

This book assumes firstly that sufficient goods of the right sort can be turned out by the factories, secondly, that markets exist and, thirdly, that the retail marketers are largely non-specific and coincide with the existing and more or less limited supply of purchasing power.

The first and second of these assumptions are true. The third is false and is responsible for some of the most astonishing phenomena of modern times, ranging from the world fairs at Wembley, Chicago and Brussels to “night starvation,” and from the lights of Piccadilly Circus to the accusation from every magazine and every newspaper of B.O.T., D.T., superfluous hair, pyrexia and other depressing conditions.

There is some mental discomfort, too, for you cannot afford to avert all of them. Advertisers are clamouring for a return of your unexploited budget in their favour.

The mass markets for which the manufacturers are looking can only be obtained by the expenditure of your unexploited wealth. But the people who want most are obviously those who have less than the 13,000,000 people who earn less than £1,190 a year rather than the 10,000 who earn £1,600 a year, and the people who live at Merton Poyle which has a purchasing power index of 45, rather than those that live at Bournemouth, which has one of 195.

The first step to selling more goods is to correlate the markets with the people’s wants, and this means that a share of a supply of purchasing power sufficient to buy the goods that are not being sold should be made available to each person. And this is what the National Dietard.

Valuable data are given on conditions of life throughout England—figures on occupations, employment, wages and retail shops, etc., for the country as a whole, for counties, and for the larger towns— together with classified list of various advertising services, technical specialists and suppliers.

The difficulty of selling commodities can be judged from the large number of pages devoted to advertising advertisement.

Finally, chaps, in the contribution on the advertising market we find a declining population (chiefly caused by the lack of purchasing power) we find a distinct poverty (when the population declines) “all the possible incentives to consumption will, therefore, have to be marshalled by industry in order to keep industrial development up to the present level.”

Is this not too paradoxical?

FOR ONE SHILLING

Send your Is. to-day

Get your SOCIAL and COMMERCIAL CENTRES, and a free leaflet from BILLINGTON-GEIG

32 Carnaby Street, Regent Street (in front of Liberty’s)

G.K.’s WEEKLY

Published by G. K. HESTERSON EVERY THURSDAY PRICE EIGHTPENCE

“The Restoration of Property,” by Horace, Black is new, and sad. The second is the catalogue of problems affecting ownership in this country. The price is nil. (penny ed.). Orders should be sent to the Magazine.

G.K.’s WEEKLY

7/8 ROLLS PASSAGE, LONDON, E.C.4

NEWSPAGET’S ORDER

To Mr.

Please supply me weekly with a copy of SOCIAL CREDIT.

Name.

Address.

Fill in and hand to your local dealer.

SUBSCRIPTION ORDER

Send SOCIAL CREDIT to

Name.

Address.

For 12 months I enclose 10s.

For 6 months I enclose 5s.

For 3 months I enclose 2½.

Post to SOCIAL CREDIT 16A STRAND, LONDON, W.C.2.

THE NEW ERA

AUSTRALIA’S SOCIAL CREDIT WEEKLY

24 pages. Illustrated.

Subscription Rates:
12 months, 12s.

THE New Era, Radio House, 290 Pitt Street, Sydney, Australia

SOCIAL CREDIT SECRETARIAT LIMITED

Lectures and Studies Section

Social Credit being advocated in London, the Provinces and Abroad for a sizable public who desire to obtain the Diplomas of American and English Social Credit Societies. The price is nil. (penny ed.).

FIRST TERM

Week begins January 11 to week ending March 29, 1937 (12 lecture performances)

Get your SOCIAL and COMMERCIAL CENTRES, and a free leaflet from BILLINGTON-GEIG

32 Carnaby Street, Regent Street (in front of Liberty’s)

G.K.’s WEEKLY

Published by G. K. HESTERSON EVERY THURSDAY PRICE EIGHTPENCE

“The Restoration of Property,” by Horace, Black is new, and sad. The second is the catalogue of problems affecting ownership in this country. The price is nil. (penny ed.). Orders should be sent to the Magazine.

G.K.’s WEEKLY

7/8 ROLLS PASSAGE, LONDON, E.C.4

NEWSPAGET’S ORDER

To Mr.

Please supply me weekly with a copy of SOCIAL CREDIT.

Name.

Address.

Fill in and hand to your local dealer.

SUBSCRIPTION ORDER

Send SOCIAL CREDIT to

Name.

Address.

For 12 months I enclose 10s.

For 6 months I enclose 5s.

For 3 months I enclose 2½.

Post to SOCIAL CREDIT 16A STRAND, LONDON, W.C.2.
HUNGRY PEOPLE WANTED CORN
Price Racketeers Would Deprive Them
PRESSURE OF THE PEOPLE WON
By Hare

HUNGRY people wanted corn which was deliberately being withheld from sale. Prices reached levels which men and women could not afford, and, in consequence of this, some hundreds of women met around the central market brick oven to discuss the matter in chattering groups. They had never heard the term economics, but they knew somehow it was good housekeeping, which is its original meaning, and they also knew that without the means of good housekeeping, that is to say, without corn, there would soon be no house or room house for.

In addition, they also knew how to express themselves in a manner at once forcible and straight to the point. "Let us die on the front of the island, rather than let hunger be shown again hath given us corn and we will keep it in spite of those — and the court, for if we trust them they will starve us."

Decisive Action

This statement of their policy (from which a strong phrase has to be omitted) was a resolve to go down to the ships and get what they wanted and to use every weapon and every weapon for,

and so it came about that from the cliffs—the lands of the women were swept down into the ships and demanded the re-landing of the corn.

Paid a Just Price

Baffled and bewildered in the face of an "emergency" the like of which the world has never seen, the women of the island, whose experience of emergencies they had never faced before, were bewildered and he beaten and the demands of the women were obeyed.

Then these common people presented an object lesson in common honesty for, although they took the corn for their own use they also paid for it—a just price—because they knew that for export was a complete and entire fiction as it so largely is today. But there is a sequel to this invigorating little incident. The medallists, doubtless sur prised at this impudent non-compliance with their wishes, who by now were perhaps putting on airs in the matter, could stand the combined shame and injustice no longer. And so, some hundreds of bold spirits stood in the road and in spite of which was to have more far-reaching effects than the mere setting aside of corn life.

In all likelihood, having forced them to this manner of action, the liquidation of long-standing grievances, they set forth in a body and, in spite of all our efforts to force the very heart of the Island Legislative Assembly then even in session.

Threats, Cudgels

There is also a moral to this little bit of true history. If you, the people of today, want something which you believe to be your rightful national property, you women, both women and men, must rouse up and demand it as did these old stouthearts in their own day.

But it is not a revolution and cudgels are no longer of political effect. There is a better weapon for women of the liberty-loving forefathers, a sword waiting to be drawn from the scabbard of your British constitution. Would you like the feel of this good sword in your hands? Right! We can tell you how to draw it.

Woolworths, Profit L6 Million, May Raise Prices

A GENERAL record year for Woolworths.

The annual meeting of this company accomplished without a hitch. Infantish share holders and modestly complaint directors join in a happy New Year Party, and a good time is had by all. And how the virtues of this country must hate it all. An increase of profit of half a million bringing net profit to nearly six million means an average profit of about 6,000 at the precise moment of life—it seeped down into the ships and demanded the re-landing of the corn.

To a superficial observer this would appear to be a direct national disaster, but to the trained mind it was an altogether unreasonable demand in view of the well-known good food for the many, because few get

with empty stomachs, whose point of view

unknown even in these early times although,

the classic features of the world ramp of

necessity of exporting it to markets where

own needs.

The imposed inability of the people to

the wheat crop as rents for Crown

the trained minds of the people which enabled them to control the proportions of the wheat crop as rents for Crown tenancies, in Jersey, A.D. 1769.

The authorities took no action, knowing

they did not have a state of emergency to

shut up, and, if necessary, or any state of
two, with threats and cudgels, they made known their demands to such good purpose that the Assembly complied with what was demanded and a new code of laws was brought into being embodying reason and great reforms.

There is also a moral to this little bit of true history. If you, the people of today, want something which you believe to be your rightful national property, you women, both women and men, must rouse up and demand it as did these old stouthearts in their own day.

But it is not a revolution and cudgels are no longer of political effect. There is a better weapon for women of the liberty-loving forefathers, a sword waiting to be drawn from the scabbard of your British constitution.

Would you like the feel of this good sword in your hands? Right! We can tell you how to draw it.