

THE BUSINESSMAN! WHAT IS HE?

He's a businessman. An American
businessman.
Yes, but what is he? . . . what makes
him tick?
What does he really believe in?
Believe?
Yes, that's the key. . . that's what
makes him tick.
He's a man who believes.
He believes in a Christian society,
ever changing and progressive,
But based on moral principles that
never change.
The dignity of the individual; certain
inalienable rights.
He has a deep conviction about those
principles.
He believes in his obligations. . .
Obligations imposed by our Christian-
American society.
It is not within his will to deny them. . .
He has no wish to deny them.
He believes in democracy. . . and
knows that its survival
Depends not only upon himself, but
upon. . .
His employees. . . his customers. . .
suppliers. . . investors. . .
neighbors.
Upon all people working together.
It is to them he is obligated and he
believes in that obligation.
He recognizes that there lies the
difference
Between his way of life. . .
And a totalitarian, collectivist culture.
Yes, he believes in profits. . . but
more than that. . .
He believes in the good inherent in
the profit motive. . .
The common good. . .
To which other systems can only give
lip service.
He believes in whatever is good for
America.

He believes too that the future of
business
Is inseparable from the future of the
country.
But he knows that in America "the
country"
Is not a political party. . . or a ruling
class.
"The country" is all the people in it.
The buyer. . . seller. . . maker. . .
investor.
All the people.
Yes, that's what he is. . . this
American businessman
Beholden to no man. . .
But a slave to moral beliefs so strong
they hold together
The greatest, most prosperous
country in the world.
That's what he is.



◆ ◆ ◆
"Remember all the nasty things
we said about the heat last
summer?"
◆ ◆ ◆

Joe saw the train but didn't stop.
They dragged his "Lizzie" to the shop.
It took only a week or two
To make the car as good as new.
But, though they hunted high and low,
They found no extra parts for Joe!

