

**1954****Introduction to 'The Private Enterprise Plan'****Citation:**

"Introduction to 'The Private Enterprise Plan'", 1954, Wilson Center Digital Archive, B-015-027, Official Correspondences, President Rhee's Correspondences, Syngman Rhee Institute, Yonsei University. <https://wilson-center.drivingcreative.com/document/122872>

**Summary:**

Described as a plan for "the revitalization of capitalism at home and abroad" through conservative policies.

**Credits:**

This document was made possible with support from Syngman Rhee Institute, Yonsei University

**Original Language:**

English

**Contents:**

Original Scan

**EDUCATIONAL ENTERPRISES**

INCORPORATED

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1028 CONNECTICUT AVENUE, N. W., WASHINGTON 6, D. C.

**INTRODUCTION TO**  
**"THE PRIVATE ENTERPRISE PLAN"**

For the Revitalization of Capitalism at Home and Abroad

The purpose of the chapters that follow - in which we seek to review and explain the calamities that have befallen the American business community since 1929 and to present a comprehensive plan to revitalize Private Enterprise at home and abroad - is to convince our business leaders that **THERE NOW EXISTS THE OPPORTUNITY OF A LIFETIME.**

Now, today, the chance is offered, and perhaps the last chance, for these leaders to cast away the archaic, false and perilous premise of their predecessors, i. e., the strange notion that American commerce and industry should restrict itself exclusively to its own corporate affairs and remain aloof and apart from contemporary political-economic problems and policies. Socialism and Welfare Statism, the creed of the Fabian minded pseudo-liberals, after 25 years in the saddle, is grievously ill, stricken by its glaring failures and obvious inefficacy in all parts of the globe - and, here in America, it could be dealt a knockout blow.

Within that 25 year period the tide of unjustified resentment and prejudice aroused against American commerce and industry was so strong that it is probable the best efforts of our best business brains to overcome it would have been unavailing. But, finally, the Party of paternalism fell of its own corruption and ineptitude and now, to-day, an Administration manned by business leaders has succeeded in steering our ship of State away from the reefs of the Welfare State and back into the safe channel of Private Enterprise.

But for how long? The "anti-business" Party, the Party of "spend and spend and tax and tax and elect and elect" is hammering at the gates, promising the same old exemptions and hand-outs to all and sundry. And that situation is the same the world over for the balance of power between the "haves and the have-nots" hangs by a thread. In this period of crisis are America's captains of commerce and industry going to remain in their self appointed ivory towers, heedless of the opportunity knocking at their doors?

That opportunity was described perfectly by Herbert Hoover in his 80th birthday address. He said:



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"A nation is strong or weak, it thrives or perishes upon what it believes to be true. If our youth is rightly instructed in the faith of our fathers, in the traditions of our country, in the dignity of each individual man, then our power will be stronger than any weapon of destruction that man can devise."

Will the top executives of America continue to channel their corporate donations by indirection to colleges, hospitals and research institutions while realistic labor leaders and self-seeking politicians mold the American mind according to what THEY believe to be true? The changes wrought during the past 25 years in our faith, traditions and institutions, as hereinafter described, are revolutionary and devastating and unless Private Enterprise asserts itself directly and immediately and with every weapon at its command, its continued emasculation and ultimate demise is merely a matter of time.

What reason is there, other than an "archaic, false and perilous premise", why our business leaders deny themselves the right and duty to enter the arena where the battle for the beliefs of Americans, young and old, is being fought, and fight with all their might to revitalize, promote and safeguard our system of Private Enterprise which, with its concomitants, freedom and democracy, have given our people standards of living never before dreamed of and have made America the greatest and most powerful Nation on earth?