

Understanding Neo-Liberal Ideology

Bob Boardman – April 2014
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Introduction

For the purposes of this document I define Neo-Liberal ideology as essentially an extreme and selfish form of Capitalist ideology that has been adopted by many countries from the late 1970's and 80's onwards. I use this definition because large parts of what I say are sourced from the book "The Selfish Capitalist" by English psychologist and author Oliver James. In his book James states that "Selfish Capitalism....most closely equates to Neo-Liberalism" (p122). From this basis I seek to further "clarify what Neo-Liberalism is" (the first section) and then explain how the ideology is, "transforming the family unit into the consumer unit" to bring greater profits to the wealthy (the second section).

Clarifying What Neo-Liberalism Is

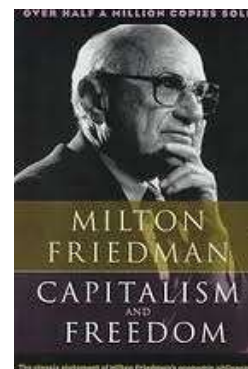
1. How Did Neo-Liberal Ideology Arise?



“In the US the control of wealth (as opposed to income) by the top one percent of the population had remained fairly stable throughout much of the twentieth century. But in the 1970’s it plunged precipitously as asset values (stocks, property, savings) collapsed..... Realising their position was threatened, the wealthy elite teamed up to create consent for the reestablishment of their position. American businesses joined federations, ‘boss unions’ like the American Chamber of Commerce (its membership grew from 60,000 firms in 1972 to 250,000 in 1982). The explicit intention of leaders of this movement was to influence government, the academic world and the media. An organisation of CEOs called the Business Roundtable declared itself ‘committed to the aggressive pursuit of political power for the corporation’.



The corporations involved amassed a huge war chest and began spending US\$900 million annually on achieving influence, a vast sum in the 1970’s. Not all was spent on buying politicians: considerable amounts were also used to set up think tanks with authoritative-sounding names, like the Heritage Foundation and the American Enterprise Institute (in the UK in the Seventies came the Institute of Economic Affairs and the Centre for Policy Studies). American academia being already privatised, it was a relatively simple matter to pay academics to do serious economic and socio-political scientific studies which supported Selfish Capitalist tenets. Before long Neo-Liberal ideology from the likes of Milton Friedman were becoming highly influential in economics departments and business schools, institutions which were used to train the next leaders of the developing world. This was to prove very helpful in the coming decades in persuading them to take out huge loans from the IMF and the World Bank.



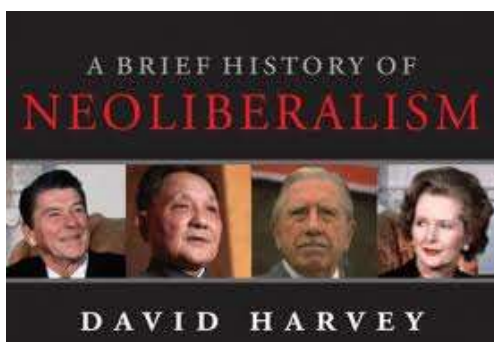
At the same time it was a simple matter for businesses to disseminate Neo-Liberal thinking. Providing campaign funds for politicians who already thought that way was straightforward. Equally, since the vast majority of newspapers and television companies, and subsequently, of publishing houses were owned or soon to be owned by Selfish capitalist moguls, it was hardly difficult to ensure the public were told the ‘right’ story. Of course, many of the politicians, journalists, academics and authors who told it did sincerely believe their own rhetoric. They honestly believed that they were ‘setting the people free’ by deregulating business and financial services, disempowering unions, reducing

tax for the wealthy, and in reducing state expenditure on health, education, public housing, pensions and social welfare.... Selfish capitalism would allow the individual to flourish, it would permit upward social mobility for those with talent, it would allow women, immigrants, and eventually even homosexuals to realise their true potentialities.

There is no doubt that the thinkers and politicians who espoused these ideals believed these outcomes would be the consequences of their policies. Making the rich richer was not their primary intention. In the UK, for example, there is little question of the sincerity of Margaret Thatcher or Keith Joseph that neo-liberalism would fulfil these ideals, likewise the journalists and other fellow-travellers, academic or social policy minded. The policies would raise the wealth of all, creating a trickle-down effect. It is only very recently that it has finally become accepted by almost all serious economists that the evidence shows that the very opposite is what happens- a flood of wealth upwards – so that, whatever your political convictions, it is an undeniable fact that Selfish Capitalism robs the poor to give to the rich.” (p130-133 of the book “The Selfish Capitalist” by Oliver James)

2. What Does a Neo-Liberal Economy Look Like?

In his book “The Selfish Capitalist”, Oliver James explains on p 120-122: *“The economic and theoretical roots of Selfish Capitalism can be traced back, via Leo Strauss and Milton Friedman in the 1970’s, and Thomas Ricardo and Thomas Malthus in the nineteenth century, to Adam Smith in the eighteenth century.” Generally, Selfish Capitalism “encourages social, economic, political and cultural approaches that maximise it and works against those which impede it, especially if they improve the emotional wellbeing of the population. This is because selfish Capitalism cannot afford for us to be satisfied, for that would stifle rampant consumerism and materialistic values, which are essential for its operation.”*



It has many close siblings with names like market liberalism, free-market economics, Regonomics, Thatcherism, and in NZ, Rogonomics. However, *“as a basic theory of political economy, it most closely approximates to Neo-Liberalism. The American political scientist David Harvey describes Neo-Liberalism’s basic tenants as the idea that human well-being can best be advanced by liberating individual entrepreneurial freedoms and skills within a state-provided framework characterised by strong private property rights, free markets and free trade, seeking to bring all human action into the domain of the market.*

At this level of abstraction, Harvey demonstrates that Neo-Liberalism can co-exist successfully with both the political Left as well as the Right, so that it was adopted in modified form by Social Democratic Sweden and nominally-Communist China in the 1980’s, as well as being imposed upon much of the developing world and the post Soviet societies (through the International Monetary Fund, World Bank and World Trade Organisation), to



greater or lesser degrees.” While also a close relative of Neo-conservatism, Neo-liberalism does not involve Neo-conservatism’s penchant for strong moralism, nationalism and authoritarianism.

James further explains selfish capitalism is “a form of political economy that has four defining features”

- I. **Success is Measured by Share Price.** The success of a company is judged largely by its current share price, rather than by its underlying strength or its contribution to the society or economy.
- II. **The Drive to Privatisise.** There is a strong drive to privatise collective goods, such as water, gas and electrical utilities.
- III. **De-regulation and Reduced Taxes for Wealthy.** A third feature is minimal regulation of financial services and labour markets, including the introduction of working practices that strongly favour employers and disfavour trade unions, making it easier to hire and fire. Alongside this, taxes are not concerned with redistribution of wealth, making it easier for corporations and the rich to avoid them, and to use tax havens within the law.
- IV. **Belief in the Market Place.** The fourth defining feature is the conviction that consumption and market forces can meet human needs of almost every kind.



On pages p136-147 of “The Selfish Capitalist” James continues: “....*Selfish capitalist economies have a tendency to be built on debt and thin air, rather than truly productive infrastructures. According to the economic journalist Will Hutton, the flourishing, innovative post-war American economy was weakened by economics that prioritised profit for shareholders and business executives obsessed with financial engineering, which prevented reinvestment and innovation.*

The new creed contended that tax was an unfair burden on the citizen. It was characterised as the state stealing from the individual what was rightfully theirs, inhibiting and distorting business, and providing welfare support (health and social services) for the poor or disadvantages which removed their sense of responsibility. Businesses were held to have no duty to the community; it was up to rich private individuals if they wanted to provide money through charitable donations for such things as education or health care for people in the wider society.

Rather than being judged by their innovation and long-term growth, the principle arbiter of a company’s success became its current share price. Very rapid and large returns were demanded by investors. Increasingly the businesses themselves were perceived as commodities, no different from the goods and services they produced, to be bought and sold for the profit of senior managers and financial middlemen, such as merchant bankers.

There was a profound change in executive's remuneration. They began to demand share options as a personal incentive to run the business, getting them to focus on its share price. Profit reporting became short-term, quarterly rather than annual.... However, following the temporary fall in share prices in the early years of this century. executives increasingly demanded money up front as well as share options. Huge salary packages...became commoner... By 2001 there were 4,000 executives on Wall Street earning more than a million dollars a year, and the average salary of the CEOs of the top 362 companies was \$12.4.... 500 times the average income.

Financial engineering became a crucial skill for a chief executive. Buying other companies and gutting them was one way to boost your own company's share price. Loss-making sections were sold first, then workforces were reduced in size – as was their pay – and the fillet company could be sold on at a profit.

In Britain after 1978....Thatcherism drew heavily on US market liberalism.... she created a 'flexible' workforce (removing workers rights), privatised nationalised industries as much as was politically possible, cut taxes on the rich, shrank welfare support for the poor, deregulated business and offered state support for entrepreneurs. Manufacturing declined rapidly; the proportion of the workforce employed in financial services went from 10 percent to 19 percent; jobs... became on short contracts. The results were.... mixed as far as the general good was concerned. Paralysis of business by unions was largely eradicated, inflation fell (although not as a result of monetarism) but unemployment and inequality mushroomed.

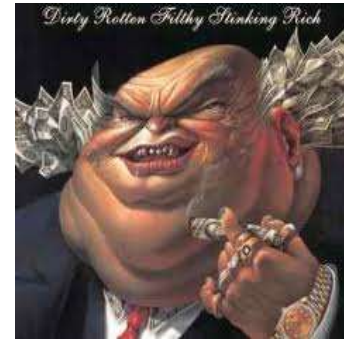
Whilst it was an astonishing feat of political dexterity and determination to have achieved such radical change, it should not be forgotten that, in the process, Thatcher effectively donated vast quantities of her citizen's resources to a tiny handful. In pricing the nationalised assets to avoid the risk of the sales not being popular, she offered them for much less than their true value.... Investors in privatised industries achieved huge windfalls, overnight, their shares increasing in value by one-quarter to four-fifths. Instead of reinvesting the profits from these sales in infrastructure, Thatcher used them to fund tax cuts. And what is often forgotten is that this was the period of peak income from North Sea oil and gas revenues.... A never-to-be-repeated opportunity to invest in infrastructure was lost....

The richest 0.3% now owns half of the UK's liquid assets (cash, or property that could quickly be turned into cash).... As David Harvey (American political scientist) repeatedly points out, in all the debate about the rights and wrongs of neo-liberalism or Selfish capitalism, this latter single fact is almost invariably ignored: that these forms of governance make the rich richer, and that may be why they have been so successful.... Always, everywhere implemented, Selfish Capitalism coincides with massive increases in the wealth of the top one percent. That makes it highly attractive to the elites who run countries and is the principal reason it flourished....”



3. Is it Trickle Down or Vast Increases of Wealth for the Rich Few?

The idea that wealth trickles down has been a major justification for nations implementing Neo-Liberal ideology. Wikipedia states: *"Trickle-down economics", also referred to as "trickle-down theory", chiefly and originally in United States politics, is the idea that tax breaks or other economic benefits provided to businesses and upper income levels will inevitably benefit poorer members of society by improving the economy as a whole.*



Consider then the following examples of what has actually happened:

- I. The world's 85 richest individuals now own as much wealth as the poorest half of the world's population (over 3 billion people). (Source - Jan 2014 Oxfam International report, *Working for the Few.*)
- II. In the United States (where Neo-Liberal ideology was developed) covering the period from 1979 to 2007 (that is, beginning roughly from the time Neo-Liberal economics was first implemented as "Reganomics") income growth for the top one percent of all US income earners was 390 percent. On the other hand, for the bottom 90 percent of the population, income growth over the same period was only five percent.
- III. The wealthiest one percent of the US population now own nearly 40 percent of the nation's wealth and more than the combined wealth of the bottom 90 percent of the population.
- IV. In New Zealand, a Statistics NZ report showed in 2004 that the country's 2.9 million adults owned a combined net wealth of \$468 billion. Of this, the richest one percent of the country's population possessed 16.4 percent of the country's net wealth (cash and assets), the richest 10 percent owned 51.8 percent of the net wealth (over half the wealth), and the richest half of the population owned 94.8% of all net wealth. This meant that the poorest half of the population owned just 5.2 percent of the country's net wealth. (Source - Dominion Post article on the Internet, 18 Nov 2011).
- V. The international measure used to measure income distribution across a country's population is the Gini Coefficient. This measures the proportion of a country's total income that is cumulatively earned by the bottom proportion of a country's population (with a value of "0" indicating total equality and a value of "1" indicating total inequality). In the mid 1980's the NZ Gini Coefficient was 0.27 (after taxes and transfers). By the late 2000's it was 0.33, indicating a major rise in inequality in New Zealand. By comparison, in the US, the coefficient rose from 0.34 to 0.38, and in the UK it rose from 0.31 to 0.35. This comparison indicates that from the time Neo-Liberal economics was introduced in the form of "Rogernomics" NZ has risen rapidly from being a relatively equal/egalitarian society to having a level of wealth inequality traditionally associated with the US.

Transforming the Family Unit Into the Consumer Unit

.... it seems fair to conclude; “Blaming the collapse of the family and the decline of communities on the decline of religion and emergence of louché morals is a favourite habit of the political Right (who tend to strongly support selfish capitalism). Materialistic values, driven by selfish capitalism, looks far more significant.” (p69 of “The Selfish Capitalist”)

For years in Western society, Conservative Christians have said that liberal values from the likes of feminists, gays, pro-abortion groups etc are destroying family values. Well, it is time to get real! Liberal values may contribute to undermining the family but they are certainly not the main problem. The main problem is the fact businesses can sell more stuff to unhappy people and the main way to make people unhappy is to screw up their relationships. It is about social engineering by the market to produce better consumers.

Arguably the foremost driver for consumption and economic growth in today’s society is the breakdown of the family. It is a simple fact that one can sell more stuff when there are more broken families, more failed marriages and more sad kids. Unhappy people in fractured relationships need more alcohol, more lawyers, more prisons, more psychiatric services & medicines, and generally more junk to make themselves feel better. It is a fact that every time a family splits they need double the houses, TV’s, appliances, and so on.

The more the market can destroy people’s basic values through advertising, reality TV, sordid movies, drivel magazines etc, the more their relationships can be fractured and their lives made into hell. Then the rich can make more money from the masses. Whether it is by accident or design, the Family Unit is now being replaced by the Consumer Unit

The following sections demonstrate that in countries where Neo-Liberal ideology has been implemented the vast increase of wealth for the rich few has been at the cost of:

1. Doubling the rates of mental illness in society.
2. Causing massive damage to families and relationships.
3. Causing major psychological damage to children.
4. Promoting harmful behaviours (the “invisible hand” effect)

1. Twice the Rates of Mental Illness in Our Society

For the last 30 plus years Neo-liberal economic ideology has been strongly promoted throughout English-speaking Western nations in the guise of policies such as; “Thatcherism” in the UK, “Reganomics” in the US, “Rogernomics” in NZ and “Economic Rationalism” in Australia. However, in non-English speaking Western European nations such as Germany, Spain and Italy the adoption of Neo-liberal policies has arguably been a lot slower and the level of inequality has remained significantly lower.

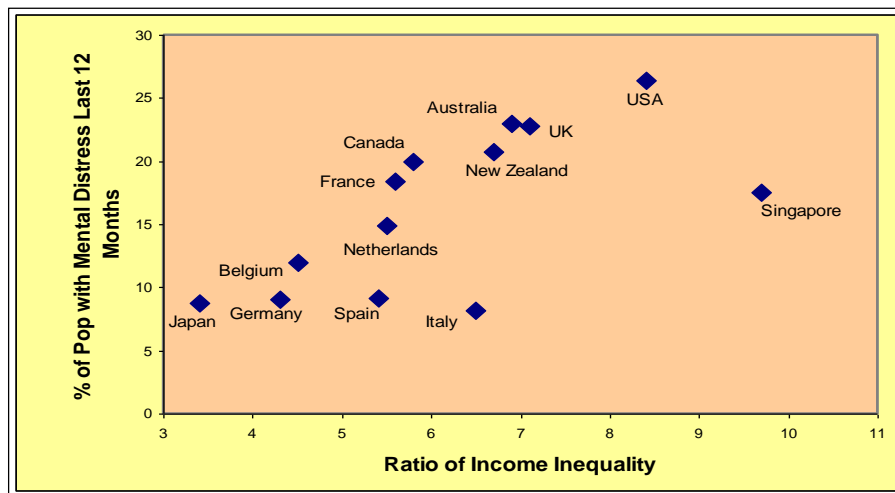


In his best-selling book “*Affluenza*”, world renowned psychologist Oliver James described mental health problems associated with materialism as “*a modern-day virus sweeping through the English speaking world*”. By speaking to those suffering from it he demonstrated how their obsessive, envious tendencies made them twice as prone to depression, anxiety and addictions, than people in other developed nations (and probably many times as prone as pre-industrial societies).

In his follow-up book “*The Selfish Capitalist – Origins of Affluenza*” James then examined the causes of Affluenza and presented *World Health Organisation* data that indicated a strong correlation with income inequality. (See p32, Appendix 2 & p40-42)

The following table and graph shows, for various nations, the percentage of population having suffered a mental distress in the last 12 months versus income inequality measured as a ratio of the top 20% of incomes to the bottom 20% of incomes.

Country	% of Pop with Mental Distress in last 12 Months	Ratio of Income Inequality
USA	26.4	8.4
Australia	23.0	6.9
UK	22.8	7.1
New Zealand	20.7	6.7
Canada	20.0	5.8
France	18.4	5.6
Singapore	17.5	7.7
Netherlands	14.9	5.5
Belgium	12.0	4.5
Spain	9.2	5.4
Germany	9.1	4.3
Japan	8.8	3.4
Italy	8.2	6.5



According to James, “If you combine the results for the mainland Western European nations (France, Netherlands, Belgium, Spain Germany and Italy) and if you also add Japan, the average is 11.5 percent. You can also add the results for national surveys of distress in the UK, Australia and Canada (although these studies have not used identical measures and timing)... With those reservations noted, however, it is also intriguing that when you combine the results of all those English-speaking nations from these surveys (USA, New Zealand, UK, Australia and Canada), the average is still 23%.

Taken overall, it is my contention that there is good reason, therefore, to suppose that English-speaking nations have twice the prevalence (of mental illness) of mainland European ones.”(p32) “What does the damage, is the combination of inequality with widespread relative materialism, and that comes from Selfish Capitalism stoking up both aspirations and the expectation they can be fulfilled” (p149 of “The Selfish Capitalist”)

2. Massive Damage to Families & Relationships



Real wages after being adjusted for inflation have either decreased or remained static in countries like the USA & Britain since the 1970s, even though productivity has constantly risen. However, average household income in the last 30 years has increased. If wages have not increased, how has this happened? This has been achieved in two ways in the Selfish Capitalist world. Firstly, by getting women into the work force. Secondly, by workers working longer hours. (p127-8 of “The Selfish Capitalist”).

“On the one hand, (women) were becoming increasingly able to obtain satisfying, well-paid work (because they were now more likely to be well educated). But on the other, materialistic competition intensified with growing dual-income household wealth. Children demanded greater investment, whether small costs, like ever trendier trainers and mobile phones, or larger ones like fees for the most sought-after schools or the cost of housing in the catchment areas of prized state schools.

From the 1970s, husband's incomes stagnated (in real terms), jobs were more insecure and the welfare net contracted, yet all other kinds of consumerism were accelerating as well. One solution for middle-class women was to reduce the number of offspring, investing more heavily in a few. The middle-class fertility rate declined, and their families grew smaller. The other solution was to go back to work.

It was in 1982 that the number of dual-income American couples overtook single earner ones. House prices and housing costs were driven up by the resultant increase in joint income, and the consumption hurdle over which a middle-class person must jump in order to have a "basic" quantity and quality of status-indicating goods rose.... As the economic historian Avner Offer points out, by choosing to work, individually, middle-class mothers found themselves putting pressure on one another to do so, by raising the standard of what was 'enough'. Collectively, these pressures then compelled mothers to work....

Aver Offer (then) summarises the problem as ... the household economy became tilted against female investment in the home. The costs of marriage and staying at home to look after children outweighed the benefits, especially amongst the best educated. Financially, the lifetime cost of exchanging their well-paid professional work for looking after two children was equivalent to the price of a decent middle-class house....

As marriage and motherhood became less and less appealing, divorce and singledom became more so. Women, especially the well educated, began putting off marrying until their late twenties or thirties. Cohabitation became normal for women in their twenties.... The high-achieving childless woman found herself in a bind that was increasingly difficult to resolve as she aged.

Most were looking for an older man of similar or superior backgrounds (class and education), yet the pool of such males rapidly dried up as the woman got older. For one thing, by the 1980s in the USA and the 1990s in the UK, there were as many women as men at university, so the stock of potential eligible high-achieving mates was greatly reduced, both there and in the work place, as women began to occupy prestigious jobs once largely restricted to men....

If women waited longer to marry and then found it harder to snag an appealing man, they were also increasingly likely to divorce, or to separate from the father of a child born out of wedlock. Although the divorce rate started its rise in the 1950s, in the USA and the UK it was not until the late 1960s that it began to double every decade... Whilst the rate eventually stabilised in the early 1980's this was partly because fewer couples were marrying in the first place....



It might be supposed that such dispiriting trends would have led to a reduction in the premium placed on love relationships. In fact, the opposite was the case. In the 1960's forty percent of American women said they would consider marrying someone without loving them, so long as they had other desirable characteristics (like humour or wealth), but only 15 percent felt this way in the 1980's. The harder it became to find committed love, the more highly prized it became.

These sad developments in relations between the sexes illustrate how much Selfish Capitalism thrives on misery. For example, high rates of divorce and separation serve it very well. Consider the money that changes hands every time it happens. There are the legal fees, the need for the departing partner to buy or rent a new home (with all the fees there) and to purchase a second set of ‘essential’ electrical goods, furniture and so on. Finally there is the increased consumption resulting from the increased likelihood of mental and physical distresses caused by the divorce, from compensatory overeating to alcoholism to shopoholia. In this view, selfish Capitalism could be naturally selecting divorce and separation as a way of increasing consumption.” (p156-164 of “The Selfish Capitalist”)

3. Major Psychological Harm to Children



The increases in distress since the 1970s in the USA, Britain and Australia does not apply only to adults. Children and young people in English-speaking nations, as well as their parents, would seem to have become more distressed. Particularly striking was a study comparing levels of distress in large, nationally representative samples of British 15 and 16 year-olds using the same methods and instruments in 1974, 1986 and 1999. Overall, between 1974 and 1999, the proportion of children with conduct problems doubled and with emotional ones (depression and anxiety) almost did so (up from 10 to 17 percent). Interestingly, problems in this age group are not restricted to children of low-income families.... finding a large leap in distress among girls from the top social class, from 24 to 38 percent, with no increase among boys or girls from lower social classes. (p175 of “The Selfish Capitalist”)

Indeed, a meta-analysis of 269 different studies of American university student’s and children’s distress levels made since 1950 concluded that the increase in levels of distress has been so large that, by 1950’s standards, the average child of 1990 is in need of professional help....There has been a two to three-fold increase in psychiatric medicines prescribed to children since the 1980s. In 1987, 0.9 percent of all American Children were already being given pills for attention hyperactivity deficit disorder but ten years later the proportion was four time greater. (p175-176 of “The Selfish Capitalist”)

4. The Effects of the “Invisible Hand”



In his classical work “Wealth of Nations”, Adam Smith argued that social and moral order is an unintended consequence of the pursuit of self-interest; in a free market, a system of perfect liberty, individuals acting in their own self-interest will be led by an “invisible hand” to benefit society as a whole. Aside from apparent deliberate measures to promote selfish capitalism such as funding for academic, media and political support through groups like “Business Round Tables” or the coercion of developing nations through entities such as the IMF and World Bank, James also speaks of an “invisible hand”.

“But there is also an ‘invisible hand’ entailed, in which ideas and practices which will benefit the rich are automatically adopted and implemented. Since such ideas appeal to the ruling elites, they will adapt and apply them without necessarily giving much thought to the true function served, that of making the rich richer.

Although pretending otherwise, it [selfish capitalism] heartily loathes family life, hastening its decline, because family life poses an authentic alternative to workaholia and marketing inauthenticity. It far prefers nurseries to care for babies and toddlers, so that parents can swell the labour force (making it easy for employers to keep wages low), and if that results in insecure and miserable children who grow into needy adult consumers who use materialism to fill the void, all the better for profits. (p222-224 of “The Selfish Capitalist”.)



Consider also how tobacco companies, in the interests of making profits, obfuscated for decades over the damage to people’s health caused by smoking. Now take the damage caused by excessive liquor consumption as a more recent example – Who does the blatant marketing of liquor to society and particularly young people actually benefit? The consumption of liquor brings huge profits to brewery

owners, who are often foreign multinationals, and to the Governments that support and tax them. But what are the downstream effects in terms of broken lives caused by alcohol abuse? Doesn’t this also create ever more needy consumers of materials and services for the future? If we consider the ruling elites who make their money out of the alcohol businesses it is no surprise then that the difficulty in controlling liquor advertising is similar to that of controlling cigarette advertising in the past.



A similar story can also be seen in the difficulty in curbing the growth of obesity problems. James cites the following example. *Between the 1970s and 2000, the proportion of overweight American men rose from 51 to 67 percent, and women from 41 to 62 percent, with British trends following. In 2000, one-fifth of Britons and one-quarter of Americans were clinically obese. Today, one quarter of British children are clinically obese, putting them at increased risk of diabetes, heart problems and eventually an early grave.... Selfish Capitalism automatically selects the shortest path to the largest profit. This became visible in the waistlines of citizens as well as their declining health and emotional well-being. (p 155-156 of “The Selfish Capitalist”)*



Another example of the “hidden hand” relates to difficulty in introducing controls on mediums such as television, whose “visual confections“ of sex, violence and wealth in program content and advertising both induce consumption and break down values that might inhibit it. Two of the examples cited by James are as follows:



Male Violence – *“When a large sample of Americans was followed over a seventeen year period, the amount of time watching TV during adolescence and early adulthood by itself predicted who subsequently became violent. This was so even after taking into account other key predictors, such as how aggressive the subjects had been when young, parental maltreatment and coming from a low-income family. As a cause of the massive rise of violence throughout the developed world (Switzerland and Japan are the only exceptions), TV is clearly a major one.”* (p82 of “The Selfish Capitalist”)



Female Eating Disorders: *Discontent of women with their bodies in English-speaking nations is considerable, and TV watching has been shown to be closely linked to both eating disorders and obesity. A meta-analysis of twenty-five studies demonstrated its impact on girls vulnerable to eating disorders... (p 78 of “The Selfish Capitalist”)*

Thus, even though we understand many of the negative effects of television and other mediums due to the content that is presented, the economic forces using that content as an engine to drive our massive consumption are too strong to enable us to exert changes that would create a healthier society

The social humanist Erich Fromm summed up the problem in his book *“The Sane Society”*, which he wrote about American society in 1955. Consider his words below and then how he would have viewed our society today, more than half a century later!

“We have a literacy rate above 90 percent of the population. We have radio, television, movies, a newspaper a day for everybody. But instead of giving us the best of past and present literature and music, these media of communication, supplemented by advertising, fill the minds of men with the cheapest of trash, lacking any sense of reality, with sadistic fantasies which a half-way cultured person would be embarrassed to entertain even once in a while. But while the mind of everybody, young and old, is thus poisoned, we go on blissfully to see to it that no “immorality occurs on the screen. Any suggestion that the government should finance the production of movies and radio programs which would enlighten and improve the minds of our people would be met again with indignation and accusations in the name of freedom and idealism.”