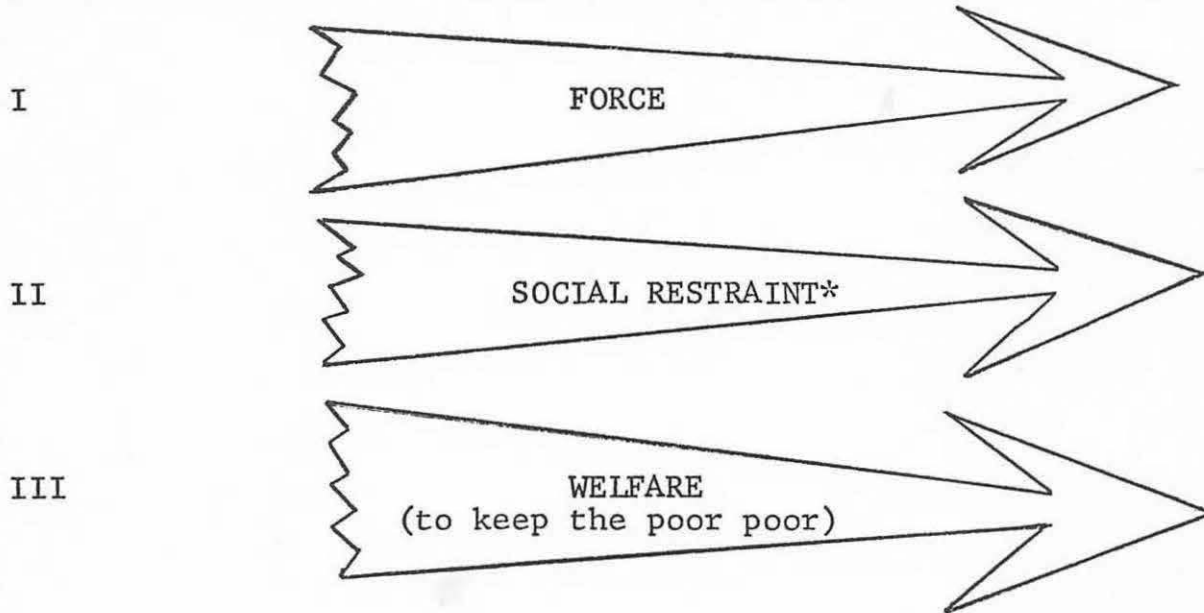


A NEW TOOL FOR ESTABLISHING LAW AND ORDER
IN TROUBLED SOCIETIES

The Primary Cause of Disorder and Lawlessness.

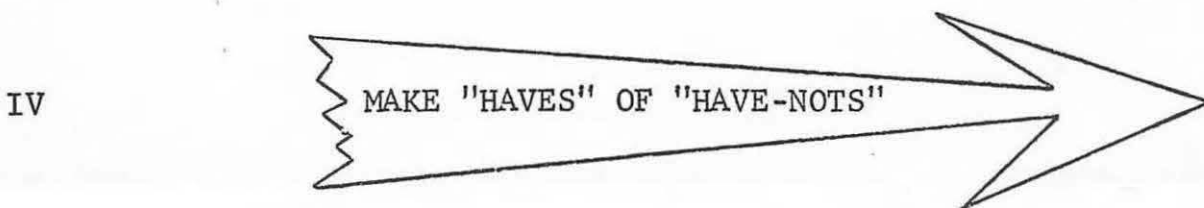
The primary cause of disorder and lawlessness today, as throughout history, is the poverty of the many in contrast to the affluence of the few. But a new element of unrest has been added: a growing awareness that mass poverty is caused by defective institutions that prevent our harnessing the physical capabilities of science, engineering, management and labor to create general affluence; in other words, a growing awareness that poverty in any country that is or can be industrialized, is man's, not nature's, fault.

The Traditional Tools for Maintaining Law and Order are:



* through law, education, mores, religion, institutionalized patterns of conduct, etc.

But Tools I, II and III will no longer suffice. In addition to the judicious law and order sanctioned by force under constitutional limitations of due process, intelligent social restraints, and the temporary and expedient use of welfare (which invariably keeps the poor poor), the dynamic new tool of TWO-FACTOR ECONOMICS and THE SECOND INCOME PLAN must be marshalled. The thrust of Tool IV is to:



Without the tools of THE SECOND INCOME PLAN and the concepts of TWO-FACTOR ECONOMICS, an effective means for making millions of "haves" annually out of "have-nots," without taking from the "haves," did not exist. Heretofore, in relatively few cases where it has been possible, the changing of have-nots into haves has invariably converted them into conservative, law-abiding citizens. Historically, Tool IV has never failed. THE SECOND INCOME PLAN now makes it possible for us to make haves out of the have-nots on a gigantic scale, quickly and effectively through proven and orderly techniques. Incalculable funds and efforts have been and are being expended on Tools I, II and III. Tool IV is the subject of studied neglect.