

THE INCREDIBLE BREAD MACHINE



Society for Libertarian Life has access to the Campus Studies Institute movie called *The Incredible Bread Machine*, filmed by six university students in San Diego at a cost of \$140,000. The movie is highly professional and displays a hard-hitting libertarian message on the advocacy of a free market economy. But the movie deals with more than economics. It brings out the reasons for personal and economic freedom by dramatizing governmental actions which have denied Americans of their rights.

For instance, the movie shows government confiscation of horses belonging to an Amish farmer who refused to pay his Social Security tax because it is forbidden by the Amish religion. It also dramatizes true incidents where home owners refused to have their land taken away by eminent domain. In all respects, the movie is excellent and usually draws a large and enthusiastic crowd.

Furthermore, *The Incredible Bread Machine* is patterned after the book of the same title which is authored by six young university students. [The book can be bought through ICS, 11722 Sorrento Valley Road, San Diego, CA 92121--cost \$1.95.]

Society for Libertarian Life can provide its chapters, members and supporters with a copy of the movie (*free of charge*) for one day to be shown on campus or in the community. The movie has already been shown in a number of classrooms with good results.

The movie is color, 16 mm, optical sound and runs for 32 minutes. Please give us at least two weeks notice before the scheduled date of the movie's premiere. Also you will be responsible for the movie as well as pick it up (or have it mailed to you) and return it. The movie is checked out from a location in Santa Ana. Cut out and mail the form below or call Lawrence Samuels (714) 526-1873 to make arrangements. (If the movie is mailed, you will have to pay postage both ways, including mail insurance-\$300 worth)

BOOK REVIEWS

"This is a lively volume written in a diverting fashion by a group of young, talented scholars. Of particular interest to me are the parts illustrating the perverse effects of government's attempts to regulate economic activity." —Dr. Clay LaForce, Chairman
Department of Economics, University of California at Los Angeles

"The economic analysis in this book is absolutely sound and the communication is magnificent." —Dr. Benjamin Rogge,
Distinguished Professor of Political Science,
Wabash College

"The *Incredible Bread Machine* is a fresh, documented, and frequently witty presentation of the libertarian alternative to the Ethical Fascism that prevails in academia and government today. I cannot recall a more cogent treatment of the question: 'How long can the non-economic freedoms of speech, religion, press, and personal behavior be preserved in a society that has denied man his economic freedom?'"

—Dr. M. Bruce Johnson, Professor of
Economics, University of California at
Santa Barbara

Society for Libertarian Life, *The Incredible Bread Machine*, P.O. Box 4, Fullerton, CA 92632.

I would like to schedule a showing of the movie *The Incredible Bread Machine* on the date of _____ at (time) _____ at (location) _____.

Name of person in charge _____

Address _____ City _____ State _____ Zip _____

Phone Number () _____ School or Group _____

Signature of person in charge _____ Todays Date ____ / ____ / ____

Tempo/Living

Freedom? It's in the economy

By Ruth Moss

YOU DON'T HAVE to speak French to understand laissez-faire. And you don't have to be an economist to know the meaning of "hands off." But if you care about your personal freedom, you'll be concerned about economic freedom, because the two go hand in hand.

That's the free-enterprise message six enterprising postcollegians are taking back to the campuses these days. From their San Diego headquarters they are crossing the country, challenging students to think, talk, and argue economic issues, and getting in their licks for hands-off laissez-faire.

The six first packaged their persuasion in a paperback, "The Incredible Bread Machine" [Ritchie, Ward Press; \$1.95], then animated their arguments in a 32-minute color film.

Now, three of the six have had their show on the road, including a stopover in Chicago en route to Milwaukee and the University of Wisconsin's School of Business.

THEY DO NOT claim to be trained economists, but they do dare to be Davids among scholastic Goliaths. They have survived lively debates at UCLA and taken on Arizona academicians in Phoenix.

They know that the age of rage subsided long ago on college campuses. Last year, the energy shortage was the matter of the moment; now, it is consumerism.

But among college students, what outlasts the come-and-go crises is the continuing concern for personal freedom. And the six proponents of economic freedom are capitalizing on this concern.

"PERSONAL AND economic freedom go hand in hand," explained the oldest of the authors, Susan Love Brown, 27. "The free market is a natural outgrowth of personal freedom; the two are inseparable. You can't give up economic freedoms without giving up personal freedoms; we want to get that idea across to people."

Susan was chairman of the Kentucky Libertarian Party, news editor of the Louisville Defender, and a student at the University of



Tribune Photo by Roy Hall

Susan Love Brown (left) and Patrea Post, part authors of "The Incredible Bread

Machine," a new paperback with a message about the free enterprise system.

Louisville when she was lured to the Campus Studies Institute, a nonprofit educational foundation. "Now I'm paid to promote the ideas I used to do free in my spare time," she said.

"Our dedication to economic freedom is our common bond," explained Patrea Post, a graphics specialist. Karl Keating is a math and German major; Stuart Smith, a free market convert and its most ardent advocate, is a communication graduate.

CATRIONA TUDOR is with a similar educational group in England; and David Melinger, who analyzed the misconceptions of the Social Security system, joined its administration in Washington state, Susan reported.

The six were assigned the job of updating a book by the same title in a style young persons would find appealing. "We wanted to make it simple enough for anyone to understand," Susan said. "We're all consumers; we're all part of the market; these are economic issues we deal with every day."

It's not so much big business but big government that's the ogre, the authors maintain. "A sick economy is not cured by more intervention any more than a drug addict is cured by more drugs."

"CAPITALISM HAS HAD a very bad press everywhere," they wrote. "The misconceptions of yesterday do not die easily; they usually end up comprising the conventional wisdom of today."

"What we want for everyone is freedom of action—freedom to 'do your own thing,'"

Susan said. "We tend to underestimate ourselves and others."

Susan is concerned with the "total misconception" of the Social Security System. "People think it's insurance, that they're paying into a pot. What they pay is paid out immediately to others. There's no connection between what they pay and what they will get out—and no assurance they will get out what they put in."

But her greatest concern is the minimum wage. "The poor pay the price, particularly young blacks, who have the highest unemployment.

"BETTER TO WORK for less wage than no wage at all," Susan said. "You can get experience, prove you can hold down a job. But how can you get training and experience when you can get no job at all?"

The goal is "to stimulate thought, to stir up a lot of debate," she added. "Students generally are not exposed to the free market point of view, and they deserve to hear all sides. Some get very excited. That's what's so rewarding."

"Only trouble," said Trea, "is everyone wants free enterprise—for everyone else. The truckers saw our film and agreed. 'Yeah, we go for the free market,' they said, 'with one exception: You gotta have trucker tariffs.'"

But the young crusaders refuse to be discouraged in their efforts to get their message across. When it comes to "The Incredible Bread Machine," as they say government could become under laissez-faire capitalism, maybe even half a loaf is better than none