

million viewers at one time. They will see advertisements inserted into the body of the show when attention is high, and the mood of the audience is receptively warm. And in the advertisement, one has sight and sound and motion to create a desire to buy in the mind of the viewer...

“You know who will be the first men on the moon? You will. Every man here can be there, because it will be a television-carrying, remotely controlled craft that makes the flight... These are great days. They are trying, difficult, dangerous. But they are great days. We are close to a tremendous development that can bring forth the good society our western thinkers have hoped for—free, strong, peaceful, abundant.

“Television is an instrument worthy of this greatness, let us be worthy of television.”

General Robert E. Wood: A Bright Future

General Robert E. Wood was chairman of the board of Sears Roebuck and Co. when he addressed The Economic Club of Chicago on April 9, 1954, on the world's future.



“Twenty years ago, businessmen paid little or no attention to population figures, birth and death rates. Today, even the dumbest businessman can see the impact on business and on our economic life of an increase of between 2,500,000 and 3,000,000 souls per year. It means more customers for everybody, raw material producers, manufacturers, merchants, the transportation and service industries, the insurance companies, everybody. It means a general increase in real estate values throughout the country, a general increase in all values, all the phenomena attendant on an expanding economy.

“Side by side with this growth is the enormous progress made in this country in every branch of science, the new discoveries that are being made not only in science proper, but in machines, tools and equipment, the betterment of our manufacturing techniques. We have increased our agricultural output by over 25 percent within the space of 12 to 13 years with 25 percent fewer workers. We have a greater number of skilled scientists than any other nation in the world. Great as has been our advance in the last fifteen years, the laboratories of this country promise us even greater developments and advance over the next 20 years. There is no reason why we cannot increase our productivity and take care of an increasing population on an even higher standard of living...

“Irrespective of temporary setbacks, the businessmen of your age should be able to look forward to a bright future. While this should apply to the nation as a whole, it may not apply to every section of the United States. But it should apply to Chicago and its metropolitan area. The same factors that caused the founding of Chicago, its astounding development and growth, are still at work and nothing can take away the material advantages of its location. We are still located in one of the richest areas of the world...

“The biggest ‘But’ is the question of war. We are living under the shadow of war with the Soviet Union. If such a war does come, it will probably shatter our present economic system and cause enormous adjustments. You all may have to start life anew. One cannot draw conclusions without facts and we have (in spite of what our government may say) no reliable facts about what is inside the Iron Curtain, so one man’s guess is as good as another’s. I have been one of those who have believed that we will not have war with Russia, certainly not within the next ten years, perhaps never. Russia, as well as ourselves, has a great land mass, needs no more territory. Ideologically, she is still on the offensive; how long a period of time this will last remains to be seen. The present regime of Russia contains, like all despotisms, the seeds of its own destruction. Sooner or later, the present

regime of the Kremlin will fall. The only question is timing. Will it last another ten years or another 50 years? From what little we can learn, we know the whole Soviet economic right now shows signs of serious weakness. While I know no more than any of the members of this audience, I do not believe we will have war.

“A few days ago, I talked to one of the greatest of the German industrialists, whom I met in Germany four years ago and whom I consider a very able and intelligent man. I asked him what information they get out of Russia and what his view of the Russian situation was. He said in substance that Germany gets a good deal more information from Russia than we do because within the last year Russia has returned thousands of German prisoners who have been in various parts of Russia in labor camps and elsewhere. Without exception, these prisoners state that the standard of living in Russia has gone down rather than up, that the people get a miserable diet and there is great dissatisfaction with the present Russian regime. At the same time, they say there will be no revolt. He further stated that he felt that Russia is far weaker than is generally supposed. They are carrying on a gigantic campaign of bluff. His view is that the last thing in the world they want is war. He said it is for that reason that public opinion in Europe has been so indifferent about building up a big defense program...

“But if war does come, we will have a stern test. Will our young men be willing to fight and die for their country, will our older men be willing to give their time, their money, if necessary their whole fortunes to their country? I believe they will...

“Certainly no thinking man as he advances in age can fail to realize that there is a force greater than ourselves, that controls our destinies, that there is a Divine Will and a Divine Plan, that however well we may plan, those plans may be destroyed by a manifestation of the Divine Will.

“Anyone who has read the history of the different great civilizations of the world, of the rise, decay and fall of these civilizations, cannot fail to realize

that the moral and spiritual qualities of man and nations are far more important than his physical and mental qualities. Men cannot live without faith and religion.

“If our people can only retain the qualities that built and developed this country from a handful of people in a few settlements along the Eastern Seaboard to the richest, strongest and mightiest nation in the world today, I would have no fear of the future. If our people retain their belief in God, retain their faith and courage, there is no reason to believe that we cannot continue our path to an even greater future, but if we lose these qualities, our country and our people will perish.”

General William J. Donovan: Asia and Patience

General William J. Donovan, former U.S. Ambassador to Thailand and legendary American intelligence official, addressed The Economic Club of Chicago on January 12, 1955, on the struggle for Asia.



“To us in America the Asian question is: ‘What are Communist China and Soviet Russia going to do? How far will they go in their aggression? To the Asians, this is not ‘the Asian question,’ although it is a question many of them are also asking. To them, ‘the Asian question’ is tied in with the issue of nationalism and self-assertion. Many of them are still thinking as recently liberated colonial peoples, long dominated by Western powers...

“We cannot speak correctly of a single ‘Asian question’, nor, for that matter, of a single Asia. There are many Asias—each with its own point of view, its own problems and questions, with many ethnic, racial, and economic interests. First of all,