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Election Lesson: Get into Politics

SOMEHOW, and admittedly somewhat wryly, with the results of the election in and totaled, we keep thinking of an old Jackie Gleason TV skit in which this wonderful playboy character appears in court. The judge peers over his desk and barks at Gleason's gilded sot, "Where were you on the night of August 5th?"

"Coming home from a New Year's Eve party," answers the playboy.

Just why the result of an election which added such preponderant strength to the Labor-Liberal cause in both houses of Congress and in so many new State capitals should bring such a skit to mind, we don't know exactly. But we have the firm conviction that too many good, constructive conservatives throughout the nation have, like Jackie Gleason's amably loaded lout, played a bit too long.

This is particularly true of the major portion of our national business community coming late, and

reluctantly, to realize that the biggest business of business itself must lie in the field of practical, active politics if any major free enterprise philosophy is to survive in what still remains a mixed, and perhaps, muddled society.

Record "Off-year" Vote

There can be no quarrel with the results of the election on any calm, non-partisan and sensible basis. The size of the total vote set another record for so-called "off-year" elections.

More of our people expressed political preferences than ever before in the selection of a Congress and State administrators. They voted for what they wanted freely, and on a remarkably selective basis, and they got exactly the changes they demanded.

It is easy enough for conservatives, dwindling in number and understandably disgruntled at this time, to say that the vast majority of the electorate was sold a phony bill of goods. It would be easy to say, but it wouldn't be true.

20 Years In Political Coma

The truth is that for two decades conservatives, and the leaders of the conservative cause within the business community, haven't sold anything much at any political level where it counts: precinct, county, city and state. And, naturally enough, the polls reflected, and in direct ratio, the business and conservative molasses-footed loathness to engage in the active arena of practical politics.

Fortunately, this condition is changing, too late for this election to be sure. But more and more leaders in the business community are taking part in public affairs programs to learn political mechanics, and more important, to learn to transmit the conservative point of view.

Unpopular as it may appear at the moment, there is, more than ever, a need to have such a view expressed, and, more than ever, a need to have it expressed truly and well for the future welfare of the nation. If this election hasn't taught that lesson, and, if it hasn't forced the thoughtful business man to the conclusion that he belongs on the firing line in the competition for ideas, and in politics, then nothing will.

Conservative backs are so jammed against the proverbial wall that they could be excused for prostrating.

There is cold comfort in the fact that moderates and conservatives in the 86th Congress retain the keys to Senate power in certain committee chairmanships. Those posts are only rewards for long life.

And there can be no comfort at all when the realization comes home that the old comfortable coalition of moderate Democrats and Eisenhower Republicans in the Senate, which worked harmoniously with the President since 1955, is subject to organizational demolition in the new body. In fact, with the tidal swell of liberalism to heighten additional friction on civil rights, the conservative Southern wing of that old coalition may find itself hard put to stay in the Democratic Party.

There is only one answer for the business community and the conservative viewpoint in or out of business.

It is the hard one. But the industrial leader who doesn't mark his memo pad to look into the realm of public affairs and the mechanics of getting into political activity and political education... well... it's "August 5 and the New Year's Eve party is over."

Wednesday, Nov. 26
(The Bulletin, Mount Joy, Pa.)

GIFT PROBLEMS GET ANSWERS

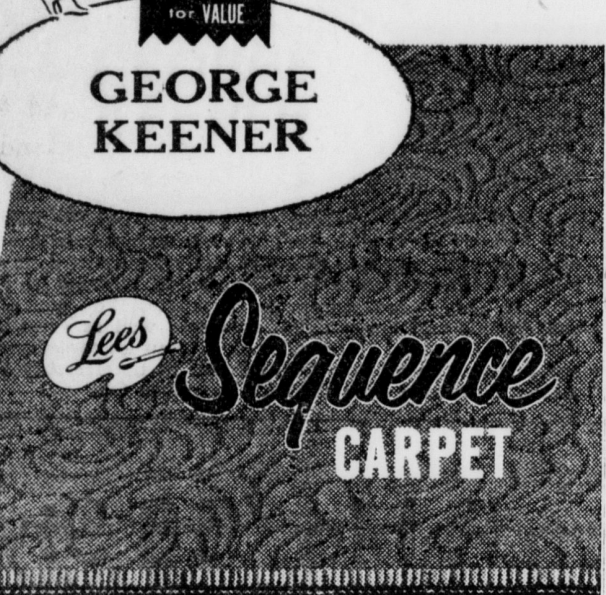
An assortment of personal leather goods — wallets, pocket secretaries, key cases and french purses, for example — come in handy at Christmas time.

As emergency gifts. Spare a friend the embarrassment of presenting you with a gift when you have none to return. A cache of smart wallets, wrapped and ready, will provide an instant solution.

As a special wrapper for gifts of cash. Cash gifts are sometimes most welcome, but somewhat of a problem for the giver. A spanking, bank-new bill in a well-chosen wallet makes the gift far more gracious.

As a solution to a touchy problem. Frequently one wants to remember a few people at Christmas who do not ordinarily fit into the category of friend or relative. When an ostentatious gift — or a very personal one — is out of the question, a handsome leather accessory for purse or pocket will be received in the spirit intended by the giver.

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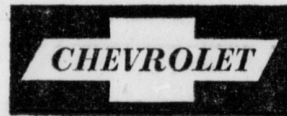
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