

# Materialism - The Community.

Nine years into this Conservative government,  
everybody knows

- that our policies work & labour's cost,

- that our policies have produced a standard  
of living undreamed of by our parents and  
a higher standard of social services than  
we have ever known.

The Japanese refer to it as our economic miracle -  
and who ~~is~~ are we to argue?

I am glad that people are better off than ever before.

But we who strive to increase the prosperity  
of the nation and its citizens are now  
accused of materialism.

Surely the very purpose of life is to use the  
talents and abilities with which we are endowed,  
and for which we shall one day be accountable,  
to improve the lot of our family.

And that means not only things which make  
for a more comfortable life, but those which



bring a greater sense of security and independence,  
which widen our horizons,  
and enable us to ~~follow~~ <sup>follow</sup> ~~these~~ <sup>artistic &</sup> scientific pursuits  
that are an end in themselves.

It is prosperity which offers wider choice.

Our children can travel to see and ~~learn from~~

the treasures and way of life in other countries

~~So too can increasing numbers of our older folk.~~

Our older people enjoy more interesting comforts

and only in times of prosperity can culture

flourish and the arts excel. Classical Athens

Renaissance Italy, Elizabethan England,

Seventeenth Century Holland, the Island of Adam

Smith and here. - there were rich

centres of trade and burgeoning wealth.

At home now - more people visit art galleries

theatre, concerts, great historic buildings

and gardens.

~~It is Prosperity which has enabled our government~~  
~~to make enormous increases in welfare & health services~~

Economic strength has given us the means to  
improve the community's services. Indeed if



measure community concern by community spending as Labour does - we win even race by several lengths.

And as the general wealth increases the nation's deep rooted generosity prompts more personal giving. Of course there will be some who don't care - But all those who do now have the money to make the difference. They have given over £9 bn (total) this year to book charities, rebuild churches, help medical research feed the hungry.

And it doesn't stop at individuals, many businesses are now giving a percentage of their profits to help the community in which they are situated.

What ~~old~~ critics call the materialistic society has turned out to be the generous society.

[On what some critics called materialism has turned out to be generosity.]



But let us have a look at the  
credentials of our accusers.

There is not the language of personal freedom  
and choice

But of

class warfare

nationalisation of the means of production  
and exchange

equality, not of opportunity but outcome

of every, - the <sup>careless</sup> ~~careless~~ policies  
of keeping the Jones down ~~with~~  
the rest of us.

They are the party which sees human beings  
as mere cogs in a machine  
to be directed by central planning and control

~~There is the materialistic creed.~~

It's when you <sup>only</sup> ~~start~~ have ~~anything~~ beyond  
Socialist economics to believe in that ~~for~~ you  
turn to materialism.

~~That was the~~

You remember what happened.



Remember

~~that~~ when there were strikes for personal gain,  
even in essential industries & services

when merciless inflation undermined  
and the ~~struggle~~ <sup>old</sup> ~~values~~ <sup>values</sup>.

when the <sup>rot</sup> ~~hole~~ threatened our national  
standards.

That's when the people turned away

from Sanctions and its

soulless restrictions.

~~And that~~

P.T.O.



## Individual and the Community

And then our opponents suggest

that individual success is  
selfish and at the expense  
of the community.

But personal success does not  
undermine the community  
it enhances it.

The worth of a nation depends  
on its people's energy and talent.  
When men and women are held back  
when their talents are stunted,  
the community is stunted too.

You cannot have a responsible  
growing nation without  
responsible committed individuals.

~~responsible~~ committed individuals.

Most will use their freedom  
wisely well, some will not.

But that does not entitle us  
to take away their freedoms  
and transfer the decision to the  
state.

It was a selfish ~~decision~~ to  
vote to deny the unemployed  
the benefit of the Employment  
Training Scheme.

- to drive Ford away

from Dundee and export Scottish  
jobs to Spain.

But the remedy lies in strengthening  
the ~~power~~ <sup>hand</sup> of those whose ~~interests~~ <sup>interests were harmed</sup> ~~interests~~



~~were found~~.

~~Our task now is to help - for~~

~~we cannot compel - the~~

~~Not yet - for the right way to~~

~~character.~~

Persuasion and effective leadership  
are sharp weapons. ~~How people~~

Haven't found the right  
end to the mission





MATERIALISM - THE COMMUNITY

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knows :

- that our policies work and Labour's don't
- that our policies have produced a standard of living undreamed of by our parents and a higher standard of social services than we have ever known.

The Japanese refer to it as our economic miracle - and who are we to argue?

I am glad that people are better off than ever before.

But we who strive to increase the prosperity of the nation and its citizens are now accused of materialism.

Surely the very purpose of life is to use the talents and abilities with which we are endowed, and for which we shall one day be accountable to improve the lot of our family.

And that means not only things which make for a more comfortable life, but those which bring a greater sense of security and independence which widen our horizons, and enable us to follow those artistic and scientific pursuits that are an end in themselves.

It is prosperity which offers wider choice. Our children can travel to see the treasures and way of life in other countries. Our older people enjoy more interests and comforts and only in times of prosperity can culture flourish and the arts excel. Classical Athens, Renaissance Italy, Elizabethan England, Seventeenth Century Holland, the Scotland of Adam Smith and David Hume - there were vital centres of trade and burgeoning wealth. At home

now - more people visit art galleries, theatres, concerts, great historic buildings and gardens.

Economic strength has given us the means to improve the community's services. Indeed, if you measure community concern by community spending - as Labour does - we win every race by several lengths.

And as the general wealth increases, the nation's deep-rooted generosity prompts more personal giving. Of course there will be some who don't care. But all those who do now have the money to make the difference. They have given over £9 billion [check] this year to boost charities, rebuild churches, help medical research and feed the hungry.

And it doesn't stop at individuals, many businesses are now giving a percentage of their profits to help the community in which they are situated.

What our critics call the materialistic society has turned out to be the generous society.

[or

What our critics called materialism has turned out to be generosity.]

But let us have a look at the credentials of our accusers.

Theirs is not the language of personal freedom and choice.

But of:

- class warfare
- nationalisation of the means of distribution, production and exchange
- equality, not of opportunity but outcome
- of envy - the rancorous politics of keeping the Joneses down with the rest of us.

Materialism

5.

They are the party which sees human beings as mere cogs in a machine to be directed by central planning and control.

It's when you only have socialist economics to believe in that you turn to materialism.

You remember what happened.

Remember when there were strikes for personal gain, even in essential services, when merciless inflation cheated the old and the thrifty, when the rot threatened our national standing.

That's when the people turned away from Socialism and its soulless materialism.

INDIVIDUAL AND THE COMMUNITY

And then our opponents suggest that individual success is selfish and at the expense of the community.

But personal success does not undermine the community, it enhances it.

The worth of a nation depends on its people's energy and talent. When men and women are held back, when their talents are stunted, the community is stunted too. You cannot have a responsible, flourishing nation without responsible, committed individuals.

[Possible end]

Most will use their freedom wisely and well, some will not. But that does not entitle us to take away those freedoms and transfer the decision to the state.

It was selfish to vote to deny the unemployed to the benefit of the Employment Training Scheme.

- to drive Ford away from Dundee and  
export Scottish jobs to Spain.

But the remedy lies in strengthening the hand of those whose interests were harmed ...