

1993

1993 American Incentive System Almanac

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Recommended Citation

Diffine, D. P. (1993). 1993 American Incentive System Almanac. Retrieved from <https://scholarworks.harding.edu/belden-monographs/84>

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THE 1993
AMERICAN
INCENTIVE
SYSTEM
ALMANAC



A Daily
Chronicle
of Enterprise

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A
Commemorative Issue
of

The Entrepreneur

a quarterly journal

of the

Belden Center for
Private Enterprise Education

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YOUR 1993 AMERICAN INCENTIVE SYSTEM ALMANAC

An almanac is a record of days past and days to come. Since the ancient Egyptians first devised calendars to tabulate the passage of time, our lives have been regulated by their pages. Each day, each month is a milestone in the passage from youth to old age. Each week holds its promise of struggle and reward, of ideas achieved and triumphs won.

The **AMERICAN INCENTIVE SYSTEM ALMANAC** is a record of the progress of our nation and its people, of mankind's onward march through the centuries to economic freedom and greater material blessings. The idea of freedom applied to the marketplace is chronicled from ancient to modern times.

This **AMERICAN INCENTIVE SYSTEM ALMANAC** offers not only room to jot down notes of your daily affairs but also 365 brief reminders of great enterprising events and relevant comments on the idea of freedom applied to the marketplace. You will enjoy recalling and commemorating the stirring events, and the great people and ideas behind them, which have been the basis for history's greatest economic miracle, American Capitalism.

Your **AMERICAN INCENTIVE SYSTEM ALMANAC** begins with "What would a day in your life be like without the American Incentive System?"--an hourly chronicle of the miserable, drab existence on a typical day in an Eastern bloc country which so many are fleeing or trying to reform. It will remind you that America can only be the land of the free as long as it is the home of the brave.

Major holidays and seasons are also factored into your **AMERICAN INCENTIVE SYSTEM ALMANAC**. Another feature is "Yearscope" which allows you to note and chart your activities month by month, and a "Names/Address/Phone" section along with pages for "Personal Records" and "Notes". Have a great year!

What would a day in your life be like

WITHOUT

the American Incentive System ?

7 a.m.

Time to start the day with a cup of coffee. There's only one brand. Quality's not too good, but you probably won't know that, since you've never had an opportunity to select from different brands competing for your taste preferences.

8 a.m.

Off to work. Many of the kinds of jobs you work at today won't exist, for there would be no incentive to risk money creating jobs if there were no opportunity to make a profit.

9 a.m.

Perhaps there's a meeting at work this morning to discuss productivity. No reward particularly for doing a better job, but remember there may not be lots of places where you can look for work; so you work harder, longer, without any real hope for significant improvement.

10 a.m.

You have a doctor's appointment. Although you may not need to bring any money, you probably won't have much choice in who treats you--or even in the quality or timeliness of treatment.

12 noon

Lunch time. There's a restaurant not far away. Food's not particularly good and the menu has been the same for six months--but since there are few choices, it really doesn't make a lot of difference.

3 p.m.

Time to pick up the kids. You're the only one on the block with a car. Oh, the Smiths ordered one eighteen months ago; they'll be able to help out when and if it comes in.

7 p.m.

TV time. No advertising to interrupt your favorite program. In fact, there won't be too many favorite programs. Tonight there is a report on the benefits of the classless society.

11 p.m.

Bedtime, and you can't understand why you're always bored; no zest for life, never anything challenging to look forward to.

Is this an over-simplified version of life without the American Incentive System? Too dramatic? Too pessimistic? Perhaps, but before you answer, think about it a little while. Is the competitive system--free-choice, your right to decide for yourself what quality of life you wish for your family, how you will live, what you will buy and what you will pay, is freedom itself--important to you? Ask anyone who has lived under another system.

AMERICAN INCENTIVE SYSTEM ALMANAC

1 Fri.



JANUARY

New Year's Day Nowadays money is like a New Year's Resolution—you make it, but you can't keep it.

2 Sat.

First commercial switchboard went into use in New Haven, Conn. in 1878.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

3 Sun.

JANUARY

Patent for Oleomargarine issued to H.W. Bradley of Birmingham, N.Y. 1891. You can't have your bread and loaf too.

4 Mon.

He that invents a machine augments the power of a man and the well-being of mankind. *Henry Ward Beecher*

5 Tue.

Capitalism did not create poverty; it inherited it. *A. Rand*

6 Wed.

The man who builds a factory builds a temple; the man who works there worships there. *Calvin Coolidge*

7 Thur.

Transatlantic telephone service began, 1927. Man, like a tortoise, moves forward by sticking his neck out.

8 Fri.

Henry Ford announced wages of five dollars a day in 1914. Business critics said he'd go broke doing it. No statue has ever been erected to honor a critic.

9 Sat.

Closed-circuit TV broadcast, N.Y., 1940. The world expects results. Don't gripe about labor pains. Show them the baby.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

10 Sun.

JANUARY

Thomas Paine published Common Sense in 1776, emphasizing the benefits of a free and independent England.

11 Mon.

First great oil strike in Texas, 1901. Luck is when opportunity meets preparation.

12 Tue.

The more people who own little businesses, the safer our country will be; they are its best citizens. *John Hancock*

13 Wed.

What is a communist? One who has yearnings for equal division of unequal earnings. *Ebenezer Elliott*

14 Thur.

If there were no bad people, there would be no good lawyers. *Charles Dickens*

15 Fri.

I had six honest serving men. They taught me all I knew. Their names were Where and What and When--and Why and How and Who--*Rudyard Kipling*

16 Sat.

What is more mortifying than to have missed the plum for want of courage to shake the tree--*Logan Pearsall Smith*

Belden Center for Free Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

17 Sun.

JANUARY

Some economists can't predict when a business slowdown will occur, but it's 4:14 most days, 3:30 on Fridays.

18 Mon.

The American Republic will endure until the politicians learn to bribe people with their own money--*Alexis De Toqueville*

19 Tue.

Tin canning process was patented by Ezra and Thomas Kinsett in 1825. Don't tell people about your indigestion; "How are you!" is a greeting, not a question. *Arthur Guiterman*

20 Wed.

If you expect a people to be ignorant and free, you expect what never was and never will be. *Thomas Jefferson*

21 Thur.

Atomic-powered Nautilus launched, 1954. We didn't come over on the same ship, but are in the same boat.

22 Fri.

Have patience. All things are difficult before they become easy. *Saadi*

23 Sat.

No lawyer needs to interpret the Bill of Rights. They are as clear as the Ten Commandments. *Herbert Hoover*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

24 Sun.

JANUARY

I like to see man proud of the place in which he lives...and live that his place will be proud of him. *Abraham Lincoln*

25 Mon.

The only limit to our realization of tomorrow will be our doubts of today. *Franklin D. Roosevelt*

26 Tue.

The devil loves the intolerance of reformers, and dreads their charity and patience. *James Russell Lowell*

27 Wed.

Edison patented his incandescent light bulb, 1880. If Edison hadn't invented it, we'd be watching TV by candlelight.

28 Thur.

Success is a matter of luck. Ask any failure. *Earl Wilson*

29 Fri.

Don't go around saying the world owes you a living. The world owes you nothing; it was here first.

30 Sat.

Contrary to the cliché, genuinely nice guys most often finish first, or very near it. *Malcolm Forbes*

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

31 Sun.

JANUARY

Disneyland under construction in Anaheim, California, 1954. Generally, those most successful have the best information.

1 Mon.



FEBRUARY

National New Idea Week—Think more effectively and creatively; it will improve your professional environment.

2 Tue.

To tax and to please, no more than to love and to be wise, is not given to men. *Edmund Burke*

3 Wed.

Change occurs through dealing with problems, not because of marketing or advertising campaigns alone.

4 Thur.

First Electric Portable Typewriter sold in 1957.

5 Fri.

Reform must come from within, not from without. You cannot legislate virtue. *Cardinal James Gibbons*

6 Sat.

Babe Ruth, born 1895, scored a record 714 home runs. He struck out 1330 times, a record also matched by few others.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

7 Sun.

FEBRUARY

Businessmen must not break their word twice. *Fuller*

8 Mon.

Success covers a multitude of blunders; but remember that it's a lot harder to stay on top than it is to get on top.

9 Tue.

Five percent of the people think; ten percent of the people think they think; and the other eighty-five percent would rather die than think. *Thomas A. Edison*

10 Wed.

Money makes money; and the money that money makes makes more money. *Poor Richard's Almanac*

11 Thur.

Baseball Catcher's Mask patented by F.W. Thayer 1878. Some go through life with a catcher's mitt on both hands.

12 Fri.

Lincoln's Birthday You can't help the wage earner by pulling down the wage payer. Abe Lincoln, born 1809.

13 Sat.

Heinrich Rudolph Hertz, discoverer of radio waves, born 1857. Success is that old ABC—Ability, Breaks, and Courage.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

14 Sun.

FEBRUARY

Valentine's Day Marry the right person—double your blessings and half your sorrows. The opposite is also true.

15 Mon.

President's Day Inventor Cyrus McCormick born 1809. Remember, a first failure is often a blessing.

16 Tue.

Success is a journey, not a destination. *Ben Sweetland*

17 Wed.

There is nothing so likely to produce peace as being prepared to meet the enemy. *George Washington*

18 Thur.

Ours is the only country founded on a good idea. *John Gunther*

19 Fri.

Thomas Edison patented the phonograph in 1878. The man who wakes up and finds himself famous hasn't been asleep.

20 Sat.

Astronaut John Glenn orbited the earth in 1962. Set your course by the stars, not by the lights of every passing ship.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

21 Sun.

FEBRUARY

Income tax amendment, 1913. A welfare state assumes responsibility for of all its citizens except the taxpayers.

22 Mon.

No people can adore the invisible hand of God in the affairs of men more than those of the U.S. *George Washington*

23 Tue.

Today, trying to streamline the functioning of Congress is like painting racing stripes on an arthritic camel.

24 Wed.

The year is divided into four seasons: shoveling, seeding, mowing, and raking.

25 Thur.

Rotary Club founded in Chicago, 1905, to promote the "idea of service" to encourage high ethical standards in business.

26 Fri.

The worst crime against working people is a company which fails to operate at a profit. *Samuel Gompers, A.F.L. founder*

27 Sat.

Double--no triple--our troubles and we'd still be better off than any other people on earth. *Ronald Reagan*

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

28 Sun.

FEBRUARY

B & O Railroad started in 1827, as Baltimore merchants attempted to compete better with their New York rivals.

1 Mon.



MARCH

The world does not pay for what a person knows; it pays for what he does with what he knows.

2 Tue.

Price: Value, plus a reasonable sum for the wear and tear of conscience in demanding it. *Ambrose Pierce*

3 Wed.

Inventor Alexander Graham Bell born 1847. Don't lose heart if your pet idea is killed. If it's right, it will come back to life.

4 Thur.

U.S. Constitution in effect, 1789. Government big enough to give you everything is big enough to take it from you.

5 Fri.

No man is good enough to govern another man without that other's consent. *Abraham Lincoln*

6 Sat.

The bigger a man's head gets, the easier to fill his shoes.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

7 Sun.

MARCH

Alexander Graham Bell patented the telephone, 1876. Early to bed and early to rise--work like crazy and advertise.

8 Mon.

This government never furthered any enterprise, but by speedily getting out of its way. *Henry David Thoreau*

9 Tue.

From small opportunities come great enterprise. The fellow who invented the Lifesaver really made a mint.

10 Wed.

Toughest thing about making a living? Getting up and doing it all over again tomorrow--buying things we don't need with money we don't have to impress people we don't like.

11 Thur.

What makes a nation in the beginning is a good piece of geography. *Robert Frost*

12 Fri.

First transatlantic radio broadcast, 1925. The world is not interested in storms you met, but did you bring in the ship.

13 Sat.

It's all in how you say it. "You look like a breath of spring." (Exact meaning: "You look like the end of a hard winter.")

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

14 Sun.

MARCH

Eli Whitney patented the cotton gin, 1794. First commercial motion picture theater opened in 1894.

15 Mon.

The way to crush the bourgeoisie is to crush them between the millstones of taxation and inflation. *Nikolai Lenin*

16 Tue.

My affections were first for my own country, and then, generally, for all mankind. *Thomas Jefferson*

17 Wed.

St. Patrick's Day Feeling lucky? Remember this: the harder we work, the luckier we get.

18 Thur.

A lot of people don't recognize opportunity because it goes around wearing overalls and looking like hard work.

19 Fri.

Don't worry because a rival imitates you. As long as he follows in your tracks, he can't pass you.

20 Sat.

Spring Begins Millions of American motorists respond to the call of the open pothole.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC**21 Sun.****MARCH**

Lead pencil eraser patented in 1858. Ancient proverb says, "Short pencil better than long memory."

22 Mon.

I believe in America because we have the opportunity to make great dreams come true. *Wendell L. Wilkie*

23 Tue.

Never say you know a man until you have divided an inheritance with him. *Jim Lavater*

24 Wed.

Patrick Henry declared "Give me liberty or give me death!" in 1775. If he thought taxation without representation was bad, he should see it with representation.

25 Thur.

So many books on how to profit in bad times! Makes you wish for a catastrophe so everyone could get rich.

26 Fri.

Remember—if you aim at nothing, you will hit nothing.

27 Sat.

AMF, Inc., makers of recreational products, was incorporated on this day in 1900 in New Jersey.

Belden Center for Private Enterprise Education**A DAILY CHRONICLE OF ENTERPRISE****28 Sun.****MARCH**

Wilhelm Roentgen, who discovered X-Rays, born 1845.

29 Mon.

Kites rise against, not with the wind. No man ever worked his passage anywhere in a dead calm.

30 Tue.

First Washing Machine patent issued to Nathaniel Briggs in 1797, hundred years before electricity and human ingenuity produced the ancestor of the present-day machines.

31 Wed.

Ah! How appropriate that this Month of the Tax opens with April Fool's Day and closes with "Mayday! Mayday!"

1 Thur.**APRIL**

An economist is the fellow who'll figure out tomorrow why the things he predicted yesterday didn't happen today.

2 Fri.

A wise man profits by his experiences; the wiser one lets the rattlesnake bite the other fellow. *Josh Billings*

3 Sat.

If a man will not work, he shall not eat. // *Thes. 3:10*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

4 Sun.

APRIL

Daylight Saving Time Begins What is life's heaviest burden? To have nothing to carry.

5 Mon.

First pony express service began in 1860.

6 Tue.

America is an example to nine-tenths of the human race born without hereditary, fortune or rank. *Daniel Webster*

7 Wed.

April—the month when your salary goes to four figures: 1040.

8 Thur.

Leaders have two characteristics: (1) they are going somewhere; (2) they can persuade others to go with them.

9 Fri.

To compel a man to furnish money for opinions he disbelieves and abhors is sinful and tyrannical. *Thomas Jefferson*

10 Sat.

Bureaucrats are nearly all alike; they think it's their business to delay other people's business.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

11 Sun.

APRIL

Easter United States Patent System established in 1790. Ability is a poor man's wealth.

12 Mon.

For our high standard of living, we owe much credit to those who extended us credit, to whom we owe a great deal.

13 Tue.

Friendship founded on business is a good deal better than a business founded on friendship. *John D. Rockefeller*

14 Wed.

Death and taxes are certain, but is death an annual event?

15 Thur.

Don't know what your tax bracket is? Look up "bracket" in the dictionary. It's something that nails objects to the wall.

16 Fri.

Ray Kroc opens his first McDonald's in 1955. If you put all of your eggs in one basket, watch your basket.

17 Sat.

Whatever makes men good Christians makes them good citizens. *Daniel Webster*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

18 Sun

APRIL

In 1934, the first laundromat, which was called a "Wash-ateria," opened in Fort Worth, Texas.

19 Mon.

A man's country is not land, it is a principle. Patriotism is loyalty to that principle. *George William Curtis*

20 Tue.

C.L. Shole's first practical typewriter in 1868. This is National Secretaries' Week. Give credit where credit is due.

21 Wed.

Secretaries' Day U. S. Social Security System made first benefit payment in 1937. Social Security taxes rose faster than any other type of taxes in the last decade.

22 Thur.

Increased wages, pensions, unemployment insurance are of no avail if the purchasing power falls faster. *B. Baruch*

23 Fri.

First public showing of a motion picture in New York City in 1896. Remember when movies were rated as to how good they were, rather than who could view them?

24 Sat.

The "*Boston Newsletter*," the first regularly issued American newspaper, began publication in 1704.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

25 Sun.

APRIL

Guglielmo Marconi, inventor of wireless telegraphy, born in 1874. Successful businessmen don't talk of minimizing risk. They talk of maximizing opportunity. *Peter Drucker*

26 Mon.

Keep trying. Only from the valley the mountain seems high.

27 Tue.

The U.S. abandoned the gold standard, 1933. Law of Predictable Money: the more that's printed, the less it's worth.

2 Wed.

Joseph Duncan invents the Addressograph in 1896. Isn't it odd—if you build a big business, you're a sinister influence; if you don't, you're a failure.

29 Thur.

Even a parrot can be a learned political economist—all he must learn are two words "supply" and "demand."

30 Fri.

First United States Mint established in 1792. Be sure to give your legal tender loving care.

1 Sat.



Empire State Building dedicated as World's Tallest, N.Y. City, 1931. Every man is the architect of his own fortunes.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

2 Sun

MAY

I had a better year than he did. Babe Ruth, in 1929, when asked about having a higher income than President Hoover.

3 Mon.

The story of liberty is a history of limitations of governmental power, not the increase of it. *W. Wilson, 1912.*

4 Tue.

A sense of humor is a business asset. It attracts friends, lightens burdens, and is a direct route to serenity.

5 Wed.

Transcontinental railway completed, Promontory, Utah, 1869. The next best thing to knowing something is knowing where to find it.

6 Thur.

Linus Yale, Jr. starts his lock company, 1851. If hard work is the key to success, most people would rather pick the lock.

7 Fri.

The dole is utterly demoralizing; its chief effect is to turn the unemployed into the unemployable. *William Ralph Inge*

8 Sat.

Rain is caused by high-pressure areas, cold fronts, warm moist air and weekends.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

9 Sun.

MAY

Mother's Day Were women given less of a sense of humor so they could love men instead of laughing at them?

10 Mon.

America is the greatest force that God has ever allowed to exist on his footstool. *Dwight D. Eisenhower*

11 Tue.

Rewards are based on creative, productive effort.

12 Wed.

Carnation Company incorporated in 1920. Do the rich get the cream and the poor get the skim milk?

13 Thur.

A nation is more prosperous today that has not obstructed the spirit of free enterprise and private initiative.

14 Fri.

Concentration is the secret of strength...in all management of human affairs. *Emerson*

15 Sat.

First permanent English settlement, in Jamestown, VA, 1607, tried communism and nearly got starved out of existence.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC**16 Sun.****MAY**

Liberty is the one thing you cannot love unless you are willing to give it to others. *William Allen White*

17 Mon.

Business is a game, the greatest game in the world, if you know how to play it. *Thomas J. Watson, former C.E.O. of IBM*

18 Tue.

No nation can be destroyed while it possesses a good home life. *Josiah Gilbert Holland*

19 Wed.

U.S. began first regular air-mail service in 1918. Attitude often determines altitude.

20 Thur.

IBM incorporated on this day in 1911 in New York. Free enterprise means do your best or you will be supplanted.

21 Fri.

New York Stock Exchange founded in 1792. A bull can make money; so can a bear, but a hog never can.

22 Sat.

What's so rare as a day in May? A customer asking to prepay.

Belden Center for Private Enterprise Education**A DAILY CHRONICLE OF ENTERPRISE****23 Sun.****MAY**

First U.S. Corporation, Harvard College, started 1650. True education enrolls at the cradle and graduates at the grave.

24 Mon.

Henry Ford was once asked by an employee, "How can I be a success?" His answer, "When you start a thing, finish it."

25 Tue.

U.S. Copyright Law enacted in 1790. There have been three great inventions: fire, the wheel, and central banking.

26 Wed.

Automated Computing Pendulum-Type Scales were patented by A. De Vilbiss, Jr., in Toledo, Ohio in 1900.

27 Thur.

Ben Franklin invents bifocals 1785. He discovered electricity—but it was the inventor of the meter who made the money.

28 Fri.

Average income is higher than ever. The number of jobs is greater. What is it? It's free enterprise. It's incentive. It's reward. It's fun. *Malcom Forbes*

29 Sat.

Constitutional Convention opened in Philadelphia, 1787. The Constitution and the Bill of Rights were designed to limit government, not the people.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

30 Sun.

MAY

Statesmen will tell you what is true though unpopular. Politicians tell you what is popular though untrue.

31 Mon.

Memorial Day Jay Gould, American financier, born in 1836. In 1796, a Piano was patented by J.S. McLean, Golden Gate Bridge opened in San Francisco in 1937.

1 Tue.



JUNE

First of June—nothing done by the Senate. *Cicero, 60 B.C.*

2 Wed.

What business needs is more orders from customers and fewer from the government.

3 Thur.

Whatever is worth doing at all is worth doing well. *Earl of Chesterfield, 1746*

4 Fri.

Communism, all share equally in getting the short end of the stick. Capitalism makes longer sticks. *Robert Orben*

5 Sat.

Adam Smith, author of *The Wealth of Nations*, born in 1723. Our wealth is exemplified by the freedom he taught.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

6 Sun.

JUNE

P.T. Barnum's first circus tour, 1838. Humor washes away the dust of everyday life. Wear a smile—one size fits all.

7 Mon.

If it ain't broke, don't fix it—unless you are a consultant. *William G. Rossiter*

8 Tue.

The history of liberty is a history of the limitations of governmental power, not the increase of it. *Woodrow Wilson*

9 Wed.

Every short statement about economics is misleading (with the possible exception of the present one). *Alfred Marshall*

10 Thur.

Take care to be an economist in prosperity; there is no fear of your not being one in adversity. *Zimmerman*

11 Fri.

The truth is, all might be free if they valued freedom, and defended it as they ought. *Samuel Adams*

12 Sat.

In 1869, the first vacuum cleaner patent was issued to I. W. McGaffrey, who really cleaned up.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

13 Sun.

JUNE

Business is a wonderful combination of war and sport.

14 Mon.

Flag Day Continental Congress adopted the Flag of the United States in 1777. Today, let's not make it a white one.

15 Tue.

George Washington appointed Commander in Chief of the Continental Army in 1775.

16 Wed.

Ford Motor Company founded in 1903. Money is like an arm or a leg—use it or lose it.

17 Thur.

Choose a job you love, and you will never have to work a day in your life.

18 Fri.

Eli Whitney patented cotton gin, 1793. Free enterprise—often has more practitioners than friends. *Robert Parker*

19 Sat.

Don't tell your troubles to others. Most of them don't care, and the rest are glad of it.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

20 Sun.

JUNE

McCormick's reaper patented, 1834. Life is to be spent not only on the beach—but also on the beachhead of new ideas.

21 Mon.

Summer Begins Budget: what you go without to stay within. Be happy, live within your means—even if you have to borrow to do it.

22 Tue.

Charles Goodyear was granted a patent for rubber vulcanization in 1844.

23 Wed.

Meat packer Gustavus Swift born, 1839. Unless each produces more than he receives, increases his output, there will be less for him and all the others. *Bernard M. Baruch*

24 Thur.

Territory is the body of a nation. People who inhabit its hills and valleys are its soul, its spirit, its life. *James Garfield.*

25 Fri.

America is the land of opportunity if you're a businessman in Japan. *Lawrence J. Peter, author of The Peter Principle*

26 Sat.

Helen Keller, blind author and lecturer, born in 1880. If we can read and don't, we're no better off than those who can't.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

27 Sun.

JUNE

Pan American Airways introduces the first regular plane service between the United States and Europe in 1939.

28 Mon.

George W. Goethals, American engineer who built the Panama Canal, born in 1858.

29 Tue.

ABC's of Success--Ability, Breaks and Courage. *Charles Luckman*

30 Wed.

Buying on the installment plan, you don't need a calendar.

1 Thur.



JULY

The bad things done by business fill a book, but the good things would fill a library. *Charles "Tremendous" Jones*

2 Fri.

The average American works until early June to pay taxes. If that period ever runs to tomorrow, expect fireworks.

3 Sat.

Bureaucrats are often very good at cutting red tape--the only problem is that they tend to cut it lengthwise.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

4 Sun.

JULY

Independence Day Continental Congress in 1776 passed a one-page document saying "We're in control here."

5 Mon.

First Pacific cable, running between San Francisco and Manila, opened by President Theodore Roosevelt in 1903.

6 Tue.

Definition of a Governor: A device you attach to State Government to keep it from running too fast.

7 Wed.

Secret of living? Find people to pay you money to do what you would pay to do if you had the money. *Sarah Caldwell*

8 Thur.

Congress legalized trademarks in 1870. We do not need to destroy competing economic systems--just surpass them.

9 Fri.

A politician gets money from the rich and votes from the poor arguing that he is protecting each one from the other.

10 Sat.

Great lives never go out. They go on. *Benjamin Harrison*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

11 Sun. JULY

No one ever finds life worth living. One always has to make it worth living. *Richard H. McFeely*

12 Mon.

Pity the man who believes in communism—he believes in something that doesn't believe in him. *Fred McAlister*

13 Tue.

U. S. established minimum wage of 35 cents an hour in 1937. Many workers received raises; some lost their jobs. It's a supply and demand problem, even at today's rates.

14 Wed.

Spend your vacation in your backyard. Friends will truly know you: sensitive, introspective, home-loving, and broke.

15 Thur.

"Man" is the first syllable in Management. *C. T. McKenzie*

16 Fri.

Work spares us from three great evils: Boredom, Vice, and Want. *Voltaire*

17 Sat.

Sherwin Williams Company, the world's largest producer of paint, was incorporated in Ohio in 1884.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

18 Sun. JULY

In all of human history, only the free market has solved the age-old problem of scarcity. *Benjamin Franklin*

19 Mon.

Proctor & Gamble unveiled a floating soap, 1879. Success depends on functioning of glands, especially sweat glands.

20 Tue.

Samuel Colt, firearms inventor, born in 1814. The future is a moving target—better take careful aim.

21 Wed.

U. S. astronaut Neil A. Armstrong became the first person to walk on the moon in 1969.

22 Thur.

There are no elevators in the House of Accomplishments—only stairs leading from one floor to the next, and you get stuck where you stop. *Letterman*

23 Fri.

Remember that time is money...waste neither time nor money, but make the best use of both. *Benjamin Franklin*

24 Sat.

Ice cream cone invented in St. Louis, Missouri, in 1904.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

25 Sun.

JULY

First public opinion poll, predicts Jackson president in 1824.

26 Mon.

George Stephenson demonstrated steam locomotive, 1814. Often the best helping hand you can get is a good push.

27 Tue.

You can't pass a law against an idea. The only way to fight an idea is to show a better one.

28 Wed.

The first permanent Atlantic cable completed in 1866. Bank of England incorporated in 1694.

29 Thur.

It is extraordinary to what an expense people will go to in order to get something for nothing. *Robert Lynd*

30 Fri.

In caveman days, every woman had a fur coat, every man a private club, and backyard barbecues were mammoth.

31 Sat.

George Eastman's first motion picture in 1828. Henry Ford, American automobile manufacturer, born in 1863.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

1 Sun.



AUGUST

Nothing can bring you peace but the triumph of principles. *Ralph Waldo Emerson*

2 Mon.

First United States census completed in 1790. San Francisco's first cable car went into operation in 1873.

3 Tue.

Patent granted in 1791 to Samuel Briggs, on a machine for making nails. The first Lincoln penny issued in 1909.

4 Wed.

United States Steel replaced a 12-hour working day with 8-hour day in 1923. Productivity per worker hour increased.

5 Thur.

Congress spent \$249,000 on studying "The Demographics of Happiness." Results: the happy are the young, healthy and/or rich, and the unhappy are the old, sick and/or poor.

6 Fri.

Advertising is the greatest art form of the twentieth century. *Marshall McLuhan*

7 Sat.

Everything that is really great and inspiring is created by individuals who labor in freedom. *Albert Einstein*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

8 Sun.

AUGUST

A vacation is something you take when you can't take what you are taking.

9 Mon.

A revolving door patent no. 387,571 was issued in 1888 to Theophilus Van Kannel of Philadelphia, Pennsylvania.

10 Tue.

If we cherish comfort and leisure more than freedom and property, we can lose both. *Alexander Solzhenitsyn*

11 Wed.

How could man propose happiness to himself from the exercise of power over others? *Thomas Jefferson*

12 Thur.

The Columbia, flying American flag, completed first voyage around the world, 1790. Smithsonian founded, 1846.

13 Fri.

Sir: a term of respect reserved for presidents, generals, elder statesmen, and, in August, air-conditioning repairmen.

14 Sat.

Thomas Edison invented the phonograph in 1877. An ounce of enterprise is worth a pound of government aid.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

15 Sun.

AUGUST

First motorized taxi cabs in N. Y. City began operation 1907.

16 Mon.

U. S. Social Security Act passed, 1935. I remember when a liberal was generous with his own money. *Will Rogers*

17 Tue.

Panama Canal opened in 1914. The trouble with man: he cannot learn complicated truths; he forgets simple truths.

18 Wed.

The world will stand aside to let anyone pass who knows where he is going.

19 Thur.

Fulton's steamboat begins service in 1807. Don't watch the clock; do what it does. Keep going.

20 Fri.

The United States is the only country with a known birthday. *James G. Blaine*

21 Sat.

Orville Wright, airplane designer, born 1871. Philo Farnsworth, pioneer of electronic television, born in 1906.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC**22 Sun.****AUGUST**

If all misfortunes were laid in one heap, each must take an equal portion, we would take our own and depart. *Socrates*

23 Mon.

A hen is the only character that has produced any noteworthy results from sit-ins.

24 Tue.

John Fitch demonstrated his side-wheel paddle steamboat, 1787. The steamship, Savannah, crossed the Atlantic, 1818.

25 Wed.

Business is sensitive. It goes only where it is invited and stays only so long as it is well treated. *Fred Waring*

26 Thur.

British burned the White House in 1814. Americans used to Shout, "Give me liberty!" Now we leave off the last word.

27 Fri.

First photograph of the Earth as seen from the moon was transmitted by satellite Orbiter I in 1956.

28 Sat.

Ottmar Mergenthaler received a patent for his linotype machine in 1884.

Belden Center for Private Enterprise Education**A DAILY CHRONICLE OF ENTERPRISE****29 Sun.****AUGUST**

Oil production began commercially when Edwin Drake struck oil in Titusville, Pennsylvania in 1859.

30 Mon.

I cannot give you a formula for success. The formula for failure? Trying to please everybody. *Herbert Bayard Swope*

31 Tue.

Automobile pioneer Charles Kettering born, 1876. One can't climb the ladder of success with his hands in his pockets.

1 Wed.**SEPTEMBER**

Treasury Dept. estab. 1789. Hamilton started with nothing; that's as close as the budget's been to being balanced.

2 Thur.

Every survival kit should include a sense of humor—a tonic for mind and body—the best antidote for anxiety.

3 Fri.

Health and good humor are to the human body as sunshine is to vegetables. *Jean Baptiste Massillon*

4 Sat.

Brian Flaherty, 10, became first U. S. newsboy, 1838. Eastman patented first roll film camera "Kodac," 1888.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

5 Sun. **SEPTEMBER**

Socialism: people work for government. Democracy: government works for people. Utopia: the government works.

6 Mon.

Labor Day Established by P.J. McGuire, 1882, to honor the working man.

7 Tue.

Labor is an unpleasant necessity to obtain the most return for the least effort. *Adam Smith, Wealth of Nations*

8 Wed.

First permanent white settlement in America founded in St. Augustine, Florida, in 1565. The haves and the have-nots can be traced back to the dids and the did-nots.

9 Thur.

Studying Economics won't make us millionaires nor keep us out of soup lines, just an understanding how we got there.

10 Fri.

Elias Howe patented sewing machine in 1846. Best thing about the future? It only comes one day at a time.

11 Sat.

If your faith in the free enterprise system is running down, a trip to Russia is a wonderful booster shot.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

12 Sun. **SEPTEMBER**

Many don't relate the well-being of business and their own. They buy products, not the system itself.

13 Mon.

There is nothing so likely to produce peace as to be well prepared to meet an enemy. *George Washington*

14 Tue.

A government that robs Peter to pay Paul can always depend on the support of Paul. *George Bernard Shaw*

15 Wed.

Mail-order business founded 1871 by F. B. McCrea. Keep thy shop and thy shop will keep thee. *George Chapman.*

16 Thur.

"How to get rich?" Buy some good stock, and hold it till it goes up and then sell it. If it doesn't go up, don't buy it.

17 Fri.

How was the growing season for you? The richest soil, if uncultivated, produces the rankest weeds.

18 Sat.

Washington laid the cornerstone of the Capitol in 1793. Liberty means responsibility. That is why most men dread it.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

19 Sun.

SEPTEMBER

Washington's farewell address in 1796. Recently, a man went to Washington with needs simply stated—a simple problem, and they made it complicated.

20 Mon.

School dropouts don't realize they'll need a sheepskin to keep the wolf away from the door.

21 Tue.

When will summer end? Officially, Sept. 21. Psychologically, Labor Day. Financially, Aug. 10...Vacation's end? When dispositions, the shore and lawn all became crabby.

22 Wed.

Autumn Begins In Autumn, the family that rakes together, aches together.

23 Thur.

Life is hard by the yard, but a cinch by the inch.

24 Fri.

First commencement was held at Harvard College, Cambridge, Massachusetts, in 1642.

25 Sat.

It is a socialist idea that making profits is a vice. I consider the real vice is making losses. *Winston Churchill*

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

26 Sun.

SEPTEMBER

A good boss is a guy who takes a little more than his share of the blame and a little less than his share of the credit.

27 Mon.

Samuel Adams, American patriot, born in 1722.

28 Tue.

A setback is the opportunity to begin again more intelligently. *Henry Ford*

29 Wed.

First night football game played at Mansfield, Pennsylvania in 1892.

30 Thur.

James Lawrence, who cried "Don't give up the ship," was born in 1781. When freedom is sinking, "man the pumps!"

1 Fri.



OCTOBER

The 1993 Fiscal Year starts today. Don't think of it as the Federal Budget, rather the box that inflation came in.

2 Sat.

Four things can't come back—the spoken word, the sped arrow, the past life, and the neglected opportunity.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

3 Sun.

OCTOBER

America is the best country for the common man--if he can't make it here he won't make it anywhere else. *Hoffer*

4 Mon.

Being powerful is like being a lady. If you have to tell people you are, you aren't. *Margaret Thatcher*

5 Tue.

Pacific Ocean crossed by air, nonstop in 1931. Henry J. Kaiser builds a complete Liberty ship in 27 days in 1943.

6 Wed.

President Truman made the first Presidential telecast address 1947. Edison showed his first motion picture, 1889.

7 Thur.

First double-decked steamboat, the Washington, arrived at New Orleans in 1816. When we're all in the same lifeboat on a stormy sea, we owe each other a terrible loyalty.

8 Fri.

Yesterday is a canceled check. Tomorrow is a promissory note. Only today is ready cash. Spend it well!

9 Sat.

Nobel economist Milton Friedman's 11th commandment: "Everyone should be free to do good--at his own expense."

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

10 Sun.

OCTOBER

Tomorrow is **Boss' Day** Office Rule #1--The Boss is always right. Office Rule #2--If the Boss is ever wrong, consult Rule #1.

11 Mon.

Columbus Day Columbus didn't know where he was going--when he got there he didn't know where he was--when he got home, he didn't know where he had been.

12 Tue.

A man kept the first dollar he made in a gold frame. Today the dollar is worth 20 cents and the gold frame \$40.

13 Wed.

Dictionary editor Noah Webster born, 1758. Achievements come with patience, labor, and disappointment.

14 Thur.

The federal government's tax policies have truly made us feel that we are our brother's keeper. *Robert Orben*

15 Fri.

Wrigley Company, incorporated in 1927. There is no such animal as a permanent investment. *Bernard Baruch*

16 Sat.

Use the talents that you possess, for the woods would be very silent if no birds sang except the best.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

17 Sun.

OCTOBER

The best portion of a good life is the little nameless, unremembered acts of kindness and love. *William Wordsworth*

18 Mon.

Economic Law of Double Disappearance not taught in school: When price goes out of sight, shortage disappears.

19 Tue.

Alfred Nobel, inventor of dynamite. Swedish philanthropist and founder of the Nobel Prize, was born in 1833.

20 Wed.

The youth of America is their oldest tradition. It has been going on now for three hundred years. *Oscar Wilde*

21 Thur.

If you have never been amazed by the very fact that you exist, you are squandering the greatest fact of all.

22 Fri.

First transcontinental telegram sent, 1861. Hershey, largest U.S. maker of chocolate products, incorporated, 1927.

23 Sat.

Variety is the spice of life—but monotony buys the groceries.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

24 Sun.

OCTOBER

Daylight Saving Time Ends Alfred Einstein came to the United States, 1933, a Jew unwelcome in Nazi Germany. History moves in strange ways.

25 Mon.

Even a virtuous life has its risks. The couple who goes to bed early to save candles ends up with twins.

Tue.

Federalist Papers appear, 1787. Today, Government is like an elephant that sits on a baby bird to keep it warm.

27 Wed.

Jonas Salk, developer of a polio vaccine, born 1914. Mary Roebling is the first woman stock exchange director in 1958.

28 Thur.

Keep your economy free, your government small, and your taxes low. *William Simon*

29 Fri.

Blackest day in stock market history. Prices collapsed in 1929, signaling the start of an economic depression.

30 Sat.

Happiness is not the absence of conflict, but the ability to cope with it.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

31 Sun.

OCTOBER

Halloween Why do kids dress like monsters at Halloween? Could it be that they prefer to be with their own kind?

1 Mon.



NOVEMBER

In 1870, the U.S. Weather Bureau made its first observation.

2 Tue.

Election Day U.S. Constitution set the first Tuesday after the first Monday in November as Federal Election Day.

3 Wed.

Voting is that brief, glorious moment that separates your saying "What will I do?" and "What have I done?"

4 Thur.

If you're a politician, voting booths are very symbolic. For some, it's levers of power. For others, it's curtains.

5 Fri.

Some see private enterprise as a tiger to shoot or a cow to milk. It's a healthy horse, pulling a sturdy wagon. *Churchill*

6 Sat.

If communism is so wonderful, why was Russia reluctant to take down its Iron Curtain and put in some picture windows.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

7 Sun.

NOVEMBER

First U.S. automobile patent was granted to George B. Selden in Rochester, New York, in 1895.

8 Mon.

Great lives never go out. They go on. *Benjamin Harrison*

9 Tue.

I know only two tunes; one of them is *Yankee Doodle*, and the other isn't. *Ulysses S. Grant*

10 Wed.

Marxism has not only failed to promote human freedom. It has failed to produce food.

11 Thur.

Veteran's Day God grants liberty to those who love it, guard it and defend it. *Daniel Webster*

12 Fri.

Adversity has the effect of eliciting talents which in prosperous circumstances would have lain dormant.

13 Sat.

Drive-in banking inaugurated in 1946. Rags make paper; paper makes money; money makes bank; banks make loans; loans make poverty; poverty makes rags. *Coxey*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

14 Sun.

NOVEMBER

Poverty is not dishonorable in itself, but only when it comes from idleness, intemperance, extravagance, and folly.

15 Mon.

Canadian physician Frederick Grant Banting, famous for discovering insulin, was born in 1891.

16 Tue.

Articles of Confederation approved by Congress in 1777. Good government cannot exist beside bad politics.

17 Wed.

Federal Reserve Bank System opened in 1914. Since then, we've had our greatest depression and the worst inflation.

18 Thur.

In 1926, Peter Minuit bought Manhattan for \$24. Investigate before you invest. *Better Business Bureau*

19 Fri.

When it is a question of money, everybody is of the same religion. *Voltaire*

20 Sat.

Abraham Lincoln delivered Gettysburg Address in 1863.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

21 Sun.

NOVEMBER

Employee's time recorder was patented by Willard Bundy in 1888. Blessed is he who is too busy to worry in the daytime and too sleepy to worry at night.

22 Mon.

Remember that the faith that moves mountains always carries a pick.

23 Tue.

The elections and Thanksgiving came so close together, one town voted for turkeys and stuffed ballot boxes.

24 Wed.

To us, tomorrow is Thanksgiving. To a turkey, it is planned obsolescence; it has one foot in the gravy.

25 Thur.

Thanksgiving Day First National Thanksgiving Day proclaimed by President George Washington in 1789.

26 Fri.

To run a business without advertising is to wink at a pretty girl in the dark. You know what you're doing; she doesn't.

27 Sat.

In every adversity there are the seeds of an equal or greater opportunity. *Clement Stone*

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

12 Sun.

DECEMBER

Life expectancy increased 44% in this century. That speaks well of free enterprise. May you live all the days of your life.

13 Mon.

Some are born great, some achieve greatness, and some have greatness thrust upon them. *Shakespeare*

14 Tue.

In business it's not only the crook who is to be feared but the honest man who doesn't know what he is doing. *Young*

15 Wed.

Screw patent in connection with a machine for making screws granted to David Wilkinson of Rhode Island, 1798.

16 Thur.

Bill of Rights ratified, 1791. Politicians think of the next election; statesman, the next generation.

17 Fri.

The highest reward for a person's toil is not what they get for it, but what they become by it. *John Ruskins*

18 Sat.

Orville Wright made first heavier-than-air flight in Kitty Hawk, North Carolina, in 1903.

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

19 Sun.

DECEMBER

First atomic power plant in the U.S. at Shippingport, Pennsylvania, began to produce electric power in 1957.

20 Mon.

Continental Army camped at Valley Forge, Penn., 1777. Take away the chance to lose, and you lose the right to win.

21 Tue.

During the holidays, every home could use a bathroom scale that's seasonally adjusted.

22 Wed.

Winter Begins: Winter's promise: Everything's going to be all "white."

23 Thur.

Being President of the U.S. is like being Santa Claus. Things get dumped in your lap 365 days a year.

24 Fri.

This is the night when, calling the North Pole, you get a message, "Hi, this is Santa, I'm not in right now but...."

25 Sat.

CHRISTMAS We go through three stages in our relationship with Santa: (1) We believe in him; (2) We don't believe in him; (3) We are him.

Harding University Searcy, Arkansas

AMERICAN INCENTIVE SYSTEM ALMANAC

26 Sun.

DECEMBER

This is the magic time of the year when the neighbors run in, the batteries run down, and the bills run up.

27 Mon.

Life is like an onion: you peel it off one layer at a time, and sometimes you weep.

28 Tue.

Don't let dry eyes, hard noses, and cold feet keep you from being a servant to others.

29 Wed.

Real charity doesn't care if it's tax deductible or not.

30 Thur.

A friend may well be reckoned the masterpiece of nature.
Ralph Waldo Emerson

31 Fri.

NEW YEAR'S EVE He who hoots with the owls at night cannot soar with the eagles in the morning.

Belden Center for Private Enterprise Education

1993

JANUARY							MAY							SEPTEMBER									
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YEARSCOPE

JANUARY _____

FEBRUARY _____

MARCH _____

APRIL _____

MAY _____

JUNE _____

1993

JULY _____

AUGUST _____

SEPTEMBER _____

OCTOBER _____

NOVEMBER _____

DECEMBER _____

NOTES

ABOUT THE COMPILER

Dr. Don Diffine is currently Professor of Economics at Harding University in Searcy, Arkansas, and Director of the Belden Center for Private Enterprise Education. The Senior Research Associate of Harding's American Studies Institute, he is also the Director of Economics Teams that have won First Place in national Students in Free Enterprise competitions on six occasions.

Listed in the Heritage Foundation's **Guide to Public Policy Experts**, Dr. Diffine is the author of a 200-page **Facts Book for Business and Industry** and is published frequently in the **Journal of Private Enterprise**.

Dr. Diffine is the recipient of the Freedoms Foundation George Washington Honor Medal for his article *"All American Economics--Made in the U.S.A."* He is the editor of the **ENTREPRENEUR**, a journal that has received five Freedoms Foundation awards in the category of Non-profit Publications. In 1990, the National Flag Foundation presented its *"New Constellation Award"* to Dr. Diffine for his booklet, **"TO THE FLAG--Our Banner of Liberty."**

The recipient of the \$7,500 Freedoms Foundation Principle Award for Excellence in Private Enterprise Education, Dr. Diffine has received nine other Freedoms Foundation awards in the categories of Economic Education, Public Affairs-Advertising, Public Address, and Published Works. He is also the faculty winner of a \$1,000 First Place prize in a National Essay contest judged by Nobel Economist Milton Friedman.

In 1988, the First Annual Distinguished Scholar Award was presented to Dr. Diffine by the Association of Private Enterprise Education. He is listed in **Personalities of the South** and **Outstanding Educators of America**. The Wal-Mart Foundation has designated him as a Free Enterprise Fellow.

Dr. Diffine has provided Congressional testimony on business problems, economic impact statements, and inflation-recession dilemmas. Also an economic humorist, he is a frequent speaker for conventions, trade associations, and chambers of commerce.