2000 American Incentive System Almanac

Don P. Diffine Ph.D.

*Harding University, ddiffine@harding.edu*

Follow this and additional works at: [https://scholarworks.harding.edu/belden-monographs](https://scholarworks.harding.edu/belden-monographs)

Part of the [Political Economy Commons](https://scholarworks.harding.edu/belden-monographs)

**Recommended Citation**

American Incentive System Almanac
A DAILY CHRONICLE OF ENTERPRISE

by
D.P. Diffine, Ph.D.
Professor of Economics
Director, Belden Center for Private Enterprise Education
Harding University
Searcy, Arkansas
YOUR 2000  
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 by the month, and a "Names/Address/Phone" section with pages for "Personal Records" & "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.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>JANUARY</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>New Year's Day</strong> — Nowadays money is like a New Year's Resolution—you make it, but you can't keep it.</td>
</tr>
</tbody>
</table>

**AMERICAN INCENTIVE SYSTEM ALMANAC**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**A DAILY CHRONICLE OF ENTERPRISE**

<table>
<thead>
<tr>
<th>2 Sun.</th>
<th>JANUARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patent for Oleomargarine issue to H.W. Bradley of Birmingham, N.Y. 1891. You can't have your bread and loaf too.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3 Mon.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The man who builds a factory builds a temple; the man who works there worships there. <strong>Calvin Coolidge</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4 Tues.</th>
</tr>
</thead>
<tbody>
<tr>
<td>He that invents a machine augments the power of a man and the well-being of mankind. <strong>Henry Ward Beecher</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5 Wed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitalism did not create poverty; it inherited it. <strong>Ayn Rand</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6 Thur.</th>
</tr>
</thead>
<tbody>
<tr>
<td>We were so poor, we couldn't afford to pay attention.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7 Fri.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transatlantic telephone service began, 1927. <strong>Man, like a tortoise, moves forward by sticking his neck out.</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8 Sat.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Henry Ford announced wages of five dollars a day in 1914. <strong>Business critics said he'd go broke doing it. No statue has ever been erected to honor a critic.</strong></td>
</tr>
</tbody>
</table>

| 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
9 Sun. January
Thomas Paine published *Common Sense* in 1776, emphasizing the benefits of being free and independent of England.

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

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

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

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

14 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*

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

----

Belden Center for Private Enterprise Education

16 Sun. January
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 Guttman*

17 Mon.

18 Tue.
Martin Luther King, Jr’s Birthday Observed

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

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

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

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

---

Harding University  Searcy, Arkansas
### American Incentive System Almanac

<table>
<thead>
<tr>
<th>Date</th>
<th>Citation</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun. 23</td>
<td>Success is a matter of luck. Ask any failure.</td>
<td>Earl Wilson</td>
</tr>
<tr>
<td>Mon. 24</td>
<td>Have patience. All things are difficult before</td>
<td>Saadi</td>
</tr>
<tr>
<td></td>
<td>they become easy.</td>
<td></td>
</tr>
<tr>
<td>Tue. 25</td>
<td>Don't go around saying the world owes you a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>living. The world owes you nothing; it was here</td>
<td></td>
</tr>
<tr>
<td></td>
<td>first.</td>
<td></td>
</tr>
<tr>
<td>Wed. 26</td>
<td>Edison patented his incandescent light bulb,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1880. If Edison hadn't invented it, we'd be</td>
<td></td>
</tr>
<tr>
<td></td>
<td>watching TV by candlelight.</td>
<td></td>
</tr>
<tr>
<td>Thur. 27</td>
<td>The devil loves the intolerance of reformers, and</td>
<td>James Russell Lowell</td>
</tr>
<tr>
<td></td>
<td>dreads their charity and patience.</td>
<td></td>
</tr>
<tr>
<td>Fri. 28</td>
<td>Studying Economics won't make us millionaires</td>
<td></td>
</tr>
<tr>
<td></td>
<td>nor keep us out of soup lines, just understanding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>how we got there.</td>
<td></td>
</tr>
<tr>
<td>Sat. 29</td>
<td>To tax and to please, no more than to love and</td>
<td>Edmund Burke</td>
</tr>
<tr>
<td></td>
<td>to be wise, is not given to men.</td>
<td></td>
</tr>
</tbody>
</table>

### A Daily Chronicle of Enterprise

<table>
<thead>
<tr>
<th>Date</th>
<th>Citation</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun. 30</td>
<td>National New Idea Week—Think more effectively</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and creatively; it will improve your professional</td>
<td></td>
</tr>
<tr>
<td></td>
<td>environment.</td>
<td></td>
</tr>
<tr>
<td>Mon. 31</td>
<td>Disneyland under construction in Anaheim,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>California, 1954.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Generally, those most successful have the best</td>
<td></td>
</tr>
<tr>
<td></td>
<td>information.</td>
<td></td>
</tr>
<tr>
<td>Tue. 1</td>
<td>Reform must come from within, not from without.</td>
<td>Cardinal James Gibbons</td>
</tr>
<tr>
<td></td>
<td>You cannot legislate virtue.</td>
<td></td>
</tr>
<tr>
<td>Wed. 2</td>
<td>Five percent of the people think; ten percent of</td>
<td>Thomas A. Edison</td>
</tr>
<tr>
<td></td>
<td>the people think; and the other eighty-five</td>
<td></td>
</tr>
<tr>
<td></td>
<td>percent would rather die than think.</td>
<td></td>
</tr>
<tr>
<td>Thur. 3</td>
<td>First Electric Portable Typewriter sold in 1957.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I still have my 1968 version (somewhere).</td>
<td></td>
</tr>
<tr>
<td>Fri. 4</td>
<td>Money makes money; and the money that money</td>
<td>Poor Richard's Almanac</td>
</tr>
<tr>
<td></td>
<td>makes more money.</td>
<td></td>
</tr>
<tr>
<td>Sat. 5</td>
<td>Babe Ruth, born, 1895, scored a record 714 home</td>
<td></td>
</tr>
<tr>
<td></td>
<td>runs. He struck out 1330 times, a record also</td>
<td></td>
</tr>
<tr>
<td></td>
<td>matched by few others.</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Day</td>
<td>Quote</td>
</tr>
<tr>
<td>-------</td>
<td>--------</td>
<td>------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>6 Sun</td>
<td>FEBRUARY</td>
<td>Businessmen must not break their word twice. <em>Fuller</em></td>
</tr>
<tr>
<td>7 Mon</td>
<td></td>
<td>Change occurs through dealing with problems, not because of marketing or advertising campaigns alone.</td>
</tr>
<tr>
<td>8 Tue</td>
<td></td>
<td>Ours is the only country founded on a good idea. <em>John Gunther</em></td>
</tr>
<tr>
<td>9 Wed</td>
<td></td>
<td>There is nothing so likely to produce peace as being prepared to meet the enemy. <em>George Washington</em></td>
</tr>
<tr>
<td>10 Thur</td>
<td></td>
<td>Baseball Catcher's Mask patented by F.W. Thayer 1878. Some go through life with a catcher's mitt on both hands.</td>
</tr>
<tr>
<td>11 Fri</td>
<td></td>
<td>Heinrich Rudolph Hertz, discoverer of radio waves, born 1857. Success is that old ABC—Ability, Breaks, and Courage.</td>
</tr>
<tr>
<td>12 Sat</td>
<td></td>
<td><em>Lincoln's Birthday</em>—You can't help the wage earner by pulling down the wage payer. <em>Abe Lincoln, born 1809.</em></td>
</tr>
</tbody>
</table>

**Inventor Cyrus McCormick born 1809. Remember, a first failure is often a blessing.**

**Valentine's Day**—Marry the right person and you double your blessings and half your sorrows. *Ben Franklin*

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

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

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

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

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

*Harding University Searcy, Arkansas*
<table>
<thead>
<tr>
<th>Date</th>
<th>AMERICAN INCENTIVE SYSTEM ALMANAC</th>
<th>A DAILY CHRONICLE OF ENTERPRISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 Sun.</td>
<td>FEBRUARY Income tax amendment, 1913. A welfare state assumes responsibility for all its citizens except the taxpayers.</td>
<td>27 Sun. FEBRUARY B &amp; O Railroad started in 1827, as Baltimore merchants attempted to compete better with their New York rivals.</td>
</tr>
<tr>
<td>21 Mon.</td>
<td>Presidents' Day—The worst crime against working people is a company which fails to operate at a profit. Samuel Gompers, A.F.L. founder</td>
<td>28 Mon.</td>
</tr>
<tr>
<td>22 Tue.</td>
<td>No people can adore the invisible hand of God in the affairs of men more than those of the U.S. George Washington</td>
<td>29 Tues.</td>
</tr>
<tr>
<td>23 Wed.</td>
<td>In the middle of difficulty lies opportunity. Albert Einstein</td>
<td>1 Wed. MARCH 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.</td>
</tr>
<tr>
<td>24 Thur.</td>
<td>Rotary Club founded in Chicago, 1905, to promote the &quot;idea of service&quot; to encourage high ethical standards in business.</td>
<td>2 Thur. U.S. Constitution in effect, 1789. Government big enough to give you everything is big enough to take it from you.</td>
</tr>
<tr>
<td>25 Fri.</td>
<td>Price: Value, plus a reasonable sum for the wear and tear of conscience in demanding it. Ambrose Pierce</td>
<td>3 Fri.</td>
</tr>
<tr>
<td>26 Sat.</td>
<td>The world does not pay for what a person knows; it pays for what he does with what he knows.</td>
<td>4 Sat.</td>
</tr>
</tbody>
</table>

Belden Center for Private Enterprise Education

Harding University Searcy, Arkansas
AMERICAN INCENTIVE SYSTEM ALMANAC

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

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

7 Tue. 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.

8 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.

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

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

11 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.")

A DAILY CHRONICLE OF ENTERPRISE

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

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

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

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

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

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

18 Sat. So many books on how to profit in bad times! Makes you wish for a catastrophe so everyone could get rich.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event/Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 Sun.</td>
<td>Remember—if you aim at nothing, you will hit nothing.</td>
</tr>
<tr>
<td>20 Mon.</td>
<td>Spring Begins—Millions of American motorists respond to the call of the open pothole.</td>
</tr>
<tr>
<td>21 Tue.</td>
<td>Lead pencil eraser patented in 1858. Ancient proverb says, &quot;Short pencil better than long memory.&quot;</td>
</tr>
<tr>
<td>22 Wed.</td>
<td>Kites rise against, not with the wind. No man ever worked his passage anywhere in a dead calm.</td>
</tr>
<tr>
<td>23 Thur.</td>
<td>Patrick Henry declared &quot;Give me liberty or give me death!&quot; in 1775. If he thought taxation without representation was bad, he should see it with representation.</td>
</tr>
<tr>
<td>24 Fri.</td>
<td>Successful businessmen don’t talk of minimizing risk. They talk of maximizing opportunity. Peter Drucker</td>
</tr>
<tr>
<td>25 Sat.</td>
<td>What is life’s heaviest burden? To have nothing to carry.</td>
</tr>
<tr>
<td>26 Sun.</td>
<td>AMF, Inc., makers of recreational products, was incorporated on this day in 1900 in New Jersey.</td>
</tr>
<tr>
<td>27 Mon.</td>
<td>Wilhelm Roentgen, who discovered X-Rays, born 1845.</td>
</tr>
<tr>
<td>28 Tue.</td>
<td>First a Washing Machine patent issued to Nathaniel Briggs in 1797, a hundred years before electricity and human ingenuity produced the ancestor of the present-day machines.</td>
</tr>
<tr>
<td>29 Wed.</td>
<td>A wise man profits by his experiences; the wiser one lets the rattlesnake bite the other fellow. Josh Billings.</td>
</tr>
<tr>
<td>30 Thur.</td>
<td>Leaders have two characteristics: (1) they are going somewhere; (2) they can persuade others to go with them.</td>
</tr>
<tr>
<td>31 Fri.</td>
<td>Ah! How appropriate that this Month of the Tax opens with April Fool’s Day and closes with &quot;Mayday! Mayday!&quot;</td>
</tr>
</tbody>
</table>

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

Belden Center for Private Enterprise Education

Harding University, Searcy, Arkansas
<table>
<thead>
<tr>
<th>DAY</th>
<th>EVENT</th>
<th>QUOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Sun.</td>
<td>Daylight Saving Time Begins</td>
</tr>
<tr>
<td>3</td>
<td>Mon.</td>
<td>Pony Express service began in 1860. At today's rates, you'd think they'd spend some of the money on younger ponies.</td>
</tr>
<tr>
<td>4</td>
<td>Tue.</td>
<td>To compel a man to furnish money for opinions he disbelieves and abhors is sinful and tyrannical. <em>Thomas Jefferson</em></td>
</tr>
<tr>
<td>5</td>
<td>Wed.</td>
<td>Bureaucrats are nearly all alike; they think it's their business to delay other people's business.</td>
</tr>
<tr>
<td>6</td>
<td>Thur.</td>
<td>An economist is the fellow who'll figure out tomorrow why the things he predicted yesterday didn't happen today.</td>
</tr>
<tr>
<td>7</td>
<td>Fri.</td>
<td>This government never furthered any enterprise, but by speedily getting out of its way. <em>Henry David Thoreau</em></td>
</tr>
<tr>
<td>8</td>
<td>Sat.</td>
<td>Friendship founded on business is a good deal better than a business founded on friendship. <em>John D. Rockefeller</em></td>
</tr>
<tr>
<td>10</td>
<td>Mon.</td>
<td>For our high standard of living, we owe much credit to those who extended us credit, to whom we owe a great deal.</td>
</tr>
<tr>
<td>11</td>
<td>Tue.</td>
<td>Whatever makes men good Christians makes them good citizens. <em>Daniel Webster</em></td>
</tr>
<tr>
<td>12</td>
<td>Wed.</td>
<td>The story of liberty is a history of limitations of governmental power, not the increase of it. <em>W. Wilson, 1912</em></td>
</tr>
<tr>
<td>13</td>
<td>Thur.</td>
<td>Even a parrot can be a learned political economist – all he must learn are two words: &quot;supply&quot; and &quot;demand.&quot;</td>
</tr>
<tr>
<td>14</td>
<td>Fri.</td>
<td>Don't know what your tax bracket is? Look up &quot;bracket&quot; in the dictionary. It's something that nails objects to the wall.</td>
</tr>
<tr>
<td>15</td>
<td>Sat.</td>
<td>Ray Kroc opens his first McDonald's in 1955. If you put all of your eggs in one basket, watch your basket.</td>
</tr>
</tbody>
</table>
A man's country is not land, it is a principle. Patriotism is loyalty to that principle. *George William Curtis*  

**17 Mon.**  
In 1934, the first laundromat, which was called a "Washateria," opened in Fort Worth, Texas.  

**18 Tue.**  
C.L. Sholes’s first practical typewriter in 1868. The word processing revolution has begun.  

**19 Wed.**  
Keep trying. Only from the valley the mountain seems high.  

**20 Thur.**  
U. S. Social Security System made first benefit payment in 1937. Social Security taxes have risen faster than any other type of taxes in the last two decades.  

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

**22 Sat.**  
The 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?  

---  

**23 Sun.**  
**Easter Sunday** — Here is the scripture’s brief sermon on resourcefulness: "If a man will not work, he shall not eat." // Thes. 3:10  

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

**25 Tue.**  
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.  

**26 Wed.**  
**SECRETARY’S DAY** — Want a good answer? Ask the boss. For a correct answer, ask the secretary.  

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

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

**29 Sat.**  
Empire State Building dedicated as World’s Tallest, N.Y. City, 1931. Every man is the architect of his own fortunes.
30 Sun. APRIL

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

1 Mon. MAY

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

2 Tue.

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

3 Wed.

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

4 Thur.

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

5 Fri.

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

6 Sat.

In a private enterprise economy, rewards are based on creative, productive effort.

---

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

7 Sun. MAY

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

8 Mon.

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

9 Tue.

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

10 Wed.

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

11 Thur.

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

12 Fri.

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

13 Sat.

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

Harding University, Searcy, Arkansas
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
</table>
| 14 Sun. | **MAY**
| Mother's Day – Were women given less of a sense of humor so they could love men instead of laughing at them? |
| 15 Mon. | What's so rare as a day in May? A customer asking if it would be all right to prepay. |
| 16 Tue. | Whatever is worth doing at all is worth doing well. *Earl of Chesterfield, 1746* |
| 17 Wed. | U.S. began first regular airmail service in 1918. Attitude often determines altitude. |
| 18 Thur. | IBM incorporated on this day in 1911 in New York. Free enterprise means do your best or you will be supplanted. |
| 19 Fri. | New York Stock Exchange founded in 1792. A bull can make money; so can a bear, but a hog never can. |
| 20 Sat. | Henry Ford was once asked by an employee, "How can I be a success?" His answer, "When you start a thing, finish it." |

**Belden Center for Private Enterprise Education**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
</table>
| 21 Sun. | **MAY**
| First U.S. Corporation, Harvard College, started 1650. True education enrolls at the cradle and graduates at the grave. |
| 22 Mon. | Statesmen will tell you what is true though unpopular. Politicians tell you what is popular though untrue. |
| 23 Tue. | U.S. Copyright Law enacted in 1790. There have been three great inventions: fire, the wheel, and central banking. |
| 24 Wed. | The way to crush the bourgeoisie is to crush them between the millstones of taxation and inflation. *Nikolai Lenin* |
| 25 Thur. | Ben Franklin invents bifocals 1785. He discovered electricity— but the inventor of the meter made the money. |
| 26 Fri. | Automated Computing Pendulum-Type Scales were patented by A. De Vilbiss, Jr., in Toledo, Ohio in 1900. |
| 27 Sat. | In Communism, all share equally in getting the short end of the stick. Capitalism makes longer sticks. *Robert Orben* |

*Harding University  Searcy, Arkansas*
28 Sun. MAY
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. Malcolm Forbes

29 Mon.

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

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

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

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

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

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

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

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

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

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

9 Fri.
Business is a wonderful combination of war and sport.

10 Sat.
In 1869, the first vacuum cleaner patent was issued to I. W. McGaffrey, who really cleaned up.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun. 11</td>
<td><strong>JUNE</strong> America is the land of opportunity if you're a businessman in Japan. <em>Lawrence J. Peter, author of The Peter Principle</em></td>
</tr>
<tr>
<td>Mon. 12</td>
<td>What business needs is more orders from customers and fewer from the government.</td>
</tr>
<tr>
<td>Tue. 13</td>
<td>So many books on how to profit in bad times! Makes you wish for a catastrophe so everyone could get rich.</td>
</tr>
<tr>
<td>Wed. 14</td>
<td><strong>Flag Day</strong> -- Continental Congress adopted the Flag of the United States in 1777. Today, let's not make it a white one.</td>
</tr>
<tr>
<td>Thur. 15</td>
<td>Ford Motor Company founded in 1903. Money is like an arm or a leg—use it or lose it.</td>
</tr>
<tr>
<td>Fri. 16</td>
<td>Territory is the body of a nation. People who inhabit its hills and valleys are its soul, its spirit, its life. <em>James Garfield</em></td>
</tr>
<tr>
<td>Sat. 17</td>
<td>Eli Whitney patented cotton gin, 1793. Free enterprise—it often has more practitioners than friends. <em>Robert Parker</em></td>
</tr>
<tr>
<td>Sun. 18</td>
<td><strong>JUNE</strong> <strong>Father's Day</strong> — McCormick's reaper patented, 1834.</td>
</tr>
<tr>
<td>Mon. 19</td>
<td>George Washington appointed Commander in Chief of the Continental Army in 1775.</td>
</tr>
<tr>
<td>Tue. 20</td>
<td>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. <em>Bernard M. Baruch</em></td>
</tr>
<tr>
<td>Wed. 21</td>
<td><strong>Summer Begins</strong> — Charles Goodyear was granted a patent for rubber vulcanization in 1844.</td>
</tr>
<tr>
<td>Thur. 22</td>
<td>The bad things done by business fill a book, but the good things would fill a library. <em>Charles &quot;Tremendous&quot; Jones</em></td>
</tr>
<tr>
<td>Fri. 23</td>
<td>Bureaucrats are often very good at cutting red tape—the only problem is that they tend to cut it lengthwise.</td>
</tr>
<tr>
<td>Sat. 24</td>
<td>Buying on the installment plan, you don't need a calendar.</td>
</tr>
</tbody>
</table>

*Harding University  Searcy, Arkansas*
25 Sun.  JUNE

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.

26 Mon.

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

27 Tue.

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

28 Wed.

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

29 Thur.

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

30 Fri.

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

1 Sat.  JULY

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

Belden Center for Private Enterprise Education

2 Sun.  JULY

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

3 Mon.

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

4 Tue.

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

5 Wed.

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

6 Thur.

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

7 Fri.

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

8 Sat.

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

Harding University  Searcy, Arkansas
Work spares us from three great evils: Boredom, Vice, and Want. Voltaire

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

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.

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

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

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

Sherman Williams Company, the world's largest producer of paint, was incorporated in Ohio in 1894.

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

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

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

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

U. S. astronaut Neil Armstrong became the first person to walk on the moon in 1969. Heard about the new restaurant on the moon? Great food, no atmosphere.

First public opinion poll, predicts Jackson president in 1824.

Ice cream cone invented in St. Louis, Missouri, in 1904. Too many deserts can make you "thick" at your stomach.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>23 Sun.</td>
<td>Nothing can bring you peace but the triumph of principles. <em>Ralph Waldo Emerson</em></td>
</tr>
<tr>
<td>24 Mon.</td>
<td>In caveman days, every woman had a fur coat, every man a private club, and backyard barbecues were mammoth.</td>
</tr>
<tr>
<td>25 Tue.</td>
<td>George Stephenson demonstrated steam locomotive, 1814. Often the best helping hand you can get is a good push.</td>
</tr>
<tr>
<td>26 Wed.</td>
<td>It is extraordinary to what an expense people will go to in order to get something for nothing. <em>Robert Lynd</em></td>
</tr>
<tr>
<td>28 Fri.</td>
<td>A vacation is something you take when you can't take what you are taking.</td>
</tr>
<tr>
<td>29 Sat.</td>
<td>Congress spent $249,000 studying &quot;Demographics of Happiness.&quot; Results: the happy are the young, healthy and/or rich; the unhappy are the old, sick and/or poor.</td>
</tr>
<tr>
<td>1 Tue.</td>
<td>First United States census completed in 1790. San Francisco's first cable car went into operation in 1873.</td>
</tr>
<tr>
<td>2 Wed.</td>
<td>Everything that is really great and inspiring is created by individuals who labor in freedom. <em>Albert Einstein</em></td>
</tr>
<tr>
<td>3 Thur.</td>
<td>United States Steel replaced a 12-hour working day with 8-hour day in 1923. Productivity per worker hour increased.</td>
</tr>
<tr>
<td>4 Fri.</td>
<td>Advertising is the greatest art form of the twentieth century. <em>Marshall McLuhan</em></td>
</tr>
<tr>
<td>5 Sat.</td>
<td>How can man propose happiness to himself from the exercise of power over others? <em>Thomas Jefferson</em></td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>6 Sun.</td>
<td>The world will stand aside to let anyone pass who knows where he is going.</td>
</tr>
<tr>
<td>7 Mon.</td>
<td>If we cherish comfort and leisure more than freedom and property, we can lose both. Alexander Solzhenitsyn</td>
</tr>
<tr>
<td>8 Tue.</td>
<td>A revolving door patent no. 367,571 was issued in 1888 to Theophilus Van Kannel of Philadelphia, Pennsylvania.</td>
</tr>
<tr>
<td>9 Wed.</td>
<td>Sir: a term of respect reserved for presidents, generals, elder statesmen, and, in August, air-conditioning repairmen.</td>
</tr>
<tr>
<td>10 Thur.</td>
<td>The Columbia, flying American flag, completed first voyage around the world, 1790. Smithsonian founded, 1846.</td>
</tr>
<tr>
<td>11 Fri.</td>
<td>Business is sensitive. It goes only where it is invited and stays only so long as it is well treated. Fred Waring</td>
</tr>
<tr>
<td>12 Sat.</td>
<td>The United States is the only country with a known birthday. James G. Blaine</td>
</tr>
<tr>
<td>13 Sun.</td>
<td>Thomas Edison invented the phonograph in 1877. An ounce of enterprise is worth a pound of government aid.</td>
</tr>
<tr>
<td>14 Mon.</td>
<td>First motorized taxi cabs in N. Y. City began operation 1907.</td>
</tr>
<tr>
<td>15 Tue.</td>
<td>U. S. Social Security Act passed, 1935. I remember when a liberal was generous with his own money. Will Rogers</td>
</tr>
<tr>
<td>16 Wed.</td>
<td>Panama Canal opened in 1914. The trouble with man: he can learn complicated facts; he forgets simple truths.</td>
</tr>
<tr>
<td>17 Thur.</td>
<td>A hen is the only character that has produced any noteworthy results from sit-ins.</td>
</tr>
<tr>
<td>18 Fri.</td>
<td>Fulton's steamboat begins service in 1807. Don't watch the clock; do what it does. Keep going.</td>
</tr>
<tr>
<td>19 Sat.</td>
<td>If all misfortunes were laid in one heap, each must take an equal portion, we would take our own and depart. Socrates</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>20</td>
<td>Sun.</td>
</tr>
<tr>
<td></td>
<td>Orville Wright, airplane designer, born 1871.</td>
</tr>
<tr>
<td></td>
<td>Philo Farnsworth, pioneer of electronic television, born in 1906.</td>
</tr>
<tr>
<td>21</td>
<td>Mon.</td>
</tr>
<tr>
<td>22</td>
<td>Tue.</td>
</tr>
<tr>
<td></td>
<td>I cannot give you a formula for success. The formula for failure? Trying to please everybody. Herbert Bayard Swope</td>
</tr>
<tr>
<td>23</td>
<td>Wed.</td>
</tr>
<tr>
<td></td>
<td>John Fitch demonstrated his side-wheel paddle steamboat, 1787. The steamship, Savannah, crossed the Atlantic, 1818.</td>
</tr>
<tr>
<td>24</td>
<td>Thur.</td>
</tr>
<tr>
<td></td>
<td>First photograph of the Earth as seen from the moon was transmitted by satellite Orbiter I in 1966.</td>
</tr>
<tr>
<td>25</td>
<td>Fri.</td>
</tr>
<tr>
<td></td>
<td>British burned the White House in 1814. Americans used to shout, &quot;Give me liberty!&quot; Now we leave off the last word.</td>
</tr>
<tr>
<td>26</td>
<td>Sat.</td>
</tr>
<tr>
<td></td>
<td>Don't tell your troubles to others. Most of them don't care, and the rest are glad of it.</td>
</tr>
</tbody>
</table>

**Belden Center for Private Enterprise Education**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>Sun.</td>
</tr>
<tr>
<td></td>
<td>Ottmar Mergenthaler received a patent for his linotype machine in 1884.</td>
</tr>
<tr>
<td>28</td>
<td>Mon.</td>
</tr>
<tr>
<td></td>
<td>Oil production began commercially when Edwin Drake struck oil in Titusville, Pennsylvania in 1859.</td>
</tr>
<tr>
<td>29</td>
<td>Tue.</td>
</tr>
<tr>
<td></td>
<td>Health and good humor are to the human body as sunshine is to vegetables. Jean Baptiste Massillon</td>
</tr>
<tr>
<td>30</td>
<td>Wed.</td>
</tr>
<tr>
<td></td>
<td>Automobile pioneer Charles Kettering born, 1876. One can't climb the ladder of success with his hands in his pockets.</td>
</tr>
<tr>
<td>31</td>
<td>Thur.</td>
</tr>
<tr>
<td></td>
<td>Every survival kit should include a sense of humor—a tonic for mind and body—the best antidote for anxiety.</td>
</tr>
</tbody>
</table>

**SEPTEMBER**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fri.</td>
</tr>
<tr>
<td></td>
<td>Labor is an unpleasant necessity to obtain the most return for the least effort. Adam Smith, <em>Wealth of Nations</em></td>
</tr>
<tr>
<td>2</td>
<td>Sat.</td>
</tr>
</tbody>
</table>
AMERICAN INCENTIVE SYSTEM ALMANAC

3 Sun.  SEPTEMBER

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

4 Mon.  

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

5 Tue.  

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

6 Wed.  

Nice guys don’t finish last. Nice guys are winners before the game ever starts.

7 Thur.  

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

8 Fri.  

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

9 Sat.  

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

Belden Center for Private Enterprise Education

A DAILY CHRONICLE OF ENTERPRISE

10 Sun.  SEPTEMBER

Grandparent’s Day -- If we had known grandkids were so great, we would have had them first!

11 Mon.  

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

12 Tue.  

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

13 Wed.  

How to get rich? Buy good stock, hold it till it goes up, then sell it. If it doesn’t go up, don’t buy it. Will Rogers

14 Thur.  

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

15 Fri.  

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

16 Sat.  

Washington laid the cornerstone of the Capitol in 1793.

Harding University  Searcy, Arkansas
17 Sun. SEPTEMBER

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

18 Mon.

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

19 Tue.

It is a socialist idea that making profits is a vice. I consider the real vice is making losses. \textit{Winston Churchill}

20 Wed.

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

21 Thur.

\textbf{Fall Begins} -- in the fall, the family that rakes together, aches together.

22 Fri.

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

23 Sat.

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.

Belden Center for Private Enterprise Education

24 Sun. SEPTEMBER

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

25 Mon.

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

26 Tue.

Samuel Adams, American patriot, born in 1722.

27 Wed.

First night football game played at Mansfield, Pennsylvania in 1892 -- 22 men fighting over a bag of wind.

28 Thur.

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

29 Fri.

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

30 Sat.

The 2000 Fiscal Year starts today. Don't think of it as the Federal Budget, rather the box that inflation came in.
Liberty means responsibility. That is why most men dread it. 
George Bernard Shaw

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

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

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

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.

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

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

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

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

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

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

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

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

Kids say, "Variety is the spice of life"—but monotony buys the groceries. Amen, moms and dad?
<table>
<thead>
<tr>
<th>AMERICAN INCENTIVE SYSTEM ALMANAC</th>
<th>A DAILY CHRONICLE OF ENTERPRISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun.</td>
<td>OCTOBER</td>
</tr>
<tr>
<td>15</td>
<td>Sun.</td>
</tr>
<tr>
<td>Alfred Nobel, inventor of dynamite, Swedish philanthropist and founder of the Nobel Prize, was born in 1833.</td>
<td>If communism is so wonderful, why was Russia reluctant to take down its Iron Curtain and put in some picture windows.</td>
</tr>
<tr>
<td>Mon.</td>
<td>22</td>
</tr>
<tr>
<td>If you have never been amazed by the very fact that you exist, you are squandering the greatest fact of all.</td>
<td>23</td>
</tr>
<tr>
<td>Tue.</td>
<td>23</td>
</tr>
<tr>
<td>Wed.</td>
<td>24</td>
</tr>
<tr>
<td><strong>Boss’ Day</strong> — Office Rule #1—The Boss is always right. Office Rule #2—If the Boss is ever wrong, consult Rule #1.</td>
<td>True happiness is not the absence of conflict, but the ability to cope with it.</td>
</tr>
<tr>
<td>Thur.</td>
<td>25</td>
</tr>
<tr>
<td>Even a virtuous life has its risks. The couple who goes to bed early to save candles ends up with twins.</td>
<td>Blackest day in stock market history. Prices collapsed in 1929, signalling the start of an economic depression.</td>
</tr>
<tr>
<td>Fri.</td>
<td>26</td>
</tr>
<tr>
<td>Albert Einstein came to the U.S. in 1933, a Jew unwelcome in Nazi Germany. History moves in strange ways.</td>
<td>Blessed is he who is too busy to worry in the daytime and too sleepy to worry at night.</td>
</tr>
<tr>
<td>Sat.</td>
<td>27</td>
</tr>
<tr>
<td>Mary Roebling is first woman stock exchange director in 1958.</td>
<td>In 1870, the U.S. Weather Bureau made its first observation, and weathermen started buying malpractice insurance.</td>
</tr>
<tr>
<td><strong>Beiden Center for Private Enterprise Education</strong></td>
<td>28</td>
</tr>
<tr>
<td><strong>Harding University Searcy, Arkansas</strong></td>
<td>Sat.</td>
</tr>
</tbody>
</table>
### AMERICAN INCENTIVE SYSTEM ALMANAC

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 Sun.</td>
<td><strong>OCTOBER</strong> Daylight Savings Time Ends</td>
</tr>
<tr>
<td>30 Mon.</td>
<td>If you're a politician, voting booths are very symbolic. For some, it's levers of power. For others, it's curtains.</td>
</tr>
<tr>
<td>31 Tue.</td>
<td><strong>HALLOWEEN</strong> - Why do kids dress up like monsters? Is it because they prefer to be with their own kind?</td>
</tr>
<tr>
<td>1 Wed.</td>
<td>I know only two tunes; one of them is Yankee Doodle, and the other isn't. Ulysses S. Grant</td>
</tr>
<tr>
<td>2 Thur.</td>
<td>Some see private enterprise as a tiger to shoot or a cow to milk. It's a healthy horse, pulling a sturdy wagon. Churchill</td>
</tr>
<tr>
<td>3 Fri.</td>
<td>Let us remember that our national unity is a most priceless asset. Gerald Ford</td>
</tr>
<tr>
<td>4 Sat.</td>
<td>Marxism has not only failed to promote human freedom. It has failed to produce food.</td>
</tr>
</tbody>
</table>

---

### A DAILY CHRONICLE OF ENTERPRISE

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Sun.</td>
<td><strong>NOVEMBER</strong> Poverty is not dishonorable in itself, but only when it comes from idleness, intemperance, extravagance, and folly.</td>
</tr>
<tr>
<td>6 Mon.</td>
<td>First U.S. automobile patent was granted to George B. Selden in Rochester, New York, in 1895.</td>
</tr>
<tr>
<td>7 Tue.</td>
<td><strong>Election Day</strong> - U.S. Constitution set the first Tuesday after the first Monday in November as Federal Election Day.</td>
</tr>
<tr>
<td>8 Wed.</td>
<td>Voting is that brief, glorious moment that separates your saying &quot;What shall I do?&quot; and &quot;What have I done?&quot;</td>
</tr>
<tr>
<td>9 Thur.</td>
<td>When it is a question of money, everybody is of the same religion. Voltaire</td>
</tr>
<tr>
<td>10 Fri.</td>
<td>Nearly all men can stand adversity, but if you want to test a man's character, give him power. Abraham Lincoln</td>
</tr>
<tr>
<td>11 Sat.</td>
<td><strong>Veteran's Day</strong> - God grants liberty to those who love it, and are ready to guard and defend it. Daniel Webster</td>
</tr>
</tbody>
</table>

Belden Center for Private Enterprise Education

Harding University  Searcy, Arkansas
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Sun.</td>
<td>Drive-in banking inaugurated in 1946. Rags make paper; paper makes money; money makes banks; banks make loans; loans make poverty; poverty makes rags. Coxey</td>
</tr>
<tr>
<td>13 Mon.</td>
<td>Canadian physician Frederick Grant Banting, famous for discovering insulin, was born in 1891.</td>
</tr>
<tr>
<td>14 Tue.</td>
<td>Articles of Confederation approved by Congress in 1777. Good government cannot exist beside bad politics.</td>
</tr>
<tr>
<td>15 Wed.</td>
<td>All work and no play makes Jack a dull boy—and Jill a wealthy widow. Evan Esar</td>
</tr>
<tr>
<td>16 Thur.</td>
<td>Federal Reserve Bank System opened in 1914 to promote full employment, stable prices, and economic growth.</td>
</tr>
<tr>
<td>18 Sat.</td>
<td>Remember that the faith that moves mountains always carries a pick.</td>
</tr>
</tbody>
</table>

**AMERICAN INCENTIVE SYSTEM ALMANAC**

**A DAILY CHRONICLE OF ENTERPRISE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 Mon.</td>
<td>Employee's time recorder was patented by Willard Bundy in 1888. So, give a day's work for a day's pay.</td>
</tr>
<tr>
<td>21 Tue.</td>
<td>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.</td>
</tr>
<tr>
<td>22 Wed.</td>
<td>To us, tomorrow is Thanksgiving. To a turkey, it is planned obsolescence; it has one foot in the gravy.</td>
</tr>
<tr>
<td>23 Thur.</td>
<td>Thanksgiving Day — First National Thanksgiving Day proclaimed by President George Washington in 1789.</td>
</tr>
<tr>
<td>24 Fri.</td>
<td>The Election Day and Thanksgiving come the same month. One town voted for turkeys and stuffed the ballot boxes.</td>
</tr>
<tr>
<td>25 Sat.</td>
<td>We have committed the Golden Rule to memory; let us now commit it to life.</td>
</tr>
<tr>
<td>Date</td>
<td>Event/Quote</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
</tr>
<tr>
<td>Sun. 26</td>
<td>NOVEMBER</td>
</tr>
<tr>
<td>26 Sun.</td>
<td>A good man doubles the length of his existence. To live so as to look back with pleasure on life is to have lived twice.</td>
</tr>
<tr>
<td>Mon. 27</td>
<td></td>
</tr>
<tr>
<td>27 Mon.</td>
<td>What have you done for liberty? If nothing, what can freedom mean to you? William Jennings Bryan</td>
</tr>
<tr>
<td>Tue. 28</td>
<td></td>
</tr>
<tr>
<td>28 Tue.</td>
<td>In every adversity, there are seeds of an equal or greater opportunity. Clement Stone</td>
</tr>
<tr>
<td>Wed. 29</td>
<td></td>
</tr>
<tr>
<td>29 Wed.</td>
<td>Philadelphia Savings Fund Society in 1816 became the first U.S. bank. He is poor who has nothing but money. Holzblass</td>
</tr>
<tr>
<td>Thur. 30</td>
<td></td>
</tr>
<tr>
<td>30 Thur.</td>
<td>It is well that war is so terrible, or we should grow too fond of it. Robert E. Lee</td>
</tr>
<tr>
<td>Fri. 1</td>
<td>DECEMBER</td>
</tr>
<tr>
<td>1 Fri.</td>
<td>A visitor to N.Y. City asked a pedestrian: &quot;How do I get to Carnegie Hall?&quot; The response: &quot;Practice, practice, practice.&quot;</td>
</tr>
<tr>
<td>Sat. 2</td>
<td></td>
</tr>
<tr>
<td>Sun. 3</td>
<td>DECEMBER</td>
</tr>
<tr>
<td>3 Sun.</td>
<td>The only thing necessary for evil to triumph is for good people to do nothing. Edmund Burke</td>
</tr>
<tr>
<td>Mon. 4</td>
<td></td>
</tr>
<tr>
<td>4 Mon.</td>
<td>The folding theater chair was patented, in 1854, by Aaron H. Allen of Boston, Massachusetts.</td>
</tr>
<tr>
<td>Tue. 5</td>
<td></td>
</tr>
<tr>
<td>5 Tue.</td>
<td>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</td>
</tr>
<tr>
<td>Wed. 6</td>
<td></td>
</tr>
<tr>
<td>6 Wed.</td>
<td>Life expectancy increased 44% in this century. That speaks well of free enterprise. May you live all the days of your life.</td>
</tr>
<tr>
<td>Thur. 7</td>
<td></td>
</tr>
<tr>
<td>7 Thur.</td>
<td>Japan bombed Pearl Harbor, 1941. In the war against inflation, there are neither hawks nor doves—just pigeons.</td>
</tr>
<tr>
<td>Fri. 8</td>
<td></td>
</tr>
<tr>
<td>8 Fri.</td>
<td>Some are born great, some achieve greatness, and some have greatness thrust upon them. Shakespeare</td>
</tr>
<tr>
<td>Sat. 9</td>
<td></td>
</tr>
<tr>
<td>9 Sat.</td>
<td>Eli Whitney, inventor of the cotton gin, born 1765. He also introduced and mass-produced interchangeable parts.</td>
</tr>
<tr>
<td>Date</td>
<td>AMERICAN INCENTIVE SYSTEM ALMANAC</td>
</tr>
<tr>
<td>------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>10 Sun.</td>
<td>DECEMBER</td>
</tr>
<tr>
<td>11 Mon.</td>
<td>Life is like an onion: we peel it off one layer at a time, and sometimes we weep.</td>
</tr>
<tr>
<td>12 Tue.</td>
<td>The highest reward for a person's toil is not what they get for it, but what they become by it. John Ruskins</td>
</tr>
<tr>
<td>13 Wed.</td>
<td>Screw patent in connection with a machine for making screws granted to David Wilkinson of Rhode Island, 1798.</td>
</tr>
<tr>
<td>14 Thur.</td>
<td>Orville Wright made first heavier-than-air flight in Kitty Hawk, North Carolina, in 1903.</td>
</tr>
<tr>
<td>15 Fri.</td>
<td>Bill of Rights ratified, 1791. Politicians think of the next election; statesman consider the next generation.</td>
</tr>
<tr>
<td>16 Sat.</td>
<td>The Continental Army camped at Valley Forge, Penn., 1777. Take away the chance to lose, and you lose the right to win.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>A DAILY CHRONICLE OF ENTERPRISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 Sun.</td>
<td>DECEMBER</td>
</tr>
<tr>
<td>18 Mon.</td>
<td>Being the President of the United States is like being Santa Claus. Things get dumped in your lap 365 days a year.</td>
</tr>
<tr>
<td>19 Tue.</td>
<td>This is the magic time of the year when the neighbors run in, the batteries run down, and the bills run up.</td>
</tr>
<tr>
<td>20 Wed.</td>
<td>Winter Begins — Winter's promise: Everything's going to be all &quot;white.&quot;</td>
</tr>
<tr>
<td>21 Thur.</td>
<td>During the holiday season every home in America could use a bathroom scale that's seasonally adjusted.</td>
</tr>
<tr>
<td>22 Fri.</td>
<td>Real charity doesn't care if it's tax deductible or not.</td>
</tr>
<tr>
<td>23 Sat.</td>
<td>Don't let dry eyes, hard noses, and cold feet keep you from being a servant to others.</td>
</tr>
</tbody>
</table>
This is the night when, calling the North Pole, you get a message, "Hi, this is Santa, I'm not in right now but..."

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.

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

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

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

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

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

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

Harding University Searcy, Arkansas
<table>
<thead>
<tr>
<th>YEARSCOPE</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>JULY</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>AUGUST</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>SEPTEMBER</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>OCTOBER</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>NOVEMBER</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td>DECEMBER</td>
</tr>
<tr>
<td>Name</td>
<td>Street</td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>May</th>
<th>September</th>
<th>2001</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>June</th>
<th>October</th>
<th>2001</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>January</th>
<th>May</th>
<th>September</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>February</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>March</th>
<th>July</th>
<th>November</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2000</th>
<th>April</th>
<th>August</th>
<th>December</th>
</tr>
</thead>
</table>
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 sponsor of Economics Teams that have won First Place in national Students in Free Enterprise competitions on six occasions.

Listed in the Heritage Foundation's current Guide to Public Policy Experts, Dr. Diffine is the author of several books and approximately 90 articles. 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.

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 1995, Diffine received the Champion of Enterprise Award and became the first inductee into the National Students In Free Enterprise Hall of Fame in Kansas City. In 1988, the First Annual Distinguished Scholar Award was presented to Dr. Diffine in Cleveland, Ohio, by the Association of Private Enterprise Education. The Wal-Mart Foundation has also designated him as a Samuel Moore Walton Free Enterprise Fellow.

Dr. Diffine has provided Congressional testimony on business problems, economic impact statements, and inflation-recession dilemmas. A member of the International Platform Association and an economic humorist, he is a frequent speaker for conventions, stockholders' meetings, and chambers of commerce.