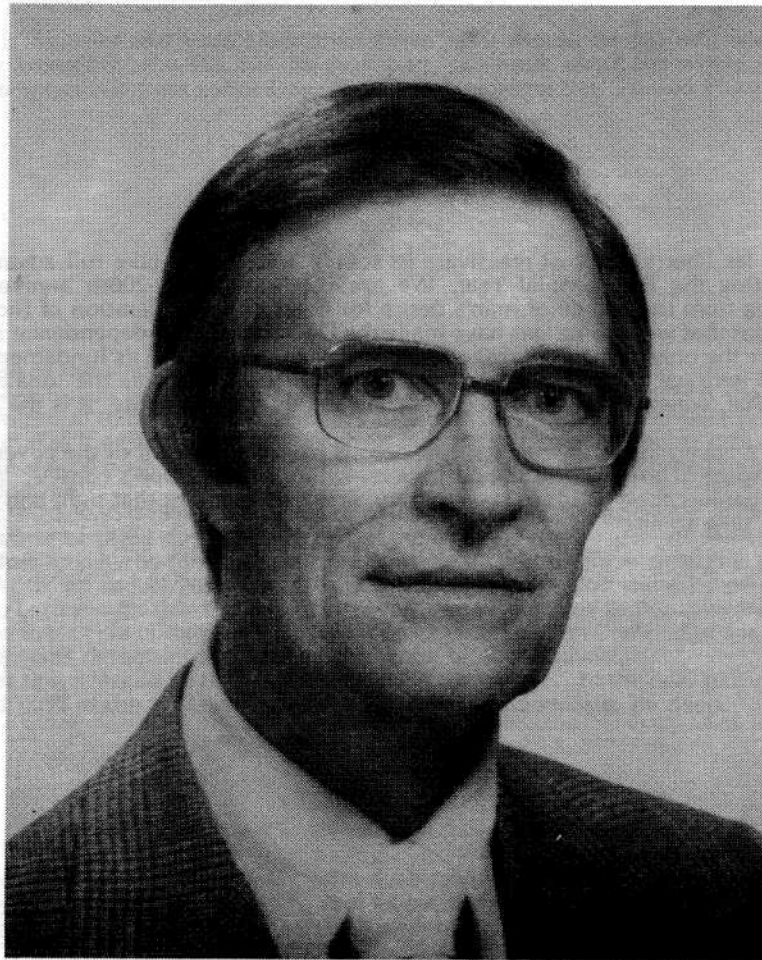


RIGGS



Your "SALESMAN OF LIBERTY"

The Challenge

Libertarianism has been frequently described as an idea whose time has come. Indeed it has. From all parts of the political spectrum (Reagan, Wallace, Ford, Proxmire, Brown) one hears words which boil down to: "The government can't cut it; you citizens had better start running your own lives."

Their problem, however, is that the majority of the politicians and citizens really wish the government **could** cut it (people don't like to admit that an establishment in which they've invested their lives or committed their trust is going bankrupt). There's desperation behind the brave words because, after decades of ever-increasing governmental power, they've lost their fundamental desire for liberty. Our challenge is to restore that desire.

Our Response

To restore the desire for liberty we must reactivate its source. We should take full advantage of the fact that Americans are celebrating the Bicentennial Year. We are celebrating the 200th anniversary of the greatest document ever to spring from the source of man's desire for liberty: the Declaration of Independence.

I would make it obvious that we Libertarians have made the Declaration of Independence **our** document and, by restoring it to life, we are the only party properly celebrating its anniversary and its fundamental principles. We are rekindling the American heritage that the sole purpose of government is to secure the "unalienable rights" of each individual citizen and that, when government becomes destructive of its purpose, it is the right of the people to alter it.

We are showing why a government deriving its "just powers from the consent of the governed" is a government which has **no** right to dispose of any person's life or property without that person's consent. We are making it plain that all other parties, whatever their words to the contrary, grant government that right and have thus produced a government which it is time to alter.

Our Goal

Our goal is a society wherein all members respect each other. However, I come from the West where I once heard an old-timer say, "I shore like this bunch 'cuz we all look at each other with a proud eye." I like the style of that old-timer, so I'll state our ultimate goal his way "An America where we all look at each other with a 'proud eye'."

Implicit in all this, of course, is that each individual must have the liberty to earn respect before any proud eye can find something to look at. There must be no unearned penalties in any person's journey to achieve respect, and there certainly must be no unearned rewards. Since we are convinced our current governmental structure at all levels .. local, state, and federal .. is almost exclusively devoted to inflicting unearned penalties and grandly distributing unearned rewards, we go into this campaign to restore liberty by altering the destructive mechanism standing between us and our goal.

The Objectives

The objectives in this campaign would be:

1. Convince the electorate that they would also want to achieve the goal of an America where we all look at each other with a 'proud eye'.
2. Convince the electorate that the governmental mechanism we have now will prevent us from ever achieving that goal.
3. Lay out a logical and believable action plan for altering that mechanism.
4. Convince the electorate that we all should be the workers doing the job and that the main duty of the President would be to encourage them while at the same time staying out of their way.

The objectives should be pursued in two phases. Phase One should be a "Libertarian Party Recruiting Drive" geared toward those who understand that there are problems but don't understand the degree to which these problems are caused by unjust government. Some of these are still trying to do something about it and some have reluctantly given up.

Phase two should be a "Register and Vote Libertarian Drive" and should be geared toward those people who know there's something wrong but who are, for the most part, apathetic about the whole situation.

Phase One would be emphasized from Labor Day '75 to Independence Day '76 and Phase Two from then until Election Day.

The Electorate

We should recruit those of the electorate who want to be proud of themselves and others but can't quite shake the uneasiness they've been taught to have about that noble emotion. That uneasiness is shown by the multitudes of people who'll say, "I'm proud to be an American!" because that puts pride on a collective and seemingly more acceptable basis. It also makes it easier to think that part of being an American is being proud of our government, no matter how unjust. We should push them over the edge and have them say, "I'm proud to be ME and that's what being an American is all about!"

We should also recruit those who'd like to be proud of being Americans but who hold back because they realize there isn't much to be proud of these days and who have the anxious feeling they're somehow responsible. We should relieve them of their anxiety by telling them they have been unwittingly responsible. They have been supporting, or going along with, an unjust government which bestows rewards on some by penalizing others.

We should point out to both groups that the only just government is one which provides the legal framework for a Society of Contract and that pride comes from the exercise of the most honorable and fundamental practice of that Society: Granting rewards determined by the performance of each individual.

We should then suggest that it would be to their benefit to "Come on over" to the only party committed to a Society of Contract by word, and in the contract with their Presidential Candidate, by deed.

The Electorate II

We should seek the votes of those people who know there's something wrong but who are apathetic about the political process. We should attempt the difficult task of convincing these people to be proud of themselves. After all, they've accepted as part of their life style that "important people have always pushed us around so we just gotta get used to it." We should simply ask them over and over again, "Who are these 'important people' who can push you around? Who says you gotta get used to it? Vote for Libertarians who say **you** are the most important person in your life and that nobody pushes anybody."

The Campaign

I propose a procedure for us to choose the issues of the 1976 campaign and have this choice guaranteed by contract. After all, a contract is for mutual benefit, and since all of you have your own priority list of issues derived from our Platform, you should be involved in choosing the national, regional, and state issues which you would want your Presidential Candidate to address. He should work with:

1. The Executive Committee to determine the national issues
2. Regional groups composed of the Regional Reps and State Chairpersons from the region to determine which regional issues to emphasize.
3. State groups composed of the State Chairperson and Delegates to determine the state issues.

Thus each person who would have participated in the convention would be directly involved in determining what issues should be discussed where and when. All of these groups would be active throughout the campaign.

I also propose that state groups include state candidates, or their representatives, in the deliberations. National campaigning would be much more effective if done in cooperation with state candidates.

The Issues

These are well spelled out in the 1974 Platform and should be emphasized as follows:

1. The issues listed under Trade and the Economy and under Domestic Ills should come first since the more immediate and easily perceivable threat to liberty comes from restricting our economic freedom.
2. The issues under Individual Rights and Civil Order should be addressed as necessary to remind the voters that they are indeed sovereign citizens. Solving our economic problems would mean little if we still had to put up with self-righteous officials prying into our personal affairs.
3. Foreign Policy issues are extensions of 1. and 2. above and should be discussed as such.

I recommend we approach these issues by describing most of the items in our Platform as the "Should-Eventually-Be-Dones" and detail the intermediate "Could-Now-Be-Dones" leading to these ends. The bulk of the people we're trying to reach want to see a road starting right under their feet leading to those requirements of a free society contained in our Platform.

An example of a "Should-Eventually-Be-Done" would be the elimination of the Federal Reserve System. A "Could-Now-Be-Done" would be to deny the Federal Reserve the power to issue Federal Reserve notes.

Another example would be the repeal of all compulsory education laws. The intermediate step would be the elimination of Federal subsidies to schools.

The Contract

As your, Presidential Candidate, I would want to be a man of Liberty: a man who wants his relationships with others to be voluntary ones with mutual respect and mutual benefit. By establishing a contract with the Libertarian Party I would be demonstrating this fundamental requirement of liberty. I would be matching my words with my actions in a most effective way. I would be the man you've hired to be your Salesman of Liberty.

More information on the above, including a copy of the draft contract, is contained in the Riggs for President Proposal Package available at cost (\$1.00) at the Riggs Campaign Booth next to the Soap Box. If you have questions concerning any of Riggs' proposals, leave your name at the booth so a get-together with Guy can be arranged.