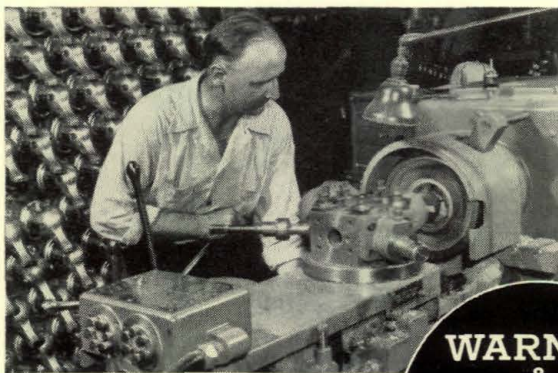


You can't kill profit until you've killed freedom

EVEN IF YOU ABOLISHED the profit-and-loss system in America and installed it in Russia, in a short while it would be back in America and dead in Russia. The profit-and-loss system is not something you decide to have or not have—it is something that can't help but arise in a country which has liberty—it grows in



liberty just as surely as grain grows in sunshine.

When you are free, the human desire to improve your lot and that of your family shows itself. To improve your own lot, you have to do something better than others do it. If you succeed, you benefit (make a profit) and in the process you benefit the public, too. If you do not succeed, you don't benefit but you can always try again if you have the character.

In this act of *expressing your liberty* you have *created* the profit-and-loss system. Liberty made you free to work in your best way . . . to be enterprising. Maybe that's why it's called "free enterprise."

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