

30 Years of Aims of Industry



'DAMMIT ALL, SIR, IF AIMS
OF INDUSTRY SPELL
NATIONALISATION WITH A 'Z'
THAT'S GOOD ENOUGH FOR ME!'

Aims of Industry

Was founded just 30 years ago. It was the first, and still is the only, organisation established exclusively to foster understanding of free enterprise, its contribution to the economy, its responsibilities and its problems. This booklet sets out some of the milestones in Aims of Industry's history.

1942

Aims of Industry founded by Lord Perry of Stock Harvard (chairman of Ford Motor Co.), with

- S B Askew
- A N Mobbs
- Sir Felix Pole
- J Arthur Rank
- J V Rank
- H G Starley
- Sir George Usher
- Garfield Weston

First donations raised from industry by Hubert Starley.
First home in Carteret Street, Westminster.

End of War

Expansion of staff and facilities. These included:

- Campaign functions
- Industrial films library/exhibition
- Editorial Department
- Recorded discussions
- Speakers' panel
- Parliamentary liaison
- Film production
- Research.

Monthly magazine, "The Industrial Digest", started; name soon changed to "The Voice of Industry".

Cartoon-style economic facts for workers produced.

Annual analysis of claims on company profits, "The Earnings of Industry", published.



October, 1976 No 30,956

IT IS OCTOBER, 1976 . . . Britain has had for years a Government dedicated to a policy of ever-increasing nationalization, "planning" and control under which Free Enterprise has withered . . . NOW READ ON



WIDER CLAUSE 4 TO STOP LOOPHOLES

Miss 1976



Every time the Daily State woman reader will seem to be yearning for this sparkling new style from the exclusive Westminster collection for '76. A model for married and afternoon wear and perfect for the functions and State occasions, it's a "Miss" who can model tailored for every woman in the latest fashion and be Westminster's top customer. It's beautifully tailored, State-women inspired, it is the only one of a kind, it's exclusive, it's a "Miss" who can model tailored for every woman in the latest fashion and be Westminster's top customer.

Mark of Fred Tipton
Hundreds of the designs of the Westminster collection has so far been kept secret. But the stark, business-like lines suggest the work of Fred Tipton, a designer of female fashions.

It's Tipton's spring to fame with his collection of State ladies' wear. He is also the official designer for the State's latest planning charts.

'Too many aspects of life escaping net'

A SENSATIONAL disclosure by the Prime Minister that the Government were considering "as a matter of urgency" the extension of Clause Four was received with great enthusiasm by the conference of the National Union of State Administrators.

"Clause Four calls for the common ownership of the means of production, distribution and exchange," the Prime Minister told the N.U.S.A., Britain's largest union.

"As you know, we have implemented this policy to the hilt. There is no industry which is not subject to rigid State control in some form or another.

"But many aspects of British life are still escaping through the net."

The Prime Minister pointed out that Clause Four did not necessarily include such activities as sport, art, music, entertainment, and so on.

WIDE SCOPE
The new definition he had in mind was "the common ownership of the means of production, distribution, exchange, and anything else."

He was hoping by Mr. Wilson's "wide" a member of

BY THE STATE CORRESPONDENT

National Computing Branch, that administration had stopped short at industry and commerce.

Mr. Trade expressed himself delighted with the Prime Minister's statement. "We are proud to have been a part of a number of the N.U.S.A."

The Government will not be using the new definition of Clause Four, however, for the next election.

"We must be just about to bring in direct nationalization," quipped the Prime Minister to laughter from the audience. "Why should we discuss what we are going to do now?"

WOMAN BITES INSPECTOR

A CLOTHING inspector who was bitten on the hand by a woman who was inspecting his work, has been reported to the police.

The woman had been inspecting his work for some time when she bit him on the hand.

The inspector is now being treated in hospital for his injuries.

The woman is now being held in custody for further questioning.

The new drink of our time!
"BOOZE"
STATE-BOTTLED BEER



There's nothing to compete with it!
Only 9/6 a bottle & 10 coupons

The Daily State, a one-off parody newspaper produced in the Nineteen-Sixties, recording life as it might be in the future after years of spreading bureaucratic controls

The Post-war Labour Governments

Government started to nationalize basic industries. Aims of Industry became involved in defence of free enterprise against encroaching State ownership.

First active fight in 1947: against Bill to nationalize railways and long-distance road haulage; co-operation with threatened industries.

Successful fight against proposals to nationalize cement and sugar refining; famous Mr Cube campaign — classic of concerted campaigning — conducted jointly with sugar industry.

Campaign against expansion of municipal trading.

Campaign against bureaucratic interference in free enterprise.

Campaign against steel nationalization.



**IF
THE STATE
TAKES OVER...**

IF YOU WHO STAND TO LOSE ■ And you ■ State control of free enterprise firms will cost millions ■ New State companies will cost millions more ■ Make no mistake—it's you who'll have to pay if they take over ■ Free enterprise is fairer ■ It puts the customer first ■ It keeps prices keen ■ It encourages the right kind of competition ■ It gives you plenty of choice at home—and does a more efficient job than the State could ever do when it comes to selling British goods abroad ■ So it's up to you.

SAY NO TO NATIONALIZATION

ISSUED BY AIMS OF INDUSTRY IN DEFENCE OF FREE ENTERPRISE

The Tory Governments 1951-64

Campaign for denationalization of steel and road haulage.

Campaign for freeing of buying and marketing of imported meat, and basic commodities (eg wheat, cotton, sugar).

Campaign against continuation of wartime controls and unnecessary bureaucratic powers.

Campaign for raising of surtax threshold on earnings.

Campaign for better roads.

Campaign against increased government spending.

Campaign against rigorous use of industrial development certificates.

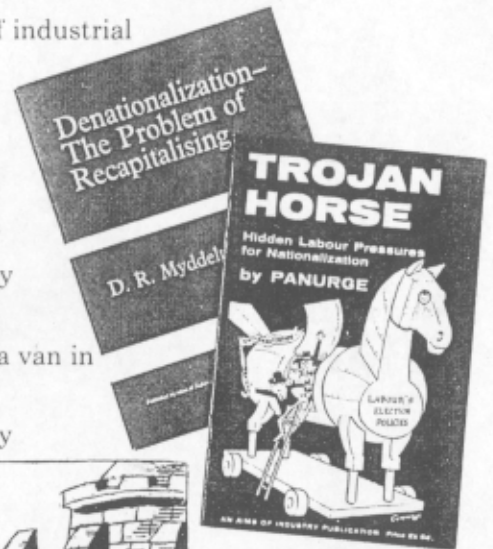
Campaign for independent television.

Campaign for modernisation and electrification of railways system.

Campaign against heavy company taxation.

Industrial film shows from cinema van in market places, etc.

Special committee set up to study



"OF COURSE I'M NON-PARTY AND NON-POLITICAL—DOWN WITH WILSON!"

With acknowledgments to Vicky and Evening Standard (London)

shareholding for workers: Bearer Share scheme recommended.

Brains Trusts presented in holiday camps, public halls, etc.

Headquarters moved to Fetter Lane.

First use of advertising for free enterprise in general election, as part of "teach-in" philosophy.

Door-to-door deliveries of leaflets instituted.

Intensified publication of studies and booklets.

Publication of books introduced: "The Case for Capitalism"; survey of prospects for British industry in EEC at time of UK's first application, resulting in "British Trade in the Common Market".

Large research projects undertaken on matters affecting free enterprise industry (fuel oil tax, postal services, transport, etc.).

"Aims" is customer for Post Office leaflets distribution service, causing strike of postal workers.

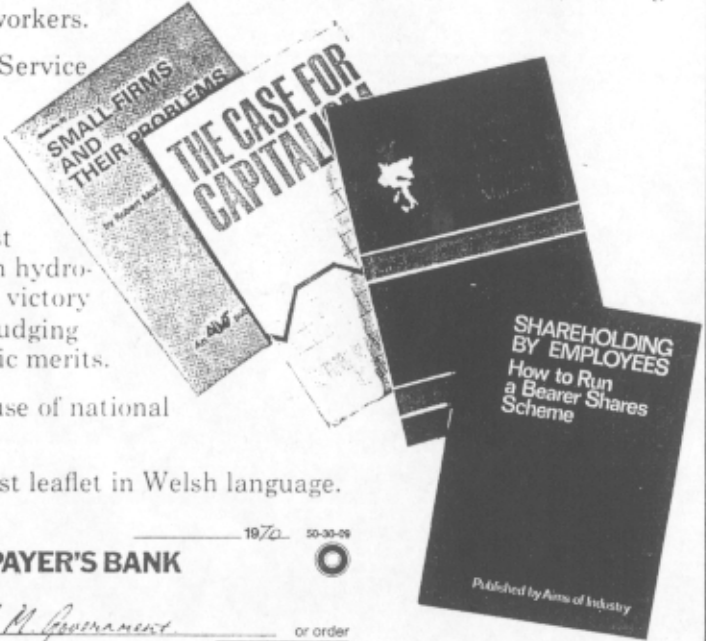
Industrial News Service introduced.

Overseas News Service introduced.

Campaign against wasteful Scottish hydro-electric schemes; victory for principle of judging plans on economic merits.

Introduction of use of national opinion polls.

Publication of first leaflet in Welsh language.



1970 50-30-26

TAXPAYER'S BANK

Pay *H.M. Government* or order

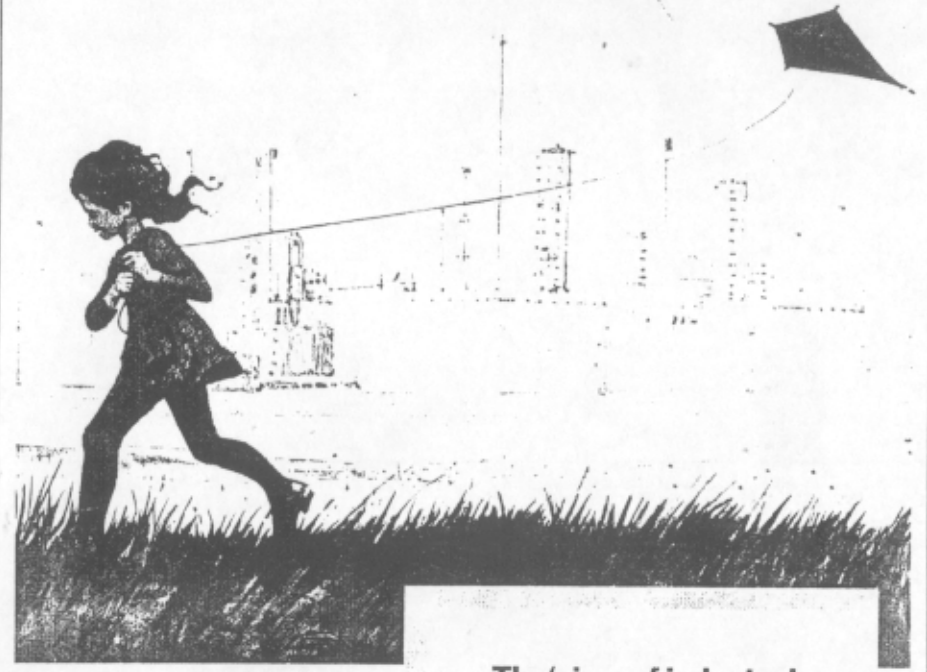
Yes, tax is being rationalized £2,100,000,000

industries in the last five years

L TAXPAYER
J. Taxpayer

4790064 50* 30074 03245001 11

"Industry should be responsible as well as enterprising"



A message from Sir John Reiss B.E.M. Chairman of Aims of Industry.



Some of the main aims of the Aims of Industry are to help small and medium-sized businesses to grow and to help them to become more competitive in the world market. This is done by providing them with information, advice and financial assistance. The Aims of Industry also helps to improve the standards of living of the people of the United Kingdom by promoting the growth of the economy.

The 'aims of industry'

Industry needs to be clear about its aims, its objectives and its responsibilities and should communicate them to managers, employees and to the public generally.

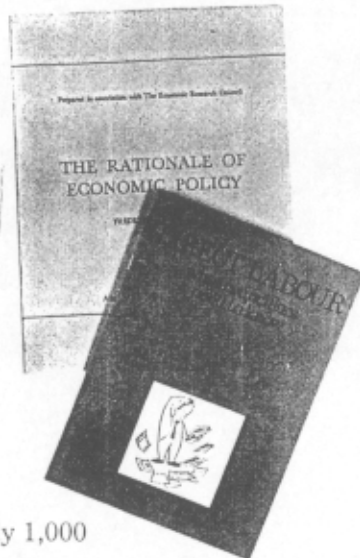
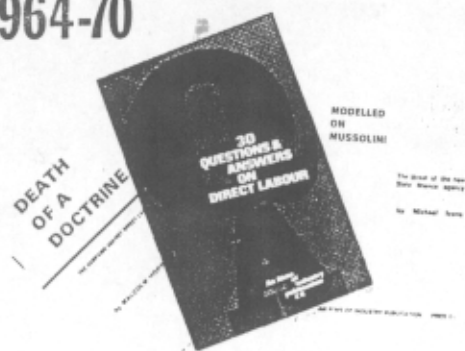
We put forward these aims as a possible help and stimulus to the owners and executive staff of public and private industry who want to define their aims in their own way. These aims, however, represent Aims of Industry's approach to a responsible and free enterprise economy.

1. To promote a free, fair, open and honest market and to improve the quality of life in Britain and other countries.
2. To provide effective competition in terms of quality, price and services.
3. To foster a healthy and stable employment, carry out industry's aims and responsibilities effectively, and reward shareholders, managers, workers, unions and Government.
4. To provide a means of capital to the future.
5. To recognize that industry's aims, will only be achieved if there is a full and co-operative working relationship between shareholders, managers, workers, unions and Government.
6. The aims of industry must include a full responsibility to the public, the customer, the employee, the taxpayer as well as to the shareholder.
7. Recognize the impact on society, the environment and the quality of life of industry's activities and systems, and to accept and practice responsibility for these. To accept a high standard of integrity and consideration for people in its operations.

Do you agree with this definition of industry's aims? If you have any suggestions or comments, please let us know.



The Labour Government 1964-70



"Galloping Nationalization" – list of nearly 1,000 companies with State participation.

Campaign against direct labour building by local authorities.

Campaign against establishment of Industrial Reorganisation Corporation.

Campaign against provisions of Transport Bill, 1968, affecting road haulage and extending powers of State sector.

Campaign against re-nationalization of steel; "cheque" showing cost distributed to public.

Campaign against extension of trading and manufacturing powers of State industries.

Regular consultation begun with European organisations for market economy and free enterprise.

Study produced of mechanics and costs of denationalizing.

Policy of nationalizing docks opposed.

Faulty economics of Government-imposed merger of Upper Clyde shipbuilding yards exposed.

Training of spokesmen for free enterprise in television techniques arranged.

Figures published of cost to companies of official forms and surveys.

Educational material produced on the nature of a company.

Tory Government 1970-?

Studies of problems of small firms.

Evidence to Bolton Committee on Small Firms.

First Free Enterprise Week, in Wolverhampton area.

Campaign for denationalization and reversal of Galloping Nationalization.

"Free Enterprise News" published in newspaper strikes.

Free enterprise postal service organised in Post Office strike.

Government's reversal of free enterprise faith highlighted; "Dead Ducks and Lambe Ducks" published.

Study of environmental responsibilities of industry (free enterprise and nationalized), government and ordinary people.

Steps inaugurated to tackle lack of general understanding of economic problems.

Monthly "Report on Industry on Television" launched to examine treatment of industry and business on television and radio.

Emphasis on responsibilities of industry; publication of the "aims of industry" – seven principles on which responsible free enterprise is conducted.

First shorts fired in campaign against "widest-ranging shopping list for nationalization ever seen" presented in Labour Party policy document for 1972 annual conference.

Steps taken to co-ordinate action by Aims of Industry and European organisations for market economy and free enterprise to press views at Brussels when Britain enters Common Market.

Some of the booklets published in the campaign against "creeping nationalization" of the building industry through specially protected municipal building departments. Official policy was reversed and these direct labour departments forced to face competition. (left)

Galloping Nationalization



STATE INTERESTS
IN BRITISH INDUSTRY

by Vernon Blandford & Edward Clarke

The 'aims of industry'

Industry needs to be clear about its aims, its objectives and its responsibilities and should communicate them to managers, employees and to the public generally.

We put forward these 'aims' as a possible help and stimulus to the analysis and clarification of policies. Each company will, of course, want to define its 'aims' in its own way.

These 'aims', however, represent Aims of Industry's approach to a responsible free enterprise economy:

To provide society with goods and services, and increase and develop choice, real living standards and the quality of life in Britain and other communities.

Provide effective competition in terms of quality, price and services.

Achieve reasonable profits in order to maintain, expand and modernise the organisation, maintain stable employment, carry out industry's aims and responsibilities effectively, and to reward shareholders – thus ensuring a readier flow of capital in the future.

Provide employment and to recognise that where possible work should make the fullest possible use of men and women's creative abilities, intelligence and experience. Enable men and women to achieve satisfying lives at work.

Recognise that industry's aims will only be achieved if there is a full, free and co-operative working relationship between shareholders, managers, workers, unions and Government.

The aims of industry must include a full responsibility to the public, the customer, the employee, the supplier, as well as to the shareholder.

Recognise the impact on society, the environment and the quality of life of industry's activities and operations, and to accept and practise responsibility for these. Accept a high standard of integrity and consideration for people in its operations.

Presidents of the Council

Lord Perry of Stock Harvard
Sir George Nelson
Lord Lyle of Westbourne
Sir George F Earle
Sir Ian D Lyle

Chairman of the Council

Sir John Reiss

Directors

E B Williams
Roger Sewill
E Bridges Webb
Michael Ivens

Who supports Aims of Industry

Companies and trade associations from these branches of commerce and industry are among our supporters:—

Advertising Agents	Machinery and Machine Tools
Agricultural Merchants	Mail Order
Aircraft	Management and Industrial Consultancy
Antiques, Fine Art, etc.	Matches
Bankers	Metals and Metal Goods
Brewers and Distillers	Millers and Bakers
Building Supplies	Motor Cars and Garages
Building and Civil Engineering Contractors	Musical Instruments
Cables and Telephones	Oil, Petrol and Lubricants
Caravans	Opticians
Cement and Concrete	Paint
Chambers of Commerce and Industry	Paper, Packing, Stationery
Chemicals	Photography and Films
Coal, Distribution, etc.	Plastics
Copper	Polish and Emulsion
Cork	Ports
Denture Manufacturers	Pottery
Department Stores and General Shops	Public Relations
Docks, Wharves, etc.	Publishing and Printing
Dyers, Cleaners and Laundries	Quarriers
Engineers – Electrical	Road Transport
Engineers – General	Ropes
Finance Houses and Trusts	Rubber
Food and Confectionery	Secretarial Training
Forwarding Agents	Shipping
Furniture	Signmaking
Glass	Soaps, Wax, etc.
Glue	Stockbrokers
Insurance and Stockbrokers	Surgical Instruments and Equipment
Interior Decorating	Tents
Iron and Steel	Textiles, Woollens, Spinners, etc.
Jewellers, Goldsmiths and Silversmiths	Timber
Land and Estate Developments	Tobacco
Leather and Footwear	Toy Manufacturers
	Warehousing
	Waste Reclamation
	Wigs

Some Testimonials

"They (Aims of Industry) chose to conduct propaganda which primarily reflected their pro-business views. By doing this, the officials could hardly have offered stronger testimony to their claim to give primary allegiance to an ideology of free enterprise rather than to immediate partisan goals."

(Prof. Richard Rose "Influencing Voters: A Study of Campaign Rationality"; Faber & Faber).

"No ordinary public relations firm could do the work of Aims of Industry. Day after day, in leaflets, advertisements, handouts to newspapers and magazines, in film shows and lectures, it sells the idea of capitalism. It has claimed to reach a million people a day through its different forms of propaganda. Aims of Industry would be happy if they could persuade the rank and file of the Labour Party that nationalisation is a bad thing and that it should be dropped from the party's policy."

(Tribune January, 1958)

Council of Aims of Industry 1972

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Chairman of the Council

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Director: Michael Ivens

The logo for Aims of Industry, featuring the word "AIMS" in a stylized, bold, sans-serif font. The letters are interconnected, with the 'A' and 'I' sharing a vertical stroke, and the 'M' and 'S' sharing a vertical stroke. The 'I' and 'M' are slightly taller than the 'A' and 'S'.

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