

POLITICS

RULES OF THE GAME

GET VOTES

you must not be concerned as to how you get them; just as long as you get them — how you get into office and stay there.

PROMISE ALL THINGS TO ALL PEOPLE

the masses are simpleminded and easily fooled. If you are not able to keep your promises be sure to place the blame where it belongs — on others and circumstances.

CAREFULLY GUARD THE RIGHTS OF THE BUSINESSMAN

after all, he has the money. Propaganda, favourable publicity - cost money. Besides, they always reward their 'friends'.

BE ONE OF THE "MASSES"

smile, shake hands and kiss babies. Be sure that they know that you are as mediocre as they are.

NEVER LET YOUR RIGHT HAND KNOW WHAT YOUR LEFT HAND IS DOING

play both ends against each other, but remain safely in the middle. You must foster and protect crime and vice because they good for business; yet, you must pretend to be a reformer for the sake of the "good" people.

NEVER GIVE SUCKERS AN EVEN BREAK

you must never pass a law unless it contains a loophole for "successful" people to slip through; while convincing the masses that it was for their benefit.

COLONIAL EXPLOITATION

Exploitation of the colonial's resources is accomplished, first, through enamoring the natives with trinkets; secondly, by trading cheap finished products for resources; and lastly, by shipping the technical know-how to the colonial.

QUALITY CONTROL

bureaucratic censorship

RELIGION

the opiate of the masses.

POLITICS

a special field of activity - the blind leading the blind.

HISTORY

not to be translated for public consumption except in the form of institutional propaganda.

ECONOMICS

the pathology of debt.

EXPEDIENCY

like a thank you after rape.

PARTICIPATORY BUREAUCRACY

when you are screwed and slapped with a service charge to boot.

FREEDOM

the right to do as you are told.

TRUDEAUMANIA

political masturbation.

PROSTITUTION

the service industries.

KEEP THE MASSES CONFUSED

never, never let the masses examine the real issues of the day.

TAX THE SUCKERS FOR ALL THE TRAFFIC WILL BEAR

try to stay away from direct taxes. Indirect taxes are much better - let crime "tax" the masses and you collect from crime. The masses want you to economize - so limit money spent on education, public health and research as they seldom are profitable and the masses neither understand nor appreciate their usefulness.

SKIMP ON WELFARE

the masses can be kept down easier when they are ignorant, superstitious and tired from working all day and living in poverty.

ALWAYS SUSTAIN THE LOYAL OPPOSITION

it comforts the masses.

PULL A JOHNSON

accuse your opponent of what you intend to do, condemn him for it, arouse resentment against him; then, go ahead and do it yourself, but be sure to describe the objectives and process with different rhetoric.

KEEP THE STATUS QUO INTACT AT ALL COSTS

you can afford to compromise but you can never let the masses obtain control because then its UP AGAINST THE WALL...

THREE SLOGANS

TO KEEP IN MIND

"WAR IS PEACE"

"FREEDOM IS SLAVERY"

"IGNORANCE IS STRENGTH"