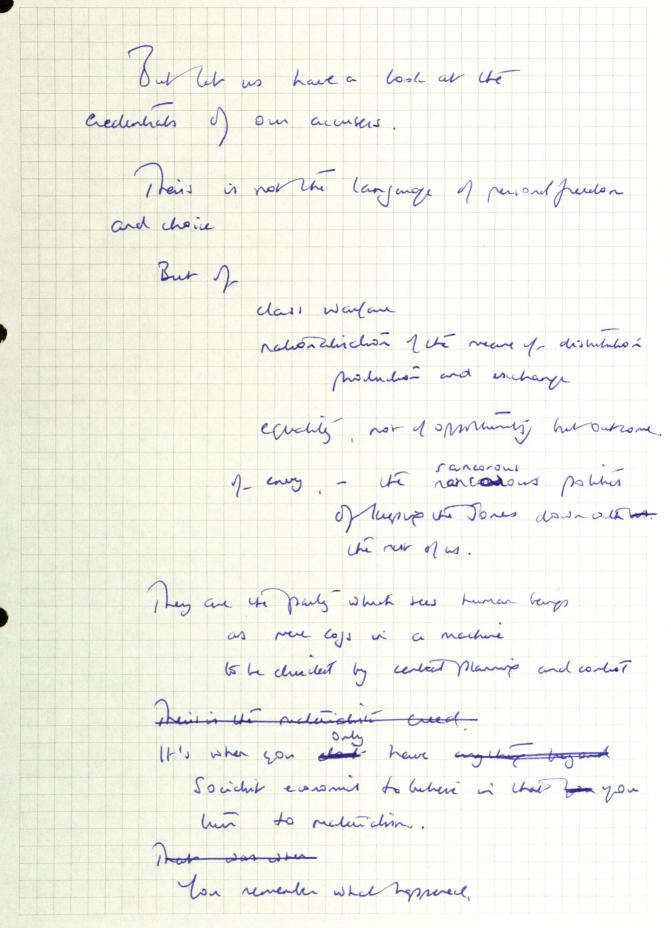
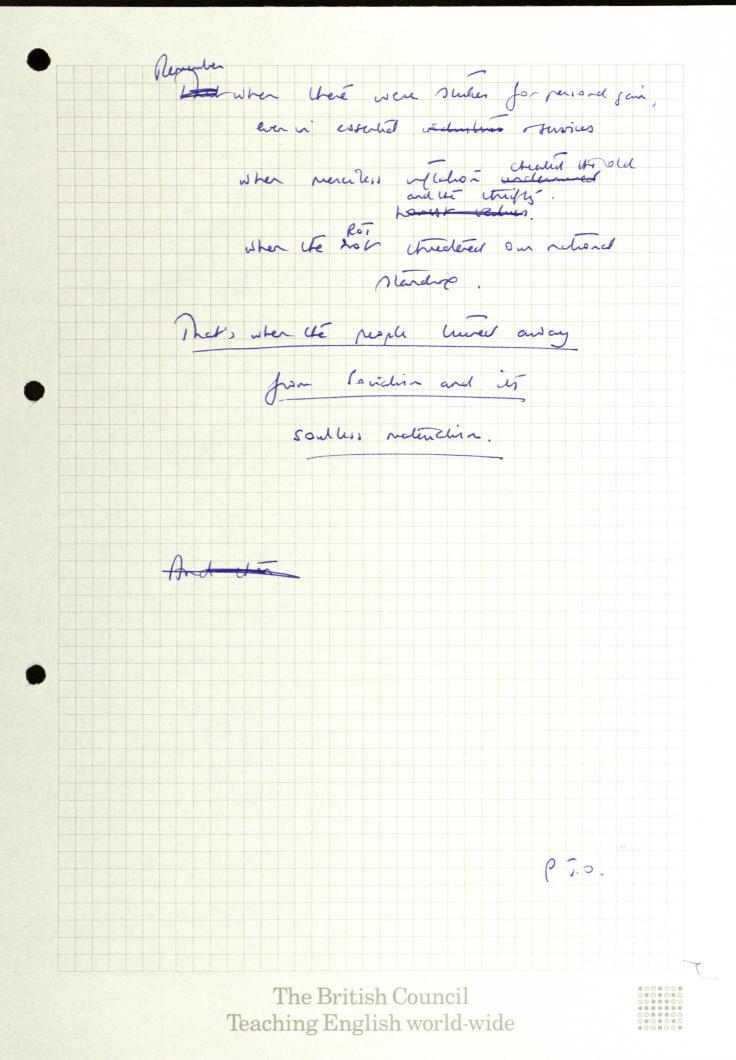
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FILE COPY

MATERIALISM - THE COMMUNITY

Nine years into this Conservative Government, everybody knows :

- that our policies work and Labour's don't

 that our policies have produced a standard of living undreamed of by our parents and a higher standard of social services than we have ever known.

The Japanese refer to it as our economic miracle - and who are we to argue?

I am glad that people are better off than ever before.

But we who strive to increase the prosperity of the nation and its citizens are now accused of materialism.

Surely the very purpose of life is to use the talents and abilities with which we are endowed, and for which we shall one day be accountable to improve the lot of our family.

And that means not only things which make for a more comfortable life, but those which bring a greater sense of security and independence which widen our horizons, and enable us to follow those artistic and scientific pursuits that are an end in themselves.

It is prosperity which offers <u>wider choice</u>. Our children can travel to see the treasures and way of life in other countries. Our older people enjoy more interests and comforts and only in times of prosperity can <u>culture</u> flourish and the <u>arts excel</u>. Classical Athens, Renaissance Italy, Elizabethan England, Seventeenth Century Holland, the Scotland of Adam Smith and David Hume - there were vital centres of trade and burgeoning wealth. At home ../..

Materialism

now - more people visit art galleries, theatres, concerts, great historic buildings and gardens.

Economic strength has given us the means to improve the community's services. Indeed, if you measure community concern by community spending - as Labour does - we win every race by several lengths.

And as the general wealth increases, the nation's deep-rooted generosity prompts more personal giving. Of course there will be some who don't care. But all those who do now have the money to make the difference. They have given over £9 billion [check] this year to boost charities, rebuild churches, help medical research and feed the hungry.

And it doesn't stop at individuals, many businesses are now giving a percentage of their profits to help the community in which they are situated.

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Materialism

What our critics call the materialistic society has turned out to be the generous society.

[or

What our critics called materialism has turned out to be generosity.]

But let us have a look at the credentials of our accusers.

Theirs is not the language of personal freedom and choice. But of:

- class warfare
- nationalisation of the means of distribution,

production and exchange

- equality, not of opportunity but outcome
- of envy the rancorous politics of keeping

the Joneses down with the rest of us.

Materialism

They are the party which sees human beings as mere cogs in a machine to be directed by central planning and control.

It's when you only have socialist economics to believe in that you turn to materialism.

You remember what happened.

Remember when there were strikes for personal gain, even in essential services, when merciless inflation cheated the old and the thrifty, when the rot threatened our national standing.

That's when the people turned away from Socialism and its soulless materialism.

INDIVIDUAL AND THE COMMUNITY

And then our opponents suggest that individual success is selfish and at the expense of the community.

But personal success does not undermine the community, it enhances it.

The worth of a nation depends on its people's energy and talent. When men and women are held back, when their talents are stunted, the community is stunted too. You cannot have a responsible, flourishing nation without responsible, committed individuals.

[Possible end]

Most will use their freedom wisely and well, some will not. But that does <u>not</u> entitle us to take away those freedoms and transfer the decision to the state.

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It was selfish to vote to deny the unemployed to the benefit of the Employment Training Scheme.

- to drive Ford away from Dundee and

export Scottish jobs to Spain.

But the remedy lies in strengthening the hand of those whose interests were harmed ...