



**Technocracy**  
**in**  
**PLAIN TERMS**

**TECHNOCRACY**  
**INC.**

155 East 44th Street, New York, N. Y.

5 CENTS

Previous generations had to venture forth in the darkness, groping their way slowly. Today, the next advance in the structure of society is already charted. You will not be able to remain unaffected in this greatest of all social constructions. Why not be in the vanguard?

**Technocracy**  
in  
**PLAIN TERMS**

—*A Challenge  
and a Warning*

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# Technocracy in Plain Terms

**A**WAY back in 1919, a body of scientists, engineers and technicians known as the 'Technical Alliance,' began a production-and-distribution survey and analysis of the system in use on the North American Continent. This survey was known as the 'Energy Survey of North America.' They gathered a great mass of information regarding the use of energy and the physical equipment of this Continental area to ascertain the relationship of *energy* consumption to the amount of *goods and services* rendered.

Technocracy is the direct result of the work of this body of scientists.

The word itself stands for the findings and conclusions of this organization, and signifies a new and purely scientific form of social management which, as formulated by Technocracy Inc., is based solely on scientific principles and incontrovertible scientific facts, and can only be carried on along scientific lines.

Technocracy Inc. is a legal, non-profit membership organization.

The members of Technocracy are called 'Technocrats.' The name 'Technocracy' is copyrighted and the right to use it owned exclusively by Technocracy Inc.

Technocracy is not the result of deliberate scheming or Utopian day-dreaming; in this it differs, as it does in many other ways, from all other movements. It is a new method of governing society that inevitably suggested itself to the research body as its analysis and survey progressed.

If the human race on this Continent is to survive the crash of the Price System, Technocracy will have to be put into practice. And this crash will inevitably occur within the next very few years as the result of the impact of the use of extraneous energy on the social fabric, a process which is steadily throwing millions of men on the industrial slag heap. If the people of North America—the rich as well as the poor, as none are immune—are to escape the stark horror of famine and barbarism which may follow this crash, Technocracy will have to save them. Only Technocracy can do it—Technocracy, the scientific control of all social functions.

Can you visualize what such a chaotic period would mean? A nation-wide walk-out and panic would only be the start of things. There would be hunger, rioting, disease, and starvation—and deaths, probably by the million. This is Technocracy's challenge and warning to the people of North America. Heed it or perish.

Technocracy will not perish. After the inevitable collapse of our stupendous financial and political structure, after the many palliatives have been tried and have failed, it will still remain. Technocracy is the one workable answer to the frightening dilemma in which we find ourselves. You can kill a million men, but you cannot suspend the laws of nature.

## What It Holds for You

In consideration of Technocracy there are four major questions that will rise in the mind of the inquirer:

1. *What is Technocracy?*
2. *What is it designed to do?*
3. *How will it function?*
4. *Will it be satisfactory to all concerned?*

1. *What is Technocracy?* This question has been answered partly in this article already. Science is no respecter of persons and there is no appeal from the immutability of natural laws. Live according to nature's laws and you will avoid a lot of grief. Live contrary to her laws (or attempt to), and you pay the price—which is sometimes very heavy.

2. *What is it designed to do?* Technocracy, briefly stated, is the application of science to the social order. Science (through the technologists) has looked at the present order of things on this Continent and exhaustively surveyed and analyzed the methods of production and distribution of all goods and services, the energy harnessed and potential, the renewable and non-renewable resources, the technological equipment now in use, and the trained personnel which operates it.

Science—now Technocracy—finds that every man, woman, and child could have and enjoy for his natural lifetime a supply of goods and services equivalent to \$20,000 per year based on prices in 1929, or ten to twenty times what the average man then enjoyed. This is a very high standard

of living to be shared by our entire population and if it sounds like an exaggeration, be assured that our statement is easily supported by proven statistics available to any one who cares to make the investigation. We shall not undertake the proof here, for that could not be done intelligently in an article of this length.

In their researches the scientists discovered certain things. They did not carry any preconceptions to their task, nor did they do any guessing or theorizing as they went along. Their findings cannot be successfully refuted or denied by anyone and from them come concrete indications of the collapse of the Price System on the North American Continent. The evidence is positive and complete. There is no 'out.' The Price System can no longer work on this Continent. And by Price System is not meant merely the capitalistic system which is only one variety of the species; it means the collapse and complete obsolescence of the entire method of distributing goods and services by means of a PRICE.

3. *How will it function?* In a Technate there are no such things as trading or working for wages. We have such an abundance of goods available now that they can no longer be exchanged or bought or sold. They *must* be distributed to all persons without restriction in order to scientifically determine production and to operate the plant on a balanced load basis; and to do this goods must be *measured* and not *evaluated*. Money cannot be used, and its function of purchasing must be replaced by a scientific unit of measurement.

All the goods that the people of this Continent can use can be turned out in a steady flow by the present productive equipment with each operative



working 4 hours a day, 4 days a week for about 165 days a year between the ages of 25 and 45, with complete leisure time after his 45th birthday.

4. *Will it be satisfactory to all concerned?* This question as it involves the tastes, opinions, formed habits, emotions, idiosyncracies, etc., of people, no two alike, is the hardest to deal with. But even the most hardboiled and hardest to suit would probably come to like living under a Technate. At any rate it is quite possible that you would have to take it whether you liked it or not. That would be rather a raw deal, wouldn't it?—to have all of the very things that you wanted forced upon you? The only way to avoid enjoying all these things—the full and unrestricted gifts of science, as released by technological control—would be to commit suicide or leave the country permanently.

Get this fact firmly: Technocracy is not advocated because it may be desirable. Technocracy does not deal in any way with people's emotions, or desires, or wishes, or dreams. All Utopian states in the past have been formulated by dreamers who started out by postulating what they thought would be the best or more desirable. Technocracy starts out with the facts at hand which indicate what the next most probable state of society will be, and whether that state will be desirable from the standpoint of people's opinions or not, has nothing to do with the question. However, and fortunately, it all seems to be highly desirable, even to the most skeptical.

For Technocracy, the only test is: 'Will it function?'

### **Mechanization**

Would it make it any clearer or more emphatic with regard to the mechanization of industry and

the displacement of manpower, and man's ultimate emancipation from toil—to say that a certain machine, now in existence and working, can go out into the cotton fields and pick cotton so fast that if it were used universally it would throw five-sixths of all the cotton pickers out of work? Or to tell you that:

There are paper making machines a city block long, each one of which can turn out a strip of paper 21 feet wide and nearly 300 miles long in a day? There is a rotating machine in a dairy near New York which washes, dries, and milks 60 cows every 12 minutes? Three men with a modern threshing combine can cut, thresh, and sack 40 acres of wheat per day? A single unit in a modern brick plant has a capacity of 10,000 bricks per hour, and there is no limit to the number of units that can be installed in a factory if necessary? In a modern match factory one machine dips a million sticks with each revolution of a wheel, a job that used to be done by hand? Shoe factories now have machines in the form of a gigantic wheel and each revolution of the wheel completely soles 200 pairs of shoes?

But machines more astounding than these are being put into use in all lines of industry every day. It would take a small pamphlet merely to list some of the major developments of the so-called 'depression years.' You can see that by increasing the number of units of any of these machines there is no limit to the amount of goods that can be turned out in an incredibly short time

and with very little or no man-energy applied.

Is it any wonder that the machine has put men out of work? We can see only too clearly what misery that phenomenon is causing today; but we also see that it is the machine which can give us security and leisure to enjoy life.

These statements are not the theories and vagaries of engineers or inventors talking about machines they have in mind which they are going to produce some day in the future. These machines and countless thousands more are now in existence and working. And day by day, as they whirl and roar, they are spelling out on the wall in fiery letters the doom of the Price System.

Technocracy will bring out the many useful machines and processes that are lurking in the background—buried patents, and many other useful things, suppressed for financial reasons—and put them to work to increase still further the leisure of mankind on this Continent.

Technocracy finds that most of the human effort expended under the Price System is wasted effort and non-productive, tending only to increase the cost of the goods produced and prevent their widespread distribution, rather than to increase the quantity or supply. Technocracy will eliminate this waste and produce as much as possible for the least possible expenditure of man-energy. Production and distribution will be maintained on the basis of a balanced load; no overproduction and no underconsumption.

Think of the millions of salesmen, insurance agents, bankers, bookkeepers, accountants, advertising men, etc., in industry who actually produce nothing and only add to the cost of the goods! Their services in these capacities will not be re-

quired under the Technate. Those over forty-five will not be required to work any more, and those under twenty-five years of age will be trained in some really useful capacity to their liking and ability, and along with those now unemployed would be given work, reducing the individual working hours of all.

Every one will have all that he can use of everything with no repetition of the present or any other form of depression. The man or woman who is incapable of working will be entitled to exactly as much as any other person, for the use of goods and services will in no sense be given as a reward for work done, but simply because the recipient happens to be a human being living on the North American Continent.

### What Would This Cost You?

This abundance of goods and leisure can be had, as we said before, by every one for their lifetime with a minimum of work and a maximum of leisure, with *complete* leisure time after the age of forty-five. The working hours would be further reduced as time went on as new labor-saving machinery was devised, or as the demands and desires of the people became less. The cost of keeping it after we had it would be very little in terms of human energy. There would be a large positive gain in the net comfort and well-being of everyone, and there would be another large gain in the independence and sovereignty of each individual. We would lose our right to vote once every few years, and gain a new right to vote every day, and as many times a day as we chose.

Our present vote amounts to the expression of a choice between two or more usually dubious political parties, once, say, every four years. Either way, our vote has positively no effect on the actual operation of the country, for the country is not run by politicians anyway. The voice of the people through the ballot box is absolutely nil.

The only real vote is purchasing power. What you buy you vote for. The people who attend wrestling matches in their thousands each week are voting for them each time they go. Every time you buy anything or use any service you vote for a continuation of that thing or service, and in this manner help to weave the texture of your life and the collective life of the country. Unfortunately the purchasing power of everyone today is unequal, which invalidates the real power of this consuming-power ballot. Under a Technate, however, everyone's consuming rights are equal (because by far the simplest way to distribute the right to use goods and services is equally) and therefore everyone has an equal voice in what he or she shall have. There are no elected politicians to spend your 'money' for you, so you spend it yourself and directly represent yourself; nor do you need anyone else to help you. Each individual tells the Technate *what* shall be made, and the Functional Control says *how* it shall be made. The only dictatorship in Technocracy is in the plant, where it is even now. Just try and be an individualist—working in a factory!

Technocracy has many other far-reaching social implications, benefits, and advantages which there is no room even to mention here.

Any statement made by Technocracy Inc. is a statement of fact, not theory. Technocracy's predictions are made with almost the same mathe-

matical and scientific exactitude as astronomers' predictions of the next solar eclipse. We use the word 'almost' because Technocracy, unlike astronomy, has to take into account the human equation in its calculations which might possibly cause a short-term variation. The predictions would ultimately come true, however, in spite of the human variation factor.

Technocracy does not concern itself with human emotions or antagonisms, or political dogmas or beliefs, or with European philosophic importations. Technocracy does not talk in terms of what is known as 'economics.' Technocracy is not to be confused with any recovery or reform movement or organization either monetary, political, or otherwise. It bears no allegiance to and makes no compromise with the Price System or anything that is a part of the Price System.

Technocracy stands for reconstruction and a new form of control operated and directed by a Continental Control, acting through and with each one of the Functional Sequences in our productive system. Each Sequence or industry will control itself from within on the basis of the requirements of the job and abilities of the men who are in the plant and naturally control it anyway. Under this form of control the resources of the country would be converted into goods and services for use only. Only that which was demanded by the people as individuals exercising their right to consume would be produced.

### **The Big Job Today**

What Technocracy Inc. is chiefly engaged in now is the organization of an army of trained men

and women in the United States and Canada who, when the present interference controls break down and the intricate machinery of production and distribution is in danger of stopping, will be able to prevent that catastrophe before it is too late. For once the mechanism were to stop completely it would be practically impossible to get it going again. There is only a few days' store of goods at any time in the larger urban centers of this Continent, and in a period of hunger and madness it would not take long for the mob to ruin or let go to ruin an important part of the machinery. Even if they did not actually destroy the industrial plant it would have to be started simultaneously from the basic industries up since it operates as one inter-locking mechanism.

Can you imagine the picture that would prevail if this machinery came to a dead stop?

It is up to all who do useful things in a material world to get in touch with Technocracy Inc., find out what can be done, and be ready for any emergency that may arise. They must at least know why they should keep on performing their own particular job even in the midst of chaos, and with no pay. If people do not *function* the new civilization will never be ushered in. Every one of us will be needed on the job.

### The Symptom Doctors

It is difficult, very difficult, for the average man to distinguish between the various reform organizations which are sprouting up like weeds in these troublous times. However, a careful examination will reveal that all organizations can be divided into two classes. The first is composed of those

that are trying in some way to improve the Price System, or are attacking it in some way or other to effect an improvement in its operation. (Remember, by the Price System we do not mean capitalism. We mean the entire method of exchange and barter, wages and money.)

If you critically examine the various organizations or movements of today, such as socialism, fascism, communism, social credit, the Townsend plan, the League for Social Justice, etc., you will find that they all retain the essential mechanics of a Price System. They are attempts either to remodel the monetary system or to switch controls from one group to another, retaining the most important and pernicious parts of the present order.

It is worth while to take each in turn and carefully analyze it. Even if you are a member of one of these organizations, you should attempt to do this and find out how they are designed to function. You should see clearly their lack of conformity to the technological requirements of this Continent—requirements not duplicated anywhere else on earth—and you should see how incapable they are of putting their reforms into effect with any chance of success.

If they retain any part of the Price System in their make-up, they can only be classified among the Symptom Doctors. They are dealing with Symptoms, and with Straw Men they have built in their own minds. They are not dealing with real, material conditions.

If they retain within their structure one bit of the design that is part of the present structure and has caused its breakdown, you can safely discard them as inadequate to the problem at hand. Technocracy Inc. is the only organization in existence



which does not fall into the class of the Symptom Doctors. Technocracy is not trying to make present conditions any better, or to obtain any concessions from the lords-of-finance or the political-powers-that-be. Invariably, people who attempt to alleviate the present suffering of humanity wind up their activities in an attempt to maintain the system, with some slight modifications. Technocracy will have none of this. Technocracy by its very nature can have none of this. The Price System on this Continent is doomed.

Technocracy is a clean break. It is perfectly in conformance with the physical facts at hand. You cannot cure a man of cancer by cutting out the cancer and replacing it with another, nor can you cure the present functional and organic evils of society by substituting for the present cause of our troubles another with any of the same deadly disease germs in it.

## Conclusion

Technocracy is not out to smash anything. It knows thoroughly well that this Price System is smashing itself. Before that happens Technocracy, with your help, stands ready and able to save this Continent from ruin, and stands able to institute a balanced production and distribution of all goods and services commensurate with the available energy and resources of the Continent.

Technocracy shows how the high-energy civilization on this Continent today has made a Price System unworkable, and that the only System that is workable is functional control and direct and equal distribution—without a Price.

Technocracy Inc. has nothing to sell, and is not out for your vote. It is merely giving you the facts of a dangerous situation.

Nor, in this article, is it attempting any proofs. Proofs there are, and striking and overwhelming ones, but to have them you will have to get in touch with your Technocrat friends.

Do that. Technocracy needs you. Believe it or not, you can help. Every able man and woman will be needed in the crisis now approaching so rapidly, and already so near.

Of course, 'If enough of us understood the inevitability of Technocracy and were prepared to act, we could have it right now, without having to wait and go through the hell that may otherwise check the evolutionary struggle of mankind to reach the much-to-be-desired state of peace, security, leisure, and plenty that is now within our grasp.'

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instituting a planned econ-  
omy of abundance on the  
North American Continent



(Section Stamp)