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INDIVIDUALISM, THE IDEAL OF AMERICAN BUSINESS

Address by
Abram F. Myers, Federal Trade Commissioner

before the

**National Metal Trades Association,
at Detroit, Michigan,**

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Individual achievement is the chief characteristic of the American social philosophy. Through the bold independence and self-reliance of its citizenry the nation has attained its amazing prosperity and power. The ideals of this American individualism have been summarized by Herbert Hoover in these notable words:

"That while we build our society upon the attainment of the

logically should be the strongest defenders of the competitive principle, and if they are not, either their mental powers or their motives are open to question.

In any case it is a fallacy to assume that the great god Efficiency
is in his own mind. Beyond certain minimum efficiency has no

that the results will be wholly detrimental to their interests. The fact is that upon the sustaining of this power depends the ability of the government to enact wise measures founded upon the facts of business and not based wholly on considerations of politics and expediency.

Sound up in the determination of the question also is the power to

of comprehensive statistical information for the intelligent conduct of business is recognized by all who are conversant with the subject and it