

NOTES ON KRUSE, 3-34: *One Nation Under God: How Corporate America Built Christian America*

The problem of manufacturers

Ownership, management, industry in general... 1930s and 1940s... *had a problem.*

The problem was, **they looked bad.** They looked bad because of

The stock market crash and the great depression

The labor movement—with its own anti-ownership perspective

The New Deal—set up by FDR and accompanied by rhetoric opposed to unfettered capitalism. (New Deal = early 1930s programs to help unemployed etc.; + regulations vs. corporate sector trusts and trading)

The solution(s) of manufacturers

PR campaigns, first in their own name (as NAM—"National Association of Manufacturers"), then as the "American Liberty League," which was easily seen through, then as a religious revival movement ... eventually called "Spiritual Mobilization."

Timeline

1934-1936 NAM spending on PR from 36K to 793K (the latter # = >1/2 total budget)

1934 American Liberty League

1935 Fifield head of L.A. 1st Congregationalist

1938 Fifield organizing ministers... letter to 70,000 ministers

1940 Fifield speaks at NAM... New plan: incorporate FAITH into PR

1943 2 million sign an official pledge vs. paganism

1945 Fifield now central

1940s-1950s generating "Christian Libertarianism" = Xtianity + Capitalism

1949: Spiritual Mobilization... on 150 radio stations

1950: 500 radio stations

1951: >800 Radio stations;... 175th anniversary of Declaration of Independence—Freedom Under God day of action

New/Refurbished BAD vs GOOD: Per Fifield Etc.

Bad	Good
<p>New Deal: encroaches on American Freedoms</p> <p>Executive Branch: too strong... America is headed for a dictatorship</p> <p>New Dealers VIOLATE THE COMMANDMENTS:</p> <ul style="list-style-type: none"> • Worship government not God (worship false idols) • Coveting • Bearing False Witness (saying the impossible is possible) 	<p>Core American rights = Free enterprise, PROPERTY. We have the right to "live, work, and worship."</p> <p>The "founding fathers" were motivated by religious faith.</p> <p>Go back to "What America Was" (sound familiar? In 1940 they already wanted to "Make America Great Again")</p>

Bad	Good
<p>The New Deal destroyed</p> <ul style="list-style-type: none"> • thrift • industriousness • initiative • resourcefulness <p>Fascism etc. WW2 = pagan statism— which applies also to the New Deal U.S. Keynesian economics—response to the crash—advocating a MANAGED (cap) economy</p> <p>Bad:</p> <ul style="list-style-type: none"> • minimum wage • price controls • Social Security for the elderly • Unemployment insurance • V.A. benefits • Federal Taxation = "tyrannical" <p>Social Gospel = SocialISM (=use compulsion to make others act as you want them to act)</p>	

Let's understand something about ideology: It's largely collaged.

<p>Pre-existing Ideologies:</p> <p>The Bible</p> <p>Christian traditions including Puritanism</p> <p>History of English preaching about work ethic and success (Bourgeois Protestantism)</p> <p>History of AMERICAN similar preaching: eg Cotton Mather</p> <p>Declaration of Independence, supporting "good government" but also antagonistic to government</p> <p>The "Social Gospel" from the American Transcendentalists</p> <p>Also "self-reliance" as in Ralph Waldo Emerson</p> <p>Carnegie's "Gospel of Wealth", again linked to the work ethic and the success ideology... coupled with utilitarian justification of capitalist endeavor as "bringing [economic] happiness to the masses"</p>	
<p>Selectively referenced/mobilized:</p> <p>"Social Gospel" of the New Dealers— emphasizing portions of the bible resuscitated from American Transcendentalists</p> <p>Supported by FDR and liberal clergy as the "Federal Council of Churches"</p>	<p>"Gospel of Free Enterprise" (+ "Gospel of Wealth") of Fifield and Spiritual Mobilization [-→ a lot of contemporary conservative ideology]... derived from: other selections in the bible Carnegie's "Gospel of Wealth"</p>

telegraphed into sermons and various publications	
DISTRIBUTED	Preacher's Sermons Radio: (The Freedom Story) Advertisements (eg NY Times ad) Direct Mail A Speaker's Bureau : with ready-made editorials and news stories → 7500 local newspapers Magazine: Faith and Freedom
AND RECEIVED with a resonance that "yes, I recognize this" as "American" ... because of it's reaffirmation of certain aspects of my past indoctrination	