

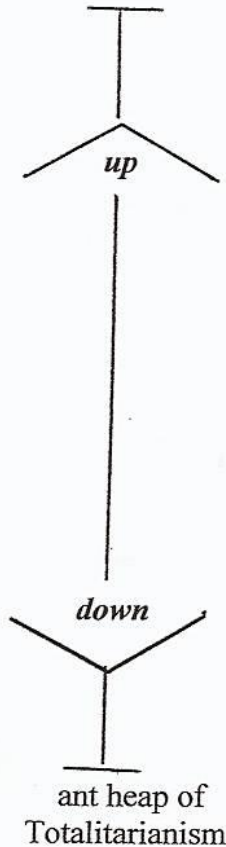
A TIME FOR REBRANDING[©]

Ronald Reagan: "A Time for Choosing"

You and I are told we must choose between a left and a right, but I suggest there is no such thing as a left or a right. There is only up or down. Up to man's age-old dream, the maximum of individual freedom consistent with order, or down to the ant heap of totalitarianism. Regardless of their sincerity, their humanitarian motives, those who would sacrifice freedom for security have embarked on this downward path... The Founding Fathers knew a government can't control the economy without controlling people. And they knew when a government sets out to do that, it must use force and coercion to achieve its purpose.

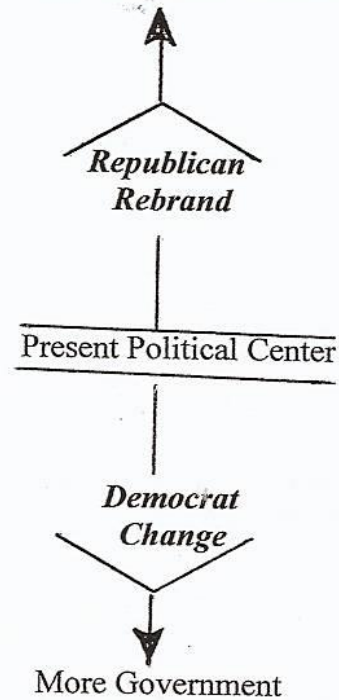
Reagan's Message Diagram

Maximum Individual Freedom
consistent with order



Proposed Republican Rebrand

More Individual Freedom



Copyright[©] Ben M. Enis May 2008