

Mr. Welch's analysis illustrates why the Insiders must pursue a strategy to isolate The John Birch Society from public support and why it is imperative that we counter that strategy through our recruitment program.

Reasons to Persevere

The primary reason to persevere in this fight ought to be that duty, honor, morality, and religious conviction all demand it. As watchmen on the tower, we dare not abandon our posts or fail to sound the alarm of the approaching enemy. Moreover, our religious convictions should supply the long view of our role in history, provide the best antidote to our fears and doubts, and thus give us the courage to persist. We should be deeply embarrassed if our stamina is not at least equal to that of the enemy. In the January 1963 *Bulletin*, Mr. Welch had this to say about the contribution which the steadfastness of individual members of the Society would bring to the fight:

For the only way to win this struggle is by the courage, resolution, and patience for a *continuous* fight on many fronts against an enemy who uses all of the foul means that cunning and ruthlessness can devise.... [T]he most important of all the increments of small advantages, out of which the Communists ultimately build their final and total victories, are the defections from the fight of anti-Communists who yield, at some point and for some reason, to the mounting pressures and temptations for them to give up. It is one function of The John Birch Society to provide such a backbone in this struggle, to the whole amorphous body of American patriotic strength, that this Communist strategy of attrition *will not prevail* here as it has in other countries. We can do so because *no true member of The John Birch Society ever gives up*. And that — as the Communists see, and fear, far better than anybody else — is the element of indestructible strength which will eventually turn the tide. [Emphasis in original.]

Deny Enemy His Spoils

Another good reason for any patriot to persevere is simply to avoid succumbing to the enemy's demoralization strategy and handing him a victory that may otherwise be beyond his grasp. The communists and their Insider bosses regularly pursue the strategy of Sun Tzu: to win by demoralizing their enemy. Mr. Welch understood that much of what the Insiders do is precisely for that purpose. In the same January 1963 *Bulletin*, he wrote:

The aim is to create such overwhelming confusion, frustration, and despair as to cause even the ablest individual anti-Communists to throw up their hands in a feeling of hopeless inadequacy to the struggle.

A parallel line of the same strategy is to promote a sense of panic with regard to the urgency of the situation and the imminence of catastrophe.... Some anti-Communists are thus impelled to leave the steady and solid course of sensible, carefully planned, and gradually cumulative concerted effort which could stop the Communists in due course ... and to embark on all kinds of rash and truly extreme programs of insufficiently supported and futile defiance.... While still others simply fall back into a "defeatist" do-nothing attitude and let events take their course.

We certainly see all of these reactions today. Some prophets of doom advocate lawlessness or borderline insurrection, which falls right into the plans of the Insiders to create public fear of a right-wing enemy. Others promote futile defiance, such as tearing up one's driver's license, as a solution.

A recent source of panic among many conservatives has been doomsday predictions regarding a millennium (Y2K) computer bug. Some newsletter entrepreneurs are claiming that the difficulty in reprogramming computers to handle properly the century change will virtually bring civilization to a halt. Although their intent is not malicious, the effect is often as

described above by Mr. Welch.

We cannot resist drawing the parallel to a much older example of "help" from our friends. In the July 1962 *Bulletin*, Mr. Welch referred to the famous and patriotic American general who several years earlier "in testimony about the Communist danger, before committees of Congress and elsewhere, kept insisting that it was then already five minutes to twelve, on the scale where midnight marked the hour of our final doom. This man, with the best of intentions, was doing tremendous harm to the very cause he was trying to serve, through not fully understanding the amount of bluff or the nature of the methods involved in the Communist advance." What Mr. Welch observed then is still applicable, "And they [Communists, or more precisely, Insiders of the conspiracy] are counting as much today on having the intelligent opposition in America become demoralized as they are on the actual power and pressures which cause that demoralization."

In the August 1980 *Bulletin*, Executive Vice President (later President) of The John Birch Society Thomas N. Hill provided these wise words of counsel:

Usually those who make this claim [that it is too late] are themselves doing nothing of a constructive nature in the struggle. What is worse, they are unknowingly contributing to one of the biggest lies the Conspiracy has actively promoted at every turn. For the purposeful destruction of the will to resist has always been essential to Communist success and a key to its modus operandi.

It behooves each and every one of us to be ever aware of this "intent to discourage," for it has been and can be a very subtle and effective weapon. That we must always be realistic in appraisals of our predicament is quite different from actively promoting despair. For unless we tell it like it is, we have little hope of convincing those who are ignorant of what is happening. This task, however, is no more important than pre-