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The Great Adventure

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Social Statement of the Golden Rule

FOR THE GENERAL ELECTION NOVEMBER, 1918

To secure to every adult the power to own his own home and direct his own life and work; to abolish land monopoly, wage slavery, disemployment and pauperism, by applying the Golden Rule at the base of life—

The People of the State of California do enact as follows:

Article XIII of the Constitution is hereby amended by the following section:

On and after January 1, 1920, all public revenues, state, county, municipal and district, shall be raised by taxation of the value of land irrespective of improvements thereon, and no other tax shall be levied.

The intent of this amendment is to prevent the holding of land out of use for speculation and to apply the land values which the community creates to community purposes.

All laws in conflict herewith are hereby repealed.

Taxation shall be uniform thruout the State, and the legislature shall make adequate provision to carry this amendment into effect according to its intent.

THE above "Social Statement of the Golden Rule" has been adopted as The Great Adventure demand to go on the ballot of 1918 by initiative petition. It is the final selection of nearly a hundred different forms which have been under consideration since November 8th of last year.

It is believed to express more clearly, tersely, simply, and comprehensively than any of the other proposals, the Single (one) Tax demand, for the enactment of which The Great Adventure came into existence.

As to any lesser demand, The Great Adventure is not interested. All agitation and legislation which focuses public interest on the basic wrong of land monopoly is good, and perhaps needful, but the single purpose of The Great Adventure is to enact the complete Single (one) Tax principle and thus in an orderly and harmonious manner quickly reverse the present social chaos.

There are a number of earnest people—not so many in California—who honestly believe that the terrible confusions of land monopoly can be gradually cured by easy steps of legislation. They are reformers. They play their part in life according to their viewpoint. Their motives are—like everyone's, mixed and obscure; but their viewpoint is not that of the revolutionary.

An unbridgeable width separates the reformer and the revolutionary. Their differences are not only intellectual, but temperamental, basic. They approach social problems from antipodal angles. Even when their lines of action seem to converge near enough for a bridge to be thrown across, yet their viewpoints are miles apart. The reformer's leverage is fear, self-interest, analysis; his appeals are to Caesar—to business and respectability, and, alas! he is willing to wait and let the children go on starving, until he has converted Caesar to his doctrine.

The revolutionary would arouse the slumbering God in man. The price of free-



dom is heroism; fear will never gain it, he says. The possible results from mechanical legislation are not enough to hold the interest of the revolutionary—they are nil, he says. Your laws and laws only complicate further and do nothing for the disinherited. He finds nothing in history or human nature to warrant the belief that so great a change as the quick abolition of pauperism can be effected by any of the reformer's methods.

Whether the reformer or the revolutionary is right—let everyone decide for himself. The vital point is that they cannot be yoked to the same cart, and all efforts thus to yoke them as team mates is so much wasted energy, retarding to the work of both. One is a draught horse, the other is a racer—one as necessary and useful in the Scheme of Things as the other, but they are not working mates. One is a black horse, the other is white—both equally beautiful and useful, but they don't look well before the same carriage.

In this day of motoring, the simile is a little old fashioned, but the analogy is perfectly good.

The sole purpose of The Great Adventure is revolutionary. It would change the base of civilization First!—not at the end of a long series of legislative steps—a process which it regards as purely chimerical. Moreover it is in a hurry to feed the ten thousand hungry children of California. Again, The Great Adventure is based on faith in Man—not in his pocket-book or his fear, or in any of his base or merely commonplace qualities, but in his heroism, his great compassion that hungers for expression; his inherent, easily awakened, and unquenchable Idealism.

The Great Adventure would use politics, ensoul, envision the political method, but it cannot be used for politics or become a political machine. This is said in no vaunting of superiority or self righteousness. The Great Adventure is no better and no worse than any other group of earnest men and women trying sincerely to do something in this bedlam of pauperism, prostitutes, and billionaires which we call civilization! But it is basically Different. From friend and foe, let us hear no more of talk about teaming a black and a white horse. We owe something to esthetics.

The Single (one) Tax demand, as put forward by The Great Adventure, is three-fold:

1. That the community created values of land holdings (which accrue by the presence of population, by public improvements, and improvements on nearby holdings) shall be taken for public purposes, paid into the public treasury instead of into private pockets.
2. That the natural resources (mineral, coal, oil, timber, etc.) shall be common property—to be privately or publicly developed, as the people may decide, but the raw material taken out of the earth, less the cost of development, shall go to the public.
3. That no one shall "own" or hold more of the earth's surface than he needs to live upon or can productively use.

As the word "land" legally and by common usage includes all natural wealth in, on, or under its surface, and in like manner "improvements" include whatever is the work of man, it will be seen that The Great Adventure amendment admirably expresses this three-fold demand.

It follows closely the lines advised by Judge James G. Maguire and is heartily approved by a numerous list of attorneys, taxation experts, and active campaigners for the previous measure (No. 5).

There are several ways of not demanding Single Tax by constitutional amendment, in none of which is The Great Adventure interested.

There are two ways of enacting Single Tax:

1. By raising all public revenues from the land values tax and abolishing all other taxes.
2. By abolishing all other than the land values tax and absorbing to the public treasuries at once the full public values of land holdings.

The first method is chosen by The Great Adventure as more logical and harmonious. It seems wiser to establish the principle of Single (one) Tax first and then increase

the rate for specific purposes—the buying and running of public utilities, road making, parks, schools, play grounds, old age pensions, mothers endowments, public buildings, anything that the people decide upon—thus absorbing the entire “un-earned increment”; it seems wiser to proceed in this way than to take the entire public value at once and then devise ways of spending it.

What a “pork barrel” the land values of California would provide for the politicians were all of them suddenly placed in the public treasuries!

True, most of them now go into the pockets of the de Youngs, Hearsts, Otises, Earls, etc., but some are also reaped by people in very moderate circumstances, and we the People have sanctioned the private confiscation of public values for many centuries. There is at least a strong semblance of justice in not revoking this practise without giving due notice, allowing little and big capital reasonable time to withdraw from land speculation and engage in productive enterprises.

Moreover, The Great Adventure seeks a Possible bill, one that can be carried at the general election in 1918. Its purpose is neither propaganda nor education, but to free the land and share the natural resources equally at the earliest possible moment, to the end that wage slavery, disemployment, prostitution, crime, and pauperism may be halted—not in some distant future, not for posterity, but for the men, women, and children of this generation.

Single Tax is not a social ultimate. It is only the beginning of the New Order. It will make the New Order possible, give it a base on a free earth. Then the dreams of Socialism or Communism, or whatever the people may decide, may begin to be realized.

The Great Adventure means to “stay with the game” until the entire public values are absorbed, for its purpose is to reduce land holding to use or occupance and perhaps this will not be accomplished completely until the full “unearned increment” of land is restored to its rightful owners, the People.

But who can foresee the detailed workings of the future when the Golden Rule of simple courtesy and consideration for others so commonly practised in social relations, shall be extended to the base of life and the better side of human nature is free to manifest.

We shall not haggle so over our technical and legal “rights” when there is no danger of anyone being starved or disemployed. We need not worry over what will happen when the Golden Rule is applied—nothing so evil as now happens to all of us every hour of every day, we may be sure.

The Great Adventure Vote by Counties

Counties	Yes	No	Counties	Yes	No	Counties	Yes	No
Alamenda.....	30,262	55,472	Marin.....	2,708	4,294	San Mateo.....	3,815	4,429
Alpine.....	11	45	Mariposa.....	348	677	Santa Barbara	2,158	6,534
Amador.....	592	1,644	Mendocino.....	1,618	4,179	Santa Clara....	5,694	23,023
Butte.....	2,431	4,855	Merced.....	1,401	2,688	Santa Cruz.....	2,338	5,267
Calaveras.....	539	1,704	Modoc.....	328	1,217	Shasta.....	1,467	2,586
Colusa.....	504	1,883	Mono.....	104	113	Sierra.....	208	475
Contra Costa..	4,507	6,440	Monterey.....	1,757	4,765	Siskiyou.....	1,451	3,118
Del Norte.....	296	463	Napa.....	1,306	4,520	Solano.....	2,612	5,266
El Dorado.....	549	1,751	Nevada.....	906	2,351	Sonoma.....	4,417	11,468
Fresno.....	7,768	14,638	Orange.....	2,410	14,130	Stanislaus.....	2,790	5,916
Glenn.....	611	1,913	Placer.....	1,279	3,474	Sutter.....	397	1,949
Humboldt.....	3,585	5,464	Plumas.....	468	798	Tehama.....	1,223	2,425
Imperial.....	1,262	4,005	Riverside.....	2,548	9,070	Trinity.....	277	623
Inyo.....	449	1,289	Sacramento....	6,411	13,947	Tulare.....	3,692	9,272
Kern.....	5,394	6,669	San Benito.....	513	2,141	Tuolumne.....	611	1,687
Kings.....	1,174	3,268	San Bernardin	3,667	16,146	Ventura.....	1,182	4,884
Lake.....	523	1,154	San Diego.....	11,615	18,374	Yolo.....	928	3,562
Lassen.....	426	1,559	San Francisco	51,439	73,801	Yuba.....	783	2,033
Los Angeles... 63,606	174,788		San Joaquin....	5,718	11,325			
Madera.....	991	1,534	San L. Obispo	2,265	3,468	Totals.....	260,332	576,533

The Great Adventure

TO RESTORE THE LAND AND ITS RESOURCES TO THE PEOPLE—QUICKLY

To stop the confiscation of public values by private persons and corporations—
To abolish privilege and speculation in the people's means of subsistence—
To unseat plutocracy and found a new order of society based on the golden rule.

232 Douglas Bldg.

STATE HEADQUARTERS LOS ANGELES

Sunset Main 4286

An Error: In alphabetically arranging the list of contributors to The Great Adventure, an entire stub book was omitted, containing about one hundred names. We are deeply chagrined at this clerical error, and in addition to this contrite apology therefor, the omitted names will be published in the next issue of Everyman.



LN The Great Adventure campaign to open the Hearts of Men and inspire them to lay the Golden Rule at the base of life—

What will be your share?

You whose Heart is in this big Man's-size work, this joyful undertaking to free the land of California and share its natural resources—what will be your share?

The campaign is on. Its immediate need is a Printing Fund, to be gathered from a multitude of small regular weekly contributors. You can pledge something—no sum is too small or too large. You can secure pledges from others—and every contributor can help in the distribution of a million copies of Henry George's "Single Tax, What It Is and Why We Urge It." Send for blanks—send a dime or a dollar or a hundred (your first payment). The campaign is on

now, remember. The fault will be Ours (including You) if by this time next year there is a person left in California who will ask: "What is this Single Tax?" He is our first "foe." Him we must conquer—with Information! Come on in—the water's fine.

LOVE IS THE ONLY REVOLUTIONARY

By Luke North

Love is the only Revolution-
ary.

Not a supine submissive love—
A bold audacious Love
That dares anything, every-
thing,
Even the loss of Dollars! !
To gain its darling end.

A Love that lays Profit,
Stocks, bonds and dividends
On the altar of its heart's
desire.
Its own stocks, and bonds,
And Profit—

On the altar of Human Wel-
fare!

Such a Love there is in life;
Millions of men feel it,
And daily it shapes
The course of their lives—
Only in little ineffectual ways
Because—

Our aimless, thoughtless
System of land tenure
Denies Love at the base
And beginning of life,
Bringing to naught,

Turning to ashes

Turning to fear,
To unfaith, cruelty
And self righteous littleness
All the fruit that ripens
From our fondest, boldest,
Broadest human love.

Where human life begins
We will carry our Love
And end the shameless,
Heartless barter
Of human flesh and soul
For bread or dividends.

Have you ever wandered out into the fields at night and gazed at the stars and listened to the little breezes among the grasses and wondered what this world would be like if Fear and Greed were lifted out of it; if one troubled no more about one's bread than about one's breath; if every man and woman you met looked at you out of serene and friendly eyes, requiring nothing of you but yourself; if the joy of your feast were not damned by the distant wail of hunger; if the comfortable walls of your room were not resonant with the far shouts of the homeless and disinherited? Then the Great Adventure is for you! Such a world is no further from your finger tips than the Republic was from the men of '78, than the Union was from the men of '61. The nightriders are galloping past your door—calling you. Up—the greatest Adventure in the history of the race is here. Come!

Edgeumb Pinchon.