

Arousing The National Publishers

By William W. Newcomb

With the moving of the School to its own building we became news of national significance. Our director is known, through his picture, to every one of the 700,000 readers of Time Magazine. Opening the campaign this month for more registrants in both classes and correspondents course division, I am asking all Georgist to co-operate with the office in creating such an interest in our philosophy through a program of letter-writing, that magazine editors will take notice of us.

Some of the extension groups use newspaper advertising, others pass out hundreds of circulars, others use window cards, many supply their local newspapers with articles and letters to the editors; many send out thousands of the triplicate post cards every ten weeks.

Why not raise the percentage of high class registrations by making America Georgist-conscious? Then our follow-up campaigns of direct action will bring more students.

Nothing influences administrative and legislative opinion like letters and telegrams. Witness what happened when Coughlin fired his followers with the World Court issue; when Publisher Gannett did the same among business men on the Re-organization Bill. We want people to know the economic truth. Publication of articles in national media will bring us high-calibred students.

Both readers and writers are tired of New Deal and Anti-New Deal articles. They want articles with substance. But the editors have to be shown. Thomas Uzzell who edits a journal for his writer-clients became so enraged at the political skullduggery going about that he gave a column to the subject in the last several issues of his magazine "Blue Pencil". Uzzell's several thousand writers have been urged to take the course in Fundamental Economics so they will know what to write when asked for economic articles.

If the readers of The Freeman

With this article we launch what every secretary and teacher been asking for: a page of promotional suggestions for the School and the movement. Mr. William Newcomb, as secretary for the Rochester (N.Y.) Extension, demonstrated what could be done when he enrolled 67 students in the first class in his city. He gave further suggestions in his article, "Showmanship in Education" in the July-August issue of LAND AND FREEDOM. If you will enclose a stamped envelope Mr. Newcomb will answer queries on this problem. Address THE FREEMAN.

will flood the desks of the major publishers of America with a cry for articles on Fundamental Economics, the editors will gladly publish them.

Let us set aside the week of November sixth to twelfth for a letter-writing campaign to the publishers listed below. Numbers are always impressive.

It is hard for some people to get the first few lines of any letter started. Thus, they put off their appeal, and it never gets written. Below is a sample letter. Of course, it doesn't fit your style of writing. But it puts forth salient factors.

Gentlemen: The moot question before America today is: Shall we have collectivism or free enterprise.

I wonder if at times you do not tire of devoting the non-fiction space in your magazines to New Deal vs the Antis. Wouldn't you, just for a refreshing slant, open your columns to a frank dissertation on national social problem in terms of economics, rather than in terms of politics?

Hardly anyone wants the Old Deal back in power, and precious few of us who are intelligent students of political economy can see any future for America if this pseudo-liberalistic collectivist-centralization policy at Washington continues. Because collectivism has caught the popular fancy of the multitude does in no way mean that collectivism is the way out. Every publisher in this country who is honest with his readers, and with himself, knows that our troubles are caused by monopoly. Washington makes sporadic, ineffectual attacks on this cancer sore, but until the administration understands the fundamental monopoly—that vested in land, all other monopolies will ride the waves as before.

You may not believe this. It so happens I do. I have given a thorough study to the Science of Economics. I know that this Science has just as im-

mutable natural laws as the physical sciences.

On your staff, and among the popular economic writers of America, are men and women who should bring to the attention of your readers the important facts that Henry George assembled, and poured forth from his soul sixty years ago.

The Henry George School of Social Science, whose main building is at 30 East 29th Street, New York, chartered by the University of the State of New York, has been graduating thousands of students annually from its main school and from hundreds of extension classes throughout the land. These graduates are the future economic leadership of America! These business and professional men and women, thoroughly grounded in the Science of Political Economy will not let America forget that this Science is as alive as ever—so alive that famous writers are continually bringing George's name up in their articles.

Dorothy Thompson, Walter Lippman, Kathleen Norris, Stephen Bell, John Dewey, Louis Wallis, Charles Norris, and many others are telling us that George was right, that if Business had followed his findings America would not have had eight years of depression.

If you would have a scoop on your fellow-publisher, here is your chance for a timely, yet fresh approach to our economic muddle.

These letters must go during a set period to have the right effect. Twelve publishers are listed below. Won't you send a letter to each of them? Write one good letter, and then make fresh copies for the other eleven. Send the letters on your letterhead if you have such. Of course, it will take some of your time, and thirty-six cents worth of postage—but isn't it worth the effort if the 4400 subscribers of the The Freeman ALL wrote to the publishers? That would be 52,800 letters! That is Georgist influence!

Curtis Publishing Company, Independent Square, Philadelphia. (Satevepost, Ladies Home Journal, Country Gentleman).

Crowell Publishing Company, 250 Park Ave., New York. (American, Collier's, Woman's Home Companion, Country Home Magazine).

McCall Company, 230 Park Avenue, New York. (McCall's Magazine, Redbook Magazine, etc).

Time, Inc., 135 East 42nd St., New York (Fortune, Time, Life: Suggest pictorial of the New School and its activities).

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