

Mr. Ingersoll will make his trip to western New York during the latter part of June to speak to the Rochester Rotary Club, June 26, Lockport Rotary and Kiwanis Club the 27th, and the Buffalo Rotary Club on the 28th. The Rochester Rotary Club will broadcast Mr. Ingersoll's talk over WHAM, one of the best twelve stations in the country. Mr. Charles A. Lingham of Lockport has arranged this.

Mr. Alfred J. Boulton of Brooklyn presented to the Manhattan Single Tax Club two bound volumes of "The Standard" edited by Henry George, for the years 1887 and 1888. Each year is bound separately and we extend our thanks and appreciation to Mr. Boulton for these books and invite all our friends to come and inspect them.

Mr. Ingersoll's book "Who Will Save Democracy?" is being revised, and with the collaboration of Mr. Bouton and Mr. Spencer Heath it will be ready for publication soon and may compete for the prize being offered by Little Brown Co. next April for the best non-fiction book.

MARCELLA STUTMAN,  
Assistant Secretary.

## Schalkenbach Foundation Work

AS the time for the annual meeting of the Foundation draws near, summaries of the year's work are made.

Considering the Inventory Report, we find that from May, 1933 to May, 1934, a total of 5,014 books were distributed, 48,000 pamphlets, and 50,000 form letters of one kind or another, with several hundred thousand pieces of advertising. The book most in demand was "Progress and Poverty," but "Social Problems" has supplanted "Significant Paragraphs" in popularity, this last year and we find that "Social Problems" is the second most called-for book. The Foundation pays for the printing of the various editions, pays postage expenses on each order that comes to it, and stands the expenses of newspaper and direct mail advertising as much to sustain interest in the teachings of Henry George as to distribute the books.

Not long ago an article appeared in *Publisher's Weekly* (the trade paper for bookdealers), in which, in a list of fifty best books (1833—1933), the nineteenth was "Progress and Poverty." In an accompanying article by Edward Weeks, editor of the *Atlantic Monthly Press*, Mr. Weeks explained:

"Enthusiasts told me that 'Progress and Poverty' had sold between two and eight million copies, but the five American publishers who kept track of it report a combined sale of about 75,000. Mr. Grosset stated that George's 'Protection or Free Trade' had sold 1,700,000 copies, but he overlooked the fact that Congressman Johnson was responsible for more than three-fourths of that sale. He had the whole book read into the *Congressional Record*, and then franked it throughout the country at one or two cents a copy. That's not book-selling!"

What probably happened was that large numbers of the early editions in paper were sold, that large foreign editions were sold, and that possibly two million copies found their way into the hands of readers in the last part of the nineteenth century. But it is this notion that many millions have been sold that has blinded many of our people to the fact that from 1897 to 1932 a period of thirty-five years, Doubleday only sold 54,849 copies of "Progress and Poverty" and 7,500 copies of "Protection or Free Trade."

Note, now, that the Foundation during its six years of active book distribution has sold about 15,056 unabridged "Progress and Poverty," and 14,559 "Significant Paragraphs," an abridgment. Since its inception, 45,000 volumes have been published or bought for re-sale by the Foundation, and 40,000 have been sold or distributed. The remaining 5,000 represent stock still on hand.

Among the interesting donations of the year were the fifty "What Is the Single Tax" by Post, that went to Georgia libraries, and various copies of the "Philosophy of Henry George" also put into Georgia libraries with the cooperation of Mr. Harris. There was a donation of twenty-five copies of "What Is the Single Tax?" to libraries in Pennsylvania, and sixteen "Significant Paragraphs" to Canadian professors; also a donation of ten copies of "Progress and Poverty" to chapters of the Sigma Phi fraternity; twenty "Significant Paragraphs" to a Rochester high school, several complete sets of books and pamphlets to the Georgia State Industrial College, with the cooperation of Mrs. Skeel, and a set of books to the Hebrew University in Palestine in cooperation with Mr. Harry Weinberger.

Reviewing the activities of the year, we find the following:

- 5,400 new printing of "The Single Tax, What It Is and Why We Urge It" pamphlet. May, 1933.
- 1,700 form letters, June, 1933, to Single Taxers explaining the uses to which the new book "The Philosophy of Henry George" can be put.
- 2,000 reprints of a review of the "Philosophy of Henry George by William Soskin," put into circulation.
- 5,000 additional advertising folders for the "Philosophy" printed and sent out.
- 2,000 special folder advertising "Progress and Poverty" sent out to new lists.
- 2,630 letters to bookdealers reminding them of the books and service available from the Foundation, and offering special display material for windows, September, 1933.
- 23,500 pamphlets "Steps to Economic Recovery" printed and distributed.
- 5,720 special letters with copy of "Steps" pamphlet sent to Single Taxers and interested persons, September, 1933.
- 1,759 letters to teachers in schools and colleges, enclosing the "Steps" pamphlet and other circulars, September, 1933.



- 2,600 letters to bookdealers giving prices on "Progress and Poverty," "Social Problems" and "The Philosophy of Henry George."
- 5,000 bulletins to special lists, including the American Economic Association, and the American Sociologic Society, September, October, 1933. Included material on "The Philosophy" and free copy of the "Steps" pamphlet.
- 51 special letters to Single Taxers concerning research in land speculation.
- 1,925 letters to high school teachers and libraries enclosing "Steps" pamphlet and reminding of the service extended, with reference to shipment of books at special rates for school use.
- 1,000 letters to the editors of daily newspapers, enclosing the "Steps" pamphlet and reminding them of the anniversary of Henry George's campaign and passing, October, 1933.
- 57 special letters to New York librarians in high schools reminding them of the fact that sets of Henry George's books are in the libraries; "Steps" pamphlet also enclosed, October, 1933.
- 7,500 form letters to names on our lists with special folder for Christmas orders, December, 1933.
- 15,000 reprints of the Dun & Bradstreet article on "Progress and Poverty," December, 1933.
- 8,000 "Causes of Business Depression," reprints, December, 1933.
- 20,000 booklists, December, 1933.
- 250 special letters of publicity about the Foundation, sent to editors of magazines, February, 1934.
- 2,500 letters to dealers, February, 1934.
- 5,000 reprints of speech by Dr. Nicholas Murray Butler, February, 1934.
- 20,000 reprints of Dr. John Haynes Holmes review of "The Philosophy of Henry George."
- 100 special letters to librarians in Pittsburgh and Pennsylvania cities, inquiring as to whether there was a noticeable increase of interest in the Henry George books.
- 1,560 special letters to Single Taxers concerning a new book by Prof. Brown, entitled "Economic Basis of Tax Reform," February, 1934.
- 1,025 special letters to bookdealers, February 21, 1934.
- 1,500 letters to professors reminding them of need for Henry George books for the spring term, March, 1934.
- 128 letters to editors of Mississippi newspapers, enclosing the "Steps" pamphlet and "The Single Tax" pamphlet.
- 250 letters to the literary editors of magazines and newspapers introducing the new edition of "Social Problems."
- 5,000 copies of a "prepared review" of "Social Problems, which has been widely used by the various newspapers, April, 1934.

New edition of "Social Problems" (1,000 copies), released April 16, 1934 styled to match "Progress and Poverty," new jacket, index.

- 15,000 folders designed to advertise the books of Henry George, a sort of book catalogue.
- 5,000 similar folders arranged for dealers.
- 1,900 letters to bookdealers offering a supply of the new catalogue and special terms on "Social Problems."
- 456 letters introducing Prof. Brown's book to professors. Enclosed with letter was review of "Social Problems" and our book catalogue.
- 596 special letters to the American Philosophical Society enclosing book catalogue and a message about "The Philosophy of Henry George."
- 2,500 letters to Single Taxers and interested persons suggesting that letters be written to the newspapers concerning the new edition of "Social Problems."

### ADVERTISING

An advertisement was inserted in *The Nation* bi-monthly, advertising Henry George's books. One experiment was made with the *American Mercury*, December, 1933.

An advertisement for both "Social Problems" and "Progress and Poverty" was inserted in *The Nation*, May 17, 1933.

A memorial advertisement for Henry George and his writings was inserted on the book page of the *New York Times*, October 30, 1933.

Two advertisements were inserted in the *New York Times* book page, March 21, and March 27, 1934 respectively. A back cover advertisement was placed in *The Annalist*, March 23, 1934, and special advertisements for "Social Problems" were placed in the trade journals, such as *Wilson's Bulletin*, *Retail Bookseller*, and *Latest Books*.

A limited appropriation made it impossible to carry out a full advertising programme for the year 1933-1934.

A considerable amount of publicity was procured, however, both directly and indirectly, from letters and activities of the Foundation. Many excellent reviews of "Social Problems" appeared. A long article on Henry George recently appeared in the *Christian Science Monitor* and the number of Single Tax letter writers who contributed to newspapers throughout the year was increased. Many of them obtained "ammunition" from the printed matter sent out by the Foundation.

Perhaps the chief use of the work above described lies in the fact that it supplies literature to hundreds throughout the country who are in touch with the Foundation, and who are active in their own communities, in keeping alive the interest of fellow citizens in the Georgist programme. Others direct their attention to high school teachers and librarians. Still others write to local newspapers carrying on an interesting and informative correspondence which is given space and recognition by the local editor.

ANTOINETTE KAUFMANN, Secretary.