

for 27 years, had been a Trustee of the colony for many years and had worked to keep it firmly to the original principles of its foundation. Ned Ross' belief in the principles laid down by Henry George was so strong that he passed it on to his entire family. His wife, who survives him, was already a convert when they married. And their three sons and two daughters are all active workers for the Truth. Ned Ross was an excellent speaker, compromising not one jot of his convictions, but so kindly and gentle withal that he never antagonized and always interested his audience. As chairman of meetings he was even more successful. Ross was in active business at the time of his death, as traveling representative for an important fire insurance company. His friends knew how, on his travels, he never forgot to put in a word or two which may have awakened a mind here and there to a desire for greater knowledge of fundamental economics. Death came very suddenly, from a heart attack. He was within a week of his seventieth birthday.

His name, like that of his brother, Will Ross, will be writ high in the annals of our work.

GRACE ISABEL COLBRON.

## The Robert Schalkenbach Foundation Report

TO jump right into the middle of things, let's talk about the December book selling.

Our Christmas letter, signed by the Honorable Lawson Purdy, President of the Foundation, went to ten thousand people. It asked them to give books by Henry George, or about his plan, as gifts. A folder accompanying the letter described seventeen suitable titles. Our appeal was answered with characteristic loyalty. Three hundred and thirty books were purchased. They were attractively wrapped—gifts to be proud of. They went to far-off Manila, and to war-torn Spain.

Aided by funds donated by its friends last spring, the Foundation is launching a campaign of national advertising. Fourteen advertisements of varying lengths will appear during the next four months in *Fortune*, *Harper's Magazine*, *The Atlantic Monthly*, *The United States Journal* and the *Wall Street News*. The advertisements are worded to appeal to a conservative, thoughtful audience. One, headlined "An Old Bequest," tells of the founding of this organization under the will of Robert Schalkenbach (whose legacy was called "an odd bequest" by the newspapers of 1925), and the purpose for which it was created. A second advertisement addressed, "To Brain Trusters and Social Planners," quotes from Henry George, then goes on to say, "in 'Progress and Poverty,' a real American contribution to social thinking, Henry George points the way to the achievement of the individual freedom that is the life blood of the healthy social state . . . a

road we must follow unless the tax-gatherer is to become our personal dictator." A third quotes John Dewey's famous opinion regarding Henry George, and says, "Henry George's philosophy is as American as a sod house, a native contribution to social thinking—sprung, not from Russia or Italy, but from George's own observation of the American scene."

During the advertising campaign we are asking our bookdealers to display "Progress and Poverty." One Albany bookstore has promised a special window-showing of George's books.

Last November we attempted to interest a list of certified public accountants in "Progress and Poverty." The venture was outstandingly successful. From the first thousand names circularized we secured forty orders and sold forty-three books. The literature used in the campaign was a folder reprint of the Dun and Bradstreet article entitled, "Three Important Balance Sheet Ratios." An interesting feature of this campaign was an offer to send the book on five days' free examination. Although almost all those ordering took advantage of the return privilege, only one man sent the book back. A list of several thousand more accountants is now being approached in the same manner.

May we again remind the readers of LAND AND FREEDOM that, as long as the edition lasts, "The Theory of the Land Question," by Professor George R. Geiger, published by Macmillan at \$2.00, can be secured from us at \$1.00 a copy. Published in 1936, this book is an excellent argument for land value taxation. It shows how land value differs from other forms of economic value and points out that two distinct classes of value must be considered in economics: that of reproducible human enterprise and that of irreproducible nature, i. e., land.

### FROM OUR MAIL BAG

Dated, Thanksgiving Day, 1937.

"Thanks galore for such an institution as yours.—You folks getting material to the universities, colleges and schools are doing a great work. I am thankful for the opportunity to be along with others, in this important movement."

V. G. PETERSON, Acting Secretary.

I HAVE already read Henry George's great book and really learnt a great deal from it. Men like Henry George are unfortunately rare. One cannot imagine more beautiful combination of intellectual keenness, artistic form and fervent love of justice. Every line is written as if for our generation. The spreading of these works is a really deserving cause, for our generation especially has many and important things to learn from Henry George. It almost seems to me as if you had no conception of what high degree the work of Henry George is appreciated by serious, thinking people.

DR. ALBERT EINSTEIN.