

# Henry George School of Social Science

CHARTERED BY THE UNIVERSITY OF THE STATE OF NEW YORK

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June 1966

Dear Extension Director:

CONFERENCE Looks as though with all the advance planning and good intentions, time keeps crowding us. The program of the St. Louis Conference (July 20 - 24) will be mailed soon.

USING Re my discourse (Feb. Extension letter) justifying the continued use of Progress and Poverty for the basic course, most responses have been favorable; some still disagree. Dorothy Sara writes: "There is no substitute for P&P. However, for quick and ready reference, I recommend the 47-page condensation of P&P by Miriam De Allen Ford (a Haldeman-Julius publication). It is a good 'instant refresher' book." (This condensation is available from the Henry George School for 25¢.)

The Henry George School of London has completed a new manual which follows the subject matter of our basic course in Fundamental Economics, but does not use P&P as a text, but as collateral reading. While still convinced that our best policy is in sticking to P&P, I find the London manual to be a very thorough and commendable job.

Re the universal appeal of P&P, a friend called my attention to a quotation from Goethe: "Who offers much, brings something unto many, and each goes home content with the effect."

COURSES As already reported to you, the third basic course (Economic Science, based on The Science of Political Economy) has been in process of revision. A mimeographed draft of the questions and answers has been in use, and supplements are being prepared. The finished (printed) job should be ready for the Fall term.

Beyond the three basic courses we have three prepared advanced courses: Democracy vs. Socialism (based on Max Hirsch's book of the same title), Philosophy of Oscar Geiger (based on my book, A Seed Was Sown) and Human Rights (based on George's A Perplexed Philosopher and The Land Question, etc. and collateral reading). This last course has been revised and was given in New York, Philadelphia and St. Louis. Loral Swofford found it valuable and will speak about it at the Conference. So far, Philosophy of Oscar Geiger has been taught only in Philadelphia, outside of New York. George Collins writes: "The Philosophy course did very well. I was forced to do other reading to handle the questions and arguments that came up. This course is bringing about a much greater appreciation of Henry George, particularly among our high school students who were skeptical about everything. Now they accept the idea of Natural Law and even use Henry George to illustrate some of their points."

Some supplementary notes are being prepared for prospective teachers of the Philosophy course and they will be distributed. The Democracy vs. Socialism course needs some revision (and perhaps some up-dating) - but after completing Economic Science, we would first like to go back and do some revising of the two basic courses, Fundamental Economics and Applied Economics.

The other advanced courses given in New York are based mostly on notes assembled by the teachers, and are not in as complete form as the three mentioned above.

New basic course certificates will be ready for the Fall term. The three basic courses will be known as a 30-lesson study in Principles of Political Economics. There will be a completion certificate for the first course in Fundamental Economics;

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a completion certificate for the second course in Applied Economics, and a graduation certificate for the third course. However, all three courses can continue to be offered separately as now; we just wish to provide a little additional incentive to go on to the second and third courses.

DIRECT  
MAIL

This interesting item is abridged from an article in the April issue of Home Study Reporter (published by the Association of Home Study Schools - which by the way is not the organization of which the Henry George School is a member - that's the National Home Study Council):

"WHO'S THROWING AWAY YOUR DIRECT MAIL ?

"People, in varying numbers, throw direct mail away! According to some outside surveys, the figures range from 40% to 60%. Even if these figures are accurate, which is doubtful, this means that the balance were interested readers. To have 40% to 60% of any audience show interest in the product advertised would make any advertising manager happy. . . .

"The non-reader or throwaway group, itself, is in a state of constant change. It is not composed of the same people all the time. People are not always keepers or throwaways. People move from the reader to the throwaway group and from the reader group depending upon how interested they are in what is being advertised. . . .

"The mailing list, then, helps determine who will be readers and non-readers. For this reason, the greatest advantage of direct-mail is selectivity. Does the mailing list reflect precise, moderate, or even very little selectivity? The degree of selectivity will determine to a great degree the number of keepers and throwaways. Direct mail is marketing selection in action. It is a sensitive and tricky medium that must be used with pinpoint precision to assure its maximum effectiveness. If you can't select interested prospects with your list, don't mail. If you do mail a list with little selectivity you're going to create a lot of throwaways and direct-mail is again inviting more critical comment. . . .

"Why are non-readers important? They're important because at another time they might be readers, and they give you clues on your present list and creative effort. As everyone knows, there is some direct-mail that is excellent; some medium; some poor. The number of non-readers can give you clues on the creative effort. If the non-readers are interested in the product, but still don't read your mailing, then you have to improve your effort to capture their attention and interest. . . .

"With the possible exception of billboard type advertising, direct-mail is the only medium that is totally advertising. TV, radio, newspaper, and magazine advertising are based as media that are looked at, listened to, or read for reasons other than searching for advertising messages.

"Direct-mail is also very personal as compared with other forms of advertising, no matter what its specific form may be, merely because it does come in the front door and presents itself to the individual. He then has to deal with it - he has to take it into his hands and must react to it somehow. The effect of this is to force the individual to consciously think about this particular piece of mail, to make a decision, and for many people decision making is not comfortable. . . .

"All of us are at different times annoyed by making these decisions. And at times we are keepers or throwaways depending upon our interest. Non-readers can be kept to a minimum by careful selection of both lists and the creative effort to match peoples' interests. Still you'll have some throwaways. But analyze them as carefully as you do the readers. They tell you fascinating stories about your market. Remember these throwaways may someday be your keepers - make your mailings interesting so they don't irritate and annoy."

Sincerely,

Robert Clancy