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Printing Plant

The Henry George Tract Society

ENDWELL, New York, U.S.A.

P. O. Box 105

C. LeBaron Goeller, Mgr.

Our Plan

WE print Tracts, 1000 or more for \$1.00.

YOU send us any amount you choose, and we send the tracts to The Henry George Foundation at Pittsburgh for FREE DISTRIBUTION.

The Necessity of Repetition

Charles W. Mears in "The Paper Book"

ALL the fundamental truths were written long ago. There was nothing new under the sun in the days of Ecclesiastes and there has been nothing basically new at any time since. Our novelties are merely high derivatives—changed forms and expressions of old matter, but still obeying old and eternal laws.

Read any modern man's bright intellectual product and you read only what other men in other lands and other ages have known and spoken.

Yet I charge no modern man with plagiarism or needless repetition. The eternal laws endure, but the knowledge of them must each earth-born individual learn in his own time. And unless he learns them from his contemporaries, his living teachers, he will not learn them at all, since the old knowledge is far too voluminous for

any of us individually to thresh it out. Hence we need to have the old truths spoken afresh as though they were wholly new, as indeed they are at some period in every individual's life.

We too readily believe that what we know must necessarily be known to others, to many others, if not to all others. Nothing could be less true.

Each generation is separately taught the multiplication table, because like all other knowledge it is not hereditary or innate. One not taught the multiplication table simply does not know it. Similarly with all truths, however ancient and fundamental. Today nobody invents the multiplication table; it is simply repeated as of old. This repetition enriches the world. We could not do without it. And are there not other truths as binding as the multiplication table, and does not he render a service who utters them to those who haven't heard—to those to whom his repetition is not repetition at all, but a completely new message?

Great, useful, vital, therefore, is the printing press, whose chief glory is its power of rapid repetition—spreading broadcast, inexpensively, accurately, its messages of information, instruction, inspiration, wisdom—messages which otherwise would remain practically unuttered, the unexpressed possession of the few.

Everything in the world is new to the new person.

You may have been in business a long time, but to the man who has never heard of you, your business is not yet born. Therefore, if you would move forward and conquer, forget how much you know about your own business and consider how little the other fellows know until after you have told them.

Then call in your printer.