

(Letter to Tom Sherrard in La Jolla)

Sunday, 27 April

Bob,

Since Harry Pollard's copying and postage expenses are much less than mine, he will send a copy of my article to anyone who requests it. Please ask your readers to send \$1.00 along with their request. (Harry will keep all proceeds - I've sent out about 130 copies at my own expense.) You can send out copies of my article under the same arrangement if you wish. Frank

Tom,

I appreciate your recent response to my article. I entirely agree with your assessment that our goal should be to "Foster more Georgists".

And I further agree that we as a movement have a definite communications problem. We are not getting our message across.

But we should not despair at our lack of success. We do have some advantages working for us. For one thing, our message is basically very simple (unlike economics as currently taught); once a person understands some basic terminology and relationships, everything starts to fall into place. Also, we offer the hope of a much better world. Present economic doctrine falsely holds out a choice between high unemployment or high inflation and generally tells us that we must "lower our expectations".

I intend to capitalize upon those advantages in my next written effort. Unlike the article I sent you, which was targeted at people already familiar with land value taxation, my next effort will be aimed at people who never have heard of Henry George or the single tax.

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I expect it to be around 75 or 100 pages in length and I hope to have it professionally printed in the form of a booklet. We could then advertise in the local media and send a free copy to anyone who called or wrote. We could and should particularly zero in on college campuses - ads in the student newspapers, posters in prominent places, etc. My hope is that a significant number of those who would ~~the~~ read the booklet would then want to read "Progress and Poverty" and/or take a class offered by the Henry George School. The booklet itself would be the key to the whole effort. It would have to catch the reader's attention right away and then hold his/her interest. IF we can get them motivated enough to want to go on and read P&P, we'll have them hooked.

San Diego might make an excellent test case. We should concentrate our resources in one area rather than scattering our efforts all over the map. We should believe that for each one of us who already understands the truth, there are a thousand other people walking around who would also come to understand the truth if only they had the opportunity to be exposed to it such as we had. Does this sound like a feasible scheme to you? Sincerely, Frank

Dear Bob: I consider Progress and Poverty to be a masterpiece which will probably never be excelled. We can take great (over)

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comfort in this since we do not have to start from scratch as George did. Rather, we can base our own efforts upon the great edifice which he has already reared, standing upon his shoulders as it were.

I propose to write a booklet which will point the contemporary reader to Progress and Poverty. My work will have to stand by itself in the completeness of its presentation yet will not attempt to duplicate that which already exists.

We have every reason to be hopeful. The bankruptcy of current economic doctrine is painfully apparent. The world is ready for our message - we offer hope where now there is only frustration and despair. And the power of modern communications enables us to reach millions of people in a very short time. All we need do (and I realize this has been a great stumbling block) is present our message in a form which will have wide appeal - it must reach out and grab the reader's attention. We need to break the person's present mindset and show him/her that wealth is produced by labor and capital acting upon land - that wealth in turn being distributed in the form of wages, interest, and rent. Once the person understands the theory of the production and ^{the} distribution of wealth, the rest will be very easy. We can show all the advantages which will accompany a shift of taxation to concentrate upon land values, i.e. the public collection of rent. IF by such a process we could interest, say, Five thousand among California twenty million plus people, we could then go out and get the signatures necessary to qualify a LVT initiative. Even if we lost at the voting booth, we would have brought the

Basic economic education is crucial - right now we are in the position of advocating a tax upon rent to people who do not even know what rent is, how it arises, ~~and~~ ^{or} why it is such a favorable object of taxation.