

Bob,

For some time I have been planning to present our message in a written form aimed at the general reader interested in public affairs. In fact, I have just completed a two-page outline of such presentation. I intend to test its effectiveness in just such a manner as you propose. I envision an initial printing in booklet form. If successful, it could later be expanded to book length.

Even through the printed media, one person can influence many others in a very short time. And, if a base of financial support is created, it becomes possible to move into televised programming. Program viewers can be invited to write or call for free literature. And those who respond are carefully cultivated as potential "converts". Many other groups (notably religious ones) have used such an approach with great success. Do you not believe that our message can compete successfully in the marketplace of ideas? After all, the truth that we espouse offers the only possible escape from the morass of problems which surround our society. Our message brings hope into the hearts of those who receive it, and hope is a powerful ally.

The first contact with people is crucial. The message must be clear, logical, and gripping. It must present the truth as fully and completely as possible. Of course, it would be my hope that every reader would want to go on to "Progress and Poverty".

While predictions are always risky, I really believe that the next five years are going to see a real breakthrough in the public acceptance of our message. The fields are