

MAY 13 1974

17 Duffield Road  
Auburndale, Ma. 02166  
May 6, 1974

Dear Frances Soriero:

I am glad to know that things have started to move for the centenary of Progress and Poverty, and I am flattered to be asked for suggestions. Of course, a lot can happen to the world and the U. S. in 5 years so that any suggestions and plans made this far ahead, which is really necessary, may have to be modified or altered because of better (hopefully) or worse (probably) economic and other conditions. Some of the following are so obvious as to need no mention, but anyway here are my ideas:

1. Publicize the place and date of the expected conference from time to time in various journals. Many, especially those coming from abroad, may have to plan this far ahead.
2. Form committees, local (San Francisco), national and international to begin to agree (if that is possible) on locale, program, speakers.
3. Is there a friendly public relations firm that would help at a discount or contribute its services?
4. Decide on a name for the gathering: World Congress on the Centenary of "Progress and Poverty", or, International Conference on the One Hundredth Anniversary of Henry George's "Progress and Poverty" (too long), or something similar.
5. Begin to negotiate for a commemorative U.S. postage stamp. It is not too early, I think. None was issued in 1939, the one hundredth anniversary of George's birth?
6. Consider ~~xxx~~ a commemorative stamp to be issued by the Foundation and the HG Schools to sell (@ 5¢ ea. for instance), raise some money and afford some free publicity throughout all of 1979.
7. Compile a brochure of quotations from the great and near-great lauding P & P or George, including some from contemporary figures.
8. Devise a slogan for your postage machine during 1979 such as those used by the P.O.: Mail Early for Christmas, Support the USO, etc. CENTENARY OF "PROGRESS AND POVERTY", for instance.
9. Compile a list of possible speakers, and aim high: Paul Samuelson, William S. Buckley, Ralph Nader, maybe.
10. Sponsor essay contest in universities and colleges on "Progress and Poverty, One Hundred Years Later", or some such subject. Posters could be put up on the students' bulletin boards in their

unions, libraries, and economic and history departments, also occasionally notices beginning in the spring of 1978 in the student papers. Solicit donor(s) of prize money and line up the judges. Winner(s) would be awarded Prize(s) at the conference.

11. Publish a book of essays by prominent figures, U.S. and foreign, such as Samuelson and Buckley, on the same subject to appear in Dec. '78 or Jan. '79. Collaboration between a commercial ~~press~~ or university press and the Foundation might be negotiated in order to provide wider circulation.
12. With some, if not all, of the above a great deal of publicity for P & P is bound to be generated even if not in the popular media. Hence, it is important that the book be made available in commercial bookstores. Some kind of a deal might be worked out between jobbers and the Foundation. Better still, a publisher could be approached, informed that there is going to be an increased demand for the book in 1979, and would it collaborate with the Foundation to publish and distribute a new printing with a new preface - by Samuelson, maybe?

I feel very strongly that P & P must be made available in places other than libraries, the HG Schools, and the Foundation. Otherwise whatever publicity is generated during 1979 will be of very limited value.

While it may be true that there was little demand for P & P fifty or so years ago, the plight of the cities, failure of urban renewal, urban sprawl, and the current interest in land use, etc., have caused a new look at George's solution. As a cataloguer I have been able to observe many new books that include more frequent and more favorable comments about George and land value taxation.

At Brandeis University for the first time during my 12½ years there P & P was required reading this spring, but if a student wanted to buy his own copy, he would be unable to do so as it is not listed in the current Books-in-Print.

I hope all this may be of some help, but as usual all my suggestions cost money and mean work for someone. Let me know if I can be of any further help; I am retired now so I should have more time. Please give my warm greetings to Miss Peterson.

Sincerely yours,

*Edith S. Capen*

E Capon

Copy

Robert Schalkenbach Foundation  
50 E. 69th St., New York, N. Y. 10021

April 26, 1974

Dear Edith Capon:

We received a letter from Mary Hutchinson of the Henry George League of Melbourne, Australia, inquiring whether any Georgist organization was planning something for the centenary of Progress & Poverty's publication in 1979. Her letter and Miss Peterson's reply to it are enclosed for your information.

Because of your background as a librarian, Miss Peterson thought you might have some ideas, too, which we might consider. Miss Peterson feels it is not too early to commence planning for this since some undertakings require time, like a new book, or something similar which must be done over a period. As you will see from Miss Peterson's letter, she has made some suggestions but it is just some out-loud thinking; she would like to know what your reaction to this is.

That was a good idea you had about rubber-stamping short messages on envelopes, bills, etc., with the thought of leaving subliminal ideas in the minds of those who handle them. I know that I have always thought those messages on envelopes that I have seen in the past were a good way of reaching a wide segment of the public with the least possible cost. Some of our Georgists have printed quotes from George on their envelopes and to that extent use this idea. Bob Clancy may take note of your suggestion in the next issue of his magazine, no doubt.

We will look forward to hearing from you about the centenary and thank you in anticipation. Miss Peterson sends warm regards.

Sincerely yours

Frances Soriero

Enc.