

Why?

SALVATORE V. MANGANARO, *one of the students in Sydney Mayers' Public Speaking class at the HGS in New York, presented the group with this new slant on the Henry George five cent cigar.*

Many world leaders, writers, philosophers and statesmen have hailed Henry George as a great social philosopher, and his works have been endorsed as worthy of serious thought. They found his theories to be sound and sensible. Why in the world haven't we made greater progress?

Henry George was a contemporary of Karl Marx. Yet today more than half the world's population is under the rule of the ideology of the latter, while in comparison the promulgation and application of the theories of Henry George seem to move very slowly. We have good, effective medicine to cure many ills, yet the patients take the wrong, ineffectual medicine, why?

During the depression a common remark was "what this country needs is a good five cent cigar." So a man who was imbued with love for his countrymen set about to be of service. He bought a good crop of tobacco, selected the best leaves, and hired the most skilled cigar makers. The cigar he produced was good enough to sell

for a dollar, but he marketed it at five cents.

Feeling proud that he was offering a truly good product for so little, he sat down and waited for the approbation of his fellowmen. It never came. He had to declare bankruptcy and sell his entire stock at a loss. Another enterprising businessman bought the stock, raised the price to a dollar, and sold out immediately at a vast profit.

Is there a moral to this story that can be applied to the acceptance of Henry George's proposal?

The idea that a cigar costing only five cents was inferior was so strongly fixed in the minds of smokers that its quality went unnoticed. Is our remedy so simple that it passes unnoticed? The second businessman made a minor adjustment and his venture was a complete success. What adjustment can we make? We must ponder this question.

We have a good product. It may need repackaging, good merchandising and inspired salesmanship in order to arouse the interest and enthusiasm that will batter down the doors at the legislatures and demand the reforms needed to make the remedy of Henry George the established order. We Georgists must work conscientiously and energetically toward the realization of these aims.

renew acquaintance with these and other Toronto friends at the annual conference in Montreal July 26th to 30th. Heinz Koern succeeds Peter Van Meggelen as president; other officers are: Ian Evans, Harry Marquis, Bill Zamara; Elinore Ramsay, Jack Bea, Ernest Farmer, Neil Walker, Barry Holmes, Bob Marubashi, Tony Hutzel and Helen Nesbitt. Friday evening meetings continue at the Commercial Travellers Club. Ernest Farmer, editor

of the Square Deal, was the speaker on February 3rd. March 3rd will be past president's night, with Arthur Bullied as a guest speaker representing a newly formed Congress of Concerned Canadians.

An advanced class in Economic Science is in progress at the Coxwell YMCA with Harry Marquis in charge. A graduation banquet will be held on April 7th with dancing and roses for the ladies.