

CELLULOID SALESMAN

By MISS V. G. PETERSON

Executive Secretary, Robert Schalkenbach Foundation, New York.



OUR English friends will be particularly interested to know that the motion picture produced for the Robert Schalkenbach Foundation has now been launched. It was a Londoner, Leslie Hubbard, who took first prize in our Motion Picture Ideas Contest back in 1957 for his *An Acre of Ground*, and another prize went to W. Hartley Bolton of Dorchester. For technical reasons, the contest entries could not be used, and the script finally adopted was professionally written. However, the great interest shown in this project in England was always an inspiration to us, and for this reason we are very happy to announce that a print of the film is being presented by the Foundation to the International Union for Land Value Taxation and Free Trade.

Released in October, after a successful preview in Detroit last July during the annual conference of the Henry George School of Social Science, *Land — and Space to Grow* is the story of a typical young American couple as they pursue the great adventure of buying land and building the home of their dreams. Since to reveal more of the plot would dilute the pleasure of those who will be seeing the picture for themselves within the next few months, may it suffice to say that within the framework of this warmly human story, some challenging questions are raised. One of these is: "Why, in a land where everyone agrees upon the need for adequate housing, is every step taken to provide it, taxed so heavily?"

The public for the sponsored film, at least here in the United States, is vast. Clubs, churches, schools and other community groups alone, produce 181,000 film-viewing audiences. In industry, thousands more see educational films regularly; and in the armed forces, where the 16 mm. documentary got its first big boost in World War II they are widely used as a teaching medium.

It was to reach as many film-viewers as possible that *Land — and Space to Grow* was fashioned into a persuasive "soft-sell" story, rather than a hard-hitting and didactic one. The picture—a black-and-white with sound, and running fourteen minutes—was shot near Nashville, Tennessee, with an amateur cast, under the direction of Samuel Datlowe of San Dial Films. A hundred and ten prints have been made by the Foundation and turned over to Modern Talking Picture Service, a professional film-distributing outfit with 28 film-lending libraries and seven television film centres. Prints will be loaned without charge to organised groups. Whenever possible, a speaker will be provided. As this report is written, six Georgeist groups have scheduled the picture for December showings; eight "outside" groups have booked it, and one television station has made a definite commitment.

A foreword to *Land — and Space to Grow* dedicates the picture to "Henry George, a great American whose book 'Progress and Poverty' has been translated into a dozen languages and read by millions of people all over the world." We hope, and we confidently believe, that our celluloid salesman will do a good job, by making new friends for George and bringing new students to the Schools.



Since this report was received (shortly before Christmas) the film has been presented on T.V. in eleven States in the U.S.A. and showings have been booked in at least 25 States. Eleven industrial groups in various fields have been interested spectators, including a unit of the Ford Motor Company, and 39 American High Schools and colleges have asked to show the film.



LAND & LIBERTY