

# Charter

Invitation

The mind is but a barren soil—a soil which is soon exhausted, and will produce no crop, or only one, unless it be continually fertilized and enriched with foreign matter.

Sir Joshua Reynolds

# Intellectual Digest

Dear Colleague:

The impulse that made you open an envelope printed backward, like ours, reveals one of two commendable characteristics:

1. You've got one of those acrobatic minds capable of grasping things not just in normal fashion, but from unusual perspectives as well. (And you recognize a bargain when you see it.)

OR/AND ...

2. You've got a lively sense of curiosity. (And you recognize a bargain when you see it.)

If your sense of perspective and curiosity extends to keeping up with what's being written and argued in the nation's leading journals of politics, foreign affairs, medicine, sociology, philosophy, the sciences, business, the arts ...

And if your sense of thrift likes not only saving money, but time ...

... welcome to INTELLECTUAL DIGEST, the new magazine designed to keep your mind regularly "fertilized and enriched with foreign matter" in approximately one-sixteenth of the hours you'd normally have to spend.

With this letter, we invite you to become a Charter Subscriber to INTELLECTUAL DIGEST and thereby to enjoy certain advantages and

privileges -- among others, having a look at your first issue free, and if you like it, saving half on your subscription.

INTELLECTUAL DIGEST derives from the fact that as a nation today, we can no longer afford this country's traditional anti-intellectual pretense -- the "Aw, shucks" attitude that prohibits the menfolk from acknowledging any familiarity with music, art, theater and that brands as eccentric such womenfolk as happen to have any comprehension of matters like business, politics, foreign affairs.

We have a feeling that the continued existence of America depends on men and women alike coming to a better understanding of the myriad new ideas and phenomena that are shaping modern society ...

... ideas scientific, technological, sociological, economic, political, psychological, philosophical, literary, dramatic, artistic. As we said in our very first issue:

"What sufficed for a nation that insisted on using its raw 'intelligence' to succeed is no longer adequate. Intelligence stored up, and sorted out -- intellect -- is the new shorthand of survival."

Note an operative word here -- shorthand. For conciseness, too, is central to the premise of INTELLECTUAL DIGEST. The number of publications devoted to concerns of the mind has proliferated astonishingly in recent years. But the amount of time at your disposal has not grown by a minute, and by any bedside, 300-some publications -- the number we cull from for each issue -- is quite a formidable pile.

What our Editors do is to plow through that pile for you, much as a first-class staff assistant preselects the mail and reports that get through. We look it all over. We screen out the irrelevant. And when it seems advisable, we edit -- but only in collaboration with the original author so as to avoid any chance of dilution or distortion.

Some of the journals we cull from are probably familiar to you. Saturday Review. Fortune. Others you may know by reputation. Daedalus. Commentary. Encounter. Commonweal. Dissent. Foreign Affairs. Paris Review.

Still others you may not know at all unless you are in the professions they serve. The American Psychologist. Science Journal. Physics Today. Annals of Internal Medicine.

They're periodicals that, taken together, represent the finest in contemporary reportage, and that also reflect every shade of political opinion -- left, middle, right. (Given the number and variety of our sources, it could not be otherwise: 34 journals of opinion; 27 magazines

of the arts; 136 scientific journals; 38 literary magazines; 67 social science periodicals!)

Our magazine comes to you illustrated throughout with candid, portraits, political cartoons, whatever helps in getting the text across quickly. But our richest coloring comes less from the illustration than from the quality of the writing ...

... writing chosen for its bite. From Commonweal, Michael Harrington in INTELLECTUAL DIGEST on the politics of pollution:

"For we have now recognized that the failure of the market system is basic to our current environmental crisis. Air and water were considered to be 'free' resources. Therefore a corporation which would invest enormous amounts of time and money in figuring out how to economize the costs of labor and capital did not give a second thought to using and destroying rivers, lakes and the atmosphere ..."

... writing chosen for its courage. From Public Interest, Sociologist Robert Nisbet in INTELLECTUAL DIGEST on the twilight of authority:

"The most dangerous intellectual aspect of the contemporary scene is the widespread refusal of thinking men to distinguish between authority and power. They see the one as being as much a threat to liberty as the other. But this way lies madness -- and the ultimate sovereignty of power! There can be no possible freedom in society apart from authority ..."

... writing chosen for its conviction. From John Canaday's new book, "Culture Gulch," the noted critic on F-111, a series of 51 panels by pop artist James Rosenquist exhibited by the Metropolitan Museum:

"Sometimes I think F-111 comes off worse than the Museum does. At other times, I think the Museum comes off worse than F-111 does ..."

INTELLECTUAL DIGEST is new in premise, new in concept, and new in format. As a result, asking you to subscribe to it sight unseen would be, perhaps, somewhat unfair. And so we do not ask that you merely take our word for it:

We invite you to become a Charter Subscriber only after you have examined your first issue free -- compliments of the house. If you hate it, no obligation. Just scrawl "cancel" across your bill, and that's that. The sample issue is yours to keep.

If, on the other hand, you find that our premise has merit, your advance reservation on our Charter roster puts you in a happy position:

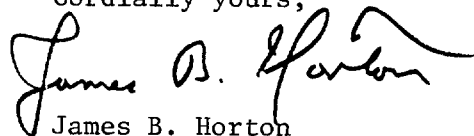
YOU SAVE HALF IMMEDIATELY. Others will pay \$10 for 12 issues. Charter Subscribers pay only \$5. You get the magazine at half price -- an immediate savings of \$5, or 50 per cent.

PREFERENTIAL RATES IN PERPETUITY. Charter Subscribers like yourself are guaranteed of receiving always the lowest possible rate no matter what price increases may be required -- on all renewals, on all gifts.

The printed folder enclosed with this letter gives you some idea of the caliber of critics and pundits you'll be encountering in our pages, and some inkling of what's currently on their minds. Look the folder over, but please don't delay in reserving your first issue.

Just as the magazines we cull from are limited in circulation, so must we be, and in fairness to all, Charter Subscription reservations can be honored only on a first-come, first-served basis. To avoid disappointment, it might be wise to send for your free copy now. All the more so since you'll have plenty of time after the issue arrives to come to a final decision about subscribing.

Cordially yours,



James B. Horton  
for the Editors

JBH/mag

P.S. For fun, we've just added up the amount you'd have to pay if you were to subscribe individually to the 300-some periodicals we scan for you -- over \$2,000 a year.

And that's not counting what you'd pay for the many books we excerpt (at least four in each issue), nor the three bound-in newsletters that come to you in each issue (special reports on the arts, on science, and on social science and education.)

"YOU YOURSELF MAY HAVE PASSED THIS WOMAN many times on Madison or Fifth Avenue, and it might well be that her simple taste, and the quiet colors of her clothes would not merit a glance from you. But if you came upon her sitting quietly somewhere, you could not ignore her. Her serenity is captivating."

# Like f' rinstance

In addition to regular bound-in *newsletters* in such disciplines as the social sciences and education, on science, and on the arts... and to pertinent selections from important new *books*... *Intellectual Digest* with each issue puts into your hands in one indispensable magazine 34 journals of opinion, 27 magazines of the arts, 136 scientific journals, 38 literary magazines, and 67 social science periodicals. Among other publications our magazine keeps you current with — some professional, others not:

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|-----------------------|--------------------|
| American Psychologist | Partisan Review    |
| Antioch Review        | Physics Today      |
| Commonweal            | Ramparts           |
| Daedalus              | Science Journal    |
| Encounter             | Trans-action       |
| Nation                | University Review  |
| New Society           | Washington Monthly |
| Paris Review          |                    |

The unreadable we reject. What you'll find instead are nontechnical and lively stories written by such master critics and pundits as

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|----------------------|--------------------|
| McGeorge Bundy       | Joseph Wood Krutch |
| Eric Bentley         | Irving Kristol     |
| John Canaday         | Arthur Koestler    |
| Kenneth Clark        | Herbert Marcuse    |
| Milovan Djilas       | T. S. Matthews     |
| Robert L. Heilbroner | Susan Sontag       |
| Ada Louise Huxtable  | Gore Vidal         |

Subject matter? Virtually unlimited. Among other titles: Presidential Reporters and Presidential Politics • An Interview with Chester Himes • The Future of Egg Transplantation • Letters of Aldous Huxley • Why People Play Poker • Black Students at White Colleges • Foundations and the New Class War • The Hippies as Contrameritocracy • An Essay on Liberation • The Riddle of Stanford Ovshinsky • The Politics of Pollution • The Biology of Human Behavior

The assessment above? From a critique by the noted observer, Antoni Gronwicz. *Intellectual Digest* came upon his piece in the highly meritorious new magazine of The American Center of P. E. N. (Poets, Essayists and Novelists) — one of more than three hundred weekly, monthly and quarterly journals we scan regularly for articles provocative, significant, illuminating.

The lady with the "captivating serenity"? None other than Greta Lovisa Gustafsson, perhaps better known as Garbo, and quite possibly the only phenomenon in the world that most of our contributors and readers would agree on.

For agreement is not something our editors strive for, nor wish for on your part. Whether our subject is theatre or war — or science, sociology, literature, politics, psychology, anthropology, philosophy, foreign affairs, art, medicine, history — what we aim to supply is fodder for making up your own mind. Read the article! Examine the facts! Consider the arguments! *Think!* By way of starters, for example, have a go at some additional ideas, observations, judgments from *Intellectual Digest* that you'll find.

(Continued on other side)

# PROMISCUITY

From *Dissent*,  
Jesse R. Pitts  
on hippie life

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activity, considering the lack of moral censure and the ready opportunities; the levels are certainly well below those entertained by "square" fantasies. There are known cases of beautiful girls having lived many months in Hippie communities and remaining virgins.

# FORECAST

From *Fortune*,  
Gilbert Burck on  
increased leisure

For a long time we'll probably have to work as hard as ever. The basic reason why carefree abundance and leisure are not likely to fall into our laps like fruit may be put very simply. The more time we save in making goods, the more time we spend providing services.

# DISCLOSURE

From *Saturday Review*,  
James MacGregor Burns on  
the untold story of FDR's  
last year

Late in March 1944, a young cardiologist at the United States Naval Hospital in Bethesda, Lt. Comdr. Howard G. Bruenn, had an emergency summons from his superiors. He was requested to conduct a heart examination the next day; his patient would be the President of the United States . . .

# LIB

From her book,  
*Sexual Politics*, Kate  
Millett on the sexual revolt

It may be objected that as so notoriously inhibited as the Victorian period was the first phase could accomplish nothing at all in the area of sexual freedom. Yet it is important to recall that as sexual suppression in the form of "prudery" reached a crisis in this period, only one course out of it was possible — relief.

# CITIES

From *Commentary*,  
Irving Kristol  
on urban discontent

Though most central cities are now aware of their ghetto populations only as a source of trouble and calamity, one can predict with considerable confidence that ten years from now these same central cities will be fighting tooth-and-nail to hold on to these populations, as they too begin to experience the attractions of urban life outside our major urban centers.

# ANARCHY

From *Public Interest*,  
Robert A. Nisbet on  
the decline of authority

Boredom is one of the least understood, least appreciated forces in human history. A few years ago, the scientist Harlow Shapley listed boredom as third among the five principal causes of world destruction. Today it might seriously be considered first.

# FORT MAO

From *Foreign Affairs*,  
L. La Dany on  
inside China

Village organizations, as well as schools and factories, are expected to copy the methods and habits of the army administration, and a number of organizations have been divided, military style, into battalions, companies, platoons, and sections. If this spreads, then China, with or without the communist party, will become an ocean of military barracks.

# EGOCENTRICS

From his book,  
*Speak Out!*,  
Günter Grass on writers.

Anyone who knows anything about writers is well aware that even if they band together at congresses they remain eccentric individuals. True, I know a good many who cling with touching devotion to their revolutionary heirlooms, who make use of communism, that burgundy-colored plush sofa with its well-worn springs, for afternoon reveries. But even these conservative "progressives" are split into one-man factions, each of which reads Marx in his own way.

# ALIENATION

From his book,  
*New Reformation: Notes of a  
Neolithic Conservative*,  
Paul Goodman on higher education

Many explanations are given for the rebellion in the colleges and high schools—the students demand Student Power, blacks want community control, and administrators say they need more money; but nobody wants to suggest that maybe so much schooling for so many is not a good idea. In my opinion, the majority of so-called students in college and high schools do not want to be there and ought not to be.