

# RALPH BORSODI

*A 2048*

MR. Ralph Borsodi, well-known Writer, Economist and Educationist of America who is visiting India on a lecture-tour arrived in Bombay on September 23 and will stay here for about a fortnight as the guest of the Libertarian Social Institute.

## ABOUT THE AUTHOR:—

Ralph Borsodi was for many years a consulting economist in New York City for some of the largest corporations in the country, including the Dupont rayon interests, R. H. Macy & Company, the National Retail Dry Goods Association, and the great O.N.T. and Clark thread interests. During this period he wrote various technical books, including *THE NEW ACCOUNTING*, *NATIONAL ADVERTISING VS. PROSPERITY*, *THE DISTRIBUTION AGE*, and *PROSPERITY AND SECURITY*. The year before the great depression began in 1929, he wrote *THIS UGLY CIVILIZATION*, in which he roundly condemned the catastrophic direction in which the nation was moving.

In 1932 he was invited to assist the Community Chest of Dayton, Ohio, in dealing with the unemployment problem along the lines suggested in his book. From that time on he abandoned his professional work in the business world and devoted himself to the development of the educational implications of the Dayton movement. In 1934 a group of admirers of his work joined in the establishment of the sociological experiment called the School of Living, at Suffern, N. Y.

Out of this experiment came the progress for problem-integrated education which eventually led to the founding of the University of Melbourne in Florida. During this period he published *FLIGHT FROM THE CITY*; joined with U. S. Assistant-Secretary of Agriculture M. L. Wilson and Dr. O. E. Baker in writing *AGRICULTURE IN MODERN LIFE*; and wrote the report on the Suffern experiments which was published in 1948 in two volumes entitled *EDUCATION AND LIVING*.

In 1952 a group of friends interested in his idea that the central function of a university should be the equipping of its students with a philosophy of living, organized the University of Melbourne. The University is developing a "pilot course," together with text books and supplementary readings, which it is hoped will be used by colleges and universities generally. Mr. Borsodi is Chancellor of the University.

## INTERESTS:

Critic of modern nationalism, industrialism, urbanism, advertising, advocate of the "green revolution"—of decentralization, of rural and community life, of folk arts and crafts, folk dancing and singing; advocate of libertarianism, of local autonomy, of world federation, as essentials of the good life; became interested in education as a means of fundamental reform through adult re-education.

In his latest, "The Challenge of Asia," he sums up his prescription for the dangerous period in which we live, as follows;

"The time has come for the teacher to lead. The

time has come when the leadership which the primitive priest lost to the warrior, the warrior to the merchant, the merchant to the banker and which the banker is now losing to the bureaucrat, must be taken over by the teacher. A new world must be built and the castle-centered and church-centered world of the past and the money-centered and government-centered world of today replaced by a school and — university-centered world.

"And in that new world which we should start now to build, the accumulated knowledge and wisdom of mankind must be made supreme in the hearts and minds over the behaviour of mankind. To us, the building of this new world, individual by individual, family by family and community by community, calls us to a crusade. It calls not only for a moral, intellectual revolution in the hearts of those I am calling teachers; it calls upon them for triumphant creative action...

"The problem at this crucial period in history is, *Who shall lead?*"

## CAREER:

1913-1934: Consulting Economist in New York City. Among his clients were (1) The National Retail Dry Goods Association, (2) R. H. Macy and Company, (3) The Fairchild Publications (Publishers of two dailies and magazines in New York, London and Paris), (4) The Dupont Rayon Company, (5) The Spool Cotton Company (O.N.T. and Clark Thread) and many others.

1932-1933: Consultant to the Community Chest of Dayton, Ohio, in the famous Subsistence Homestead Projects launched by the Chest based on Mr. Borsodi's ideas during the depression.

1934-1940: Founded and directed the School of Living, Suffern, New York.

1940-1954: Conducted Seminars on the Major Problems of Living at Oberlin University, Antioch College, the Sheil School and other institutions.

1954: Chancellor of the University of Melbourne.

## HIS BOOKS AND WRITINGS INCLUDE:

The Challenge of Asia—A study of Conflicting Ideas & Ideals.

Social Pluralism.

Education and Living (Two Volumes)

Inflation Is Coming.

Prosperity and Security.

Flight From the City.

This Ugly Civilization — A Study of the Quest of Comfort.

The Distribution Age.

National Advertising Vs. Prosperity.

The New Accounting.

Agriculture in Modern Life (with M. L. Wilson & O. E. Baker).

Co-Editor with Mildered Jensen Loomis of "The Interpreter"—1948-1952. Editor "Advertising" and contributor to many trade and technical publications during career as Consultant on Marketing and Distribution Problems. Contributor to "The New Republic," "The Christian Century," "The Forum" and many other magazines.

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