

# NEWSLETTER

## OF THE AYN RAND INSTITUTE

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## THE INSTITUTE OPENS

The Ayn Rand Institute began operation on February 1, 1985.

Its formation was due primarily to the efforts of philosopher Leonard Peikoff, Ayn Rand's legal and intellectual heir, and businessman Ed Snider, owner of the Philadelphia Flyers and other business enterprises. Dr. Peikoff provided the intellectual foundation, and Mr. Snider provided the original impetus and the business expertise. Both men wanted a base from which to advance the philosophy of Objectivism.

Their basic goals and policies were established at a series of meetings during 1984, and a Board of Directors was named: Leonard Peikoff (chairman), Dr. Edith Packer and Ed Snider. Dr. Packer, an Objectivist since 1962, is an attorney and a clinical psychologist in private practice. She is vice-president of the Jefferson School of Philosophy, Economics, and Psychology and a trustee of the Foundation for the New Intellectual. Dr. Michael S. Berliner was later appointed full-time Executive Director. Prior to assuming his current position, Dr. Berliner was a department chairman at California State University, Northridge and is also a trustee of the Foundation for the New Intellectual.

Initially, there were doubts about whether business and professional people would be willing to invest in the unique enterprise of spreading a philosophy. Such an enterprise would not bring tangible monetary benefit—but could produce major intellectual and cultural gains.

These doubts proved incorrect. Objectivists from the U.S. and Canada (see box below) contributed more than \$135,000 and, in addition, pledged over \$100,000 for each

of the next two years. This allowed the Institute to begin.

The commitment of these Founding Contributors is perhaps a mark of what Ayn Rand advocated in *For the New Intellectual*: "a reunion of the twins who should never have been separated: the intellectual and the businessman."

After the Institute office opened in Los Angeles, a fund-raising campaign was launched, directed to 15,000 people, drawn from mailing lists contributed by the Palo Alto Book Service, *The Intellectual Activist*, *The Objectivist Forum*, and the Second Renaissance Book Service. To date, about 2,000 contributors have donated more than \$195,000. Professional fund-raisers have described this as a "spectacular" achievement.

We are encouraged that we have the kind of moral and financial support which is needed to make the Institute permanent. As a consequence, we have been able to begin some projects and to make more ambitious plans for the future.

We have already had to expand the Institute's office space and staff. After only eight months, the Institute has grown into a professional organization.

We are now concentrating most of our efforts on two particular projects: a high-school essay contest and the organization of campus clubs (see page 3). We will, of course, provide you with detailed information about these projects, as well as new projects as they develop. We will also keep



The Board of Directors:  
Leonard Peikoff (Chairman), Edith Packer, Ed Snider

you informed about activities in which you may wish to participate—and about the spread of Objectivism in general.

We are now seeking to hire a full-time, professional fund-raiser, in order to secure our financial future. We will continue to solicit names provided by insert cards in Ayn Rand's paperback books. We are also investigating other fund-raising possibilities, such as starting specific projects that are endowed by and named for particular individuals or businesses. We have studied the possibility of opening an office in Canada and hope to do this sometime in the future.

We have a long way to go to accomplish the goals we set when the Institute was formed. And we do not underestimate the difficulty of the task ahead. But we do have a number of important factors working in our favor: the enthusiasm and support of Objectivists throughout the world; the intellectual vacuum of a culture that needs a rational philosophy more than ever; and, most important, the fact that Objectivism is that philosophy.

**We would like to express our gratitude to all those who have contributed to the Institute, and our special thanks to our Founding Contributors, whose early pledges made the Institute possible, and to our Charter and Associate Contributors.**

### Founding Contributors

John J. Aglialoro  
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## Institute Profile: ED SNIDER

(A regular feature of the Newsletter will be personal profiles of individuals who are associated with the Institute. In this first issue, we want to feature someone with whom you may be unfamiliar and who was instrumental in establishing the Institute. The following biography is reprinted from the cover story of the September 15, 1985 Sunday Morning magazine section of the Worcester (Mass.) Telegram. In the complete article, author Roger Donway described the origin, goals and philosophic base of the Institute.)

Edward Malcolm Snider, 52, was born in Washington, D.C., on Jan. 6, 1933 — just 57 days before Franklin Roosevelt came to town to change the bases of America economic life. Snider's father, Sol Snider, was employed as a grocery-store worker, eventually starting his own supermarket chain, Food Town, in 1951.

Ed Snider began his own business career in 1955 by taking a degree in accounting at the University of Maryland. After becoming a certified public accountant, however, Snider worked as an accountant for only one week, quickly deciding that he would rather make money for himself than keep track of money for others.

His first company, Edge Ltd., was formed in 1957 and is credited with organizing the sale of popular phonograph records in supermarkets and discount stores. At the same time, Snider did some public relations work for a young builder named Jerry Wolman, and it was through this connection that he came to Philadelphia. When Wolman bought the Philadelphia Eagles football team in 1963, Snider joined the club as executive vice president.

Their relation continued for three years, but football was not to be Snider's sport. One day in the early 1960s, as the story is told, Snider was in Boston on business and decided to see a Celtics game. When he went to get his ticket, however, he noticed that people were standing in long lines — not to see the first-place Celtics, but to see the last-place Bruins. He wondered why.

Shortly thereafter Snider got his answer when he went to New York to see his first hockey game. Hockey, he decided, is "the sport of the future."

"I just flipped over the game," he says. So when the National Hockey League announced it would expand the number of its franchises from six to 12, Snider put together a successful bid to bring one to

Philadelphia for the 1967-68 season.

Getting a franchise, however, was dependent on building an arena for the team to play in. The arena, the Spectrum, was constructed under the direction of Snider's long-time friend, Jerry Wolman. But in March 1968, five months after it was completed, the Spectrum lost a large piece of its roof in a storm. And a few months after that, the roof fell in on Jerry Wolman's financial empire as well.

With the Spectrum closed, and the Flyers playing their "home" games on the road, Snider's fortunes were in disarray. But quickly he began to pick up the pieces. The Spectrum was repaired. The team returned. Coach Keith Allen was made general manager. Fred Shero was brought from New York to be coach. In 1971, Snider bought the Spectrum for himself, and so entered the entertainment management business that would eventually lead to Spectacor. Finally, the capstone of Snider's comeback fell into place as the Snider-Allen-Shero Flyers won back-to-back Stanley Cups in 1974 and 1975.

At about the same time, someone gave Snider a copy of *Atlas Shrugged*.

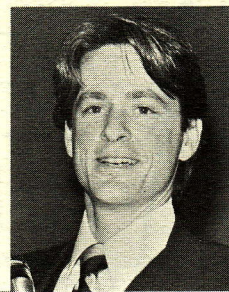
For a number of years, Snider had been disturbed by what his children were being taught in school, and particularly by what they were being taught about capitalism. After reading *Atlas Shrugged*, he says, "I wrote to Ayn Rand expressing my enthusiasm for her work, and saying that I thought her philosophy should be taught in every American college and university."

With his can-do outlook, Snider also thought he could make a start on getting Objectivism taught in a college.

In a recent interview on the cable [TV] show Raymond Newman's Journal, Snider told how he went about it: "I started on a project to try to have a course on Objectivism taught in the philosophy department at the University of Pennsylvania. They set up criteria. I had many meetings at the highest level of the university, worked a year and a half. We met every criterion, including the last test, which was a lecture by Leonard Peikoff on the virtue of selfishness. They gave us a room that would hold 300 people, and over a thousand showed up.

"And to make a long story short: after meeting all these criteria that they set forth, they turned us down."

It was then that Snider began to push for an independent organization to introduce students to Objectivism outside regular school channels.



David Kelley

## Institute Appoints First Research Fellow

The Institute is pleased to announce the appointment of David Kelley as its first Senior Research Fellow. Dr. Kelley will receive a grant of \$10,000 to prepare a scholarly book on the Objectivist theory of concepts. The first two parts of this extensive study have already been published in academic journals.

Dr. Kelley, who resides in Millbrook, N.Y., received his B.A. from Brown University in 1971 and his Ph.D. in philosophy from Princeton University in 1975. He taught for many years at Vassar College and is the author of *The Evidence of the Senses* (Louisiana State University Press), scheduled for publication in February, 1986. The Institute is most pleased that Dr. Kelley is undertaking this project, the first of many such scholarly activities by Objectivist professors to be supported by the Institute. Scholarly writing on Objectivism is crucial to its gaining wider academic influence.

## NEW YORK TIMES AD TO RUN

A full-page advertisement sponsored by the Institute will soon appear in *The New York Times*. The ad will feature excerpts from Leonard Peikoff's Ford Hall Forum talk "Medicine: The Death of a Profession." The advertisement will solicit contributions to the Institute; all inquirers will be sent a complimentary copy of the complete text of Dr. Peikoff's talk. Doctors who respond will receive complimentary reprints in quantity, for distribution to their patients and colleagues.

The full cost of this ad was underwritten by a contributor to the Institute, who earmarked his grant for this purpose. Perhaps the first of many such ads, it will present an article of immediate, personal concern to the general reader, and will, we hope, lead him to explore the underlying philosophic ideas. We are considering publicizing this talk in major medical journals and perhaps expanding this kind of advertising approach to reach other professions.



The Los Angeles office building housing the Institute offices.





# ESSAY CONTEST BEGINS

The Institute's first college scholarship essay contest for high-school students is now underway. Contest announcements have been sent to all 26,000 high schools in the U.S. and Canada. Accompanying the announcements were letters to each school's college scholarship advisor, which pointed out the special aspects of our contest: a

\$5000 first prize; eligibility of juniors as well as graduating seniors; no requirement other than the one essay; and no necessity to demonstrate financial need.

The primary purpose of this contest is to encourage high-school students to read *The Fountainhead*. The theme of the novel makes it an ideal book for adolescents, who are struggling to understand such issues as independence versus conformity. The essay topics (see box) were written by Harry Bins-

wanger, who originated the idea of the contest.

Preliminary responses from guidance counselors at public and private schools have been most encouraging, indicating excitement about the contest and curiosity about the Institute. Advertisements for the contest have been placed in *English Journal*, the national magazine for English teachers, and in various statewide publications aimed at the teaching profession.

Announcing

## COLLEGE SCHOLARSHIP ESSAY CONTEST ON AYN RAND'S NOVEL THE FOUNTAINHEAD

OPEN TO HIGH SCHOOL JUNIORS and SENIORS

✳ FIRST PRIZE: \$5,000.00 ✳  
5 SECOND PRIZES: \$1,000.00 each  
10 THIRD PRIZES: \$500.00 each

FOR DETAILS: See the College Scholarship Advisor at your high school or write:

CONTEST INFORMATION  
THE AYN RAND INSTITUTE  
13101 WASHINGTON BLVD.  
LOS ANGELES, CA 90066

Contest Ad Appearing in Education Journals

**TOPIC** Select **ONE** of the following 3 topics.

① The theme of *The Fountainhead*, said Ayn Rand, is "individualism versus collectivism, not in politics, but in man's soul." How do the motives and actions of Roark, Keating, and Toohey dramatize this theme?

② For each of the following quotations from *The Fountainhead*, explain its significance in the story and what it implies regarding one's proper relationship to others.

a. KEATING: "How do you always manage to decide?"  
ROARK: "How can you let others decide for you?"

b. ROARK: "To say 'I love you,' one must first know how to say the 'I'."

c. KEATING (to Roark): "When I'm with you — it's always a choice. Between you — and the rest of the world. I don't want that kind of a choice. I don't want to be an outsider. I want to belong."

d. ROARK: "I came here to say that I do not recognize anyone's right to one minute of my life."

③ Which character in *The Fountainhead* do you most admire? Which character do you most dislike? In each case, explain the character's general approach to life, his or her motivation, and why you admire or dislike the character.

Essay Contest Questions

## CAMPUS CLUBS FORM

Our main project during our first year is the campus club project. Through these clubs, we will provide educational services to students interested in Objectivism and present the philosophy to a wider audience.

The first step in this project is to help the clubs get started. Students at more than 70 campuses were so enthusiastic that they wrote to us on their own, seeking our help in starting clubs. These campuses include large state universities (e.g., Ohio State, University of Illinois and Oregon State) and such private schools as Harvard, Northwestern and Princeton. We have contacted more than 600 students and expect the number of new clubs to increase significantly.

We are now completing a manual to aid the clubs. It will provide suggestions for fund-raising, publicity, and club activities.

The Institute is making available to these clubs a variety of materials, such as: "Introducing Objectivism" by Ayn Rand, reprinted from *The Objectivist Newsletter*; an annotated bibliography of Ayn Rand's works; a list of audio and videotapes by Objectivists; and copies of the Institute brochure, which many clubs have request-

ed. In addition, clubs and interested students will receive information about other students in their geographical area.

Campus clubs will also have exclusive access to four new videotapes produced by the Institute. Available on a loan basis, at no cost to the clubs, each 30-minute tape begins with a mini-lecture, followed by a question-and-answer period with students. The topics are: "An Introduction to Objectivism" (Leonard Peikoff), "Individualism: the Moral Basis of Freedom" (Harry Binswanger), "Conservatism: the Antithesis of Capitalism" (Peter Schwartz) and "Socialism = Fascism" (Harry Binswanger). (See p.4 for details.)

Our Campus Speakers Bureau will soon be in operation to subsidize appearances of Objectivist speakers at selected campuses. These speakers will provide club members with knowledge about Objectivism and its applications, as well as give Objectivism an academic voice on campuses.

Additional methods of spreading Objectivism in the colleges are in the discussion stage: the possible use of cable

and satellite television and the offering, through the clubs, of such taped lecture courses as "The Philosophy of Objectivism" and "Understanding Objectivism," which are crucial for providing students a systematic education in Objectivism. We are also investigating ways to provide more intensive, technical training to advanced students, particularly doctoral candidates in philosophy.

Finally, we think you would like to know that Objectivist clubs are now functioning on the following campuses: Amherst, Auburn, Brown, Carnegie-Mellon, Columbia, George Washington, Indiana, Johns Hopkins, MIT, Michigan, Pennsylvania, San Francisco State, Texas (Austin), Washington (St. Louis), and, in Canada, Guelph, Saskatchewan, Waterloo and York. Half of these clubs were started with the assistance of the Institute.

**SPECIAL NOTE TO STUDENTS:** if you are interested in starting or joining a club, please send us your name and campus address, if you have not already done so.

## Complimentary Issue

This first issue of The Ayn Rand Institute Newsletter is being sent to everyone on our original mailing list. However, subsequent issues will be sent only to contributors. We hope that you are now able to contribute, if you have not already done so. To remain on our mailing list, please send your tax-deductible contribution, along with the completed coupon, to: THE AYN RAND INSTITUTE, 13101 Washington Blvd., Los Angeles, CA 90066.

Enclosed is my tax-deductible contribution of \$ \_\_\_\_\_ to THE AYN RAND INSTITUTE.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

☐ Check if name or address correction.



# NEW VIDEOTAPES FOR CAMPUS CLUBS

The first videotapes produced by The Ayn Rand Institute are now available for the exclusive use of campus Objectivist clubs.

Four programs were taped during the 1985 Jefferson School Conference, using the facilities and personnel of The University of California at San Diego. Audiences for the tapings consisted of college students attending the conference.

We want to express our thanks to Susan Ludel, under whose supervision the tapes were produced. Miss Ludel is currently the producer of "The 10 O'Clock News" for WNEW in New York City and has been a producer for NBC News and CNN. Her writing credits include several articles for *The Objectivist*, including "Who Programs the Programmers?" and "Airwave Pollution."

The tapes currently available are:

**"AN INTRODUCTION TO OBJECTIVISM"** by Leonard Peikoff.

The introductory talk covers: The four basic concepts of Objectivism: reality, reason, egoism, capitalism. How Objectivism differs from dominant schools of philo-

sophy on these key issues. Why man needs a philosophy. Why America needs Objectivism.

The question-period includes answers to questions about: The role of emotions. How can one be certain of anything. Why love is selfish. The validity of the senses. Determinism vs. individual achievement. Objectivism on "monopolies," ESP, Libertarianism.

**"INDIVIDUALISM: THE MORAL BASIS OF FREEDOM"** by Harry Binswanger.

The introductory talk covers: The critical conflict of our age: individualism vs. collectivism. Their philosophical and practical differences. The philosophic justification of individualism. Individual rights — the political expression of individualism. Laissez-faire capitalism — the only political system based on individual rights.

The question-period includes answers to questions about: The self-made man. Free-will vs. determinism. The possibility and practicality of being a "rugged individualist" in the 20th Century. Individualism vs. religion.

**"CONSERVATISM: THE ANTITHESIS OF CAPITALISM"** by Peter Schwartz.

The introductory talk covers: Why Conservatives are greater enemies of capitalism

than are Liberals. The moral foundation of capitalism. The irreconcilability of religion and capitalism. Why Conservatives cannot refute the ethics of Liberalism. The New Right: advocates of statism.

The question-period includes answers to questions about: Why one should not join forces with Conservatives in pursuit of concrete political goals. The dismal failure of the Reagan presidency. Why it is too early for a pro-capitalist political movement. The fundamental difference between freedom and democracy. Libertarianism: the perversion of liberty. The principles of foreign policy under capitalism.

**"SOCIALISM = FASCISM"** by Harry Binswanger.

The introductory talk covers: The essential identity of Socialism and Fascism in theory and in practice. The proper definition of the left-right spectrum in politics. Why socialism necessitates dictatorship.

The question-period includes answers to questions about: A comparison between Nazi Germany and Soviet Russia. Self-sacrifice: the root of dictatorship. Capitalism: the system of freedom. Why intellectuals are attracted to socialism. Why capitalism eliminates racism. Property rights and the freedom of speech.

## High-School Teachers Group Forms

We would like Objectivist high-school teachers to contact the Institute if they wish to become part of our newly-formed advisory group. Under the chairmanship of Herb Grossman, mathematics teacher at Horace Mann High School in New York City, this group was established at the recent Jefferson School conference in La Jolla, California. Participating teachers advise the Institute on current projects, such as the essay contest, and will help identify further strategies for advancing Objectivism in the secondary schools.

We will bring you news of other advisory groups in future issues of the Newsletter.

## GETTING INVOLVED

We have received many letters from supporters asking how they might help the Institute, beyond making financial contributions. We certainly appreciate these offers and suggest the following as possibilities:

- Help publicize the high-school essay contest. This could best be done directly, by asking students or teachers you know to see that the counseling office at your local high school has posted our announcement.
- Send us names of high-school and college teachers who are interested in or sympathetic to Objectivism.

- Let us know if you are a graduate student in philosophy.
- Continue to send us your ideas and suggestions about Institute projects.
- Many of you have expressed interest in contributing your services. It is possible that, in conjunction with our projects, we will have need of various services, such as public relations, legal advice and aid, and, in the Los Angeles area, occasional clerical help. We would appreciate your writing to us if you might be able to provide help in these or other areas.

Thank you all very much.

THE AYN RAND INSTITUTE  
13101 Washington Blvd.  
Los Angeles, CA 90066