

IF YOU REALLY WANT A MAGNIFICENT FREE ENTERPRISE ECONOMY . . .

One that is for both Labor and Industry, and for Consumers too, THEN take a "New Look" at public revenue that is revealing and exciting!

The "New Look" reveals how **wrong source** taxation causes bad economic and social conditions. These, in turn, cause **BIG GOVERNMENT** — excessive budgets, demanding high taxes which burden Labor, Industry, Business and Finance.

The "New Look" is exciting because it shows how we can **dry up** the take of government so you can keep much more of your production for yourself.

The "New Look" hurls this challenging fact: a **tax** is not a **source** of public revenue. A tax is no more a source of public revenue than a pump is the source of the water it draws—a source of water is a well, a lake, a river, etc. **A tax is a pump, not a source.**

The "New Look" requires a new **focus** on public revenue, one which reveals substance and not froth. We all know government can impose endless kinds of taxes on production, on exchanges, on consumption, and on individual and corporate incomes. But if you are influenced to keep your eye and your thinking on **taxes** you are **lost**. But see and think **sources**! Then most of the tax fog will be dispelled. Then you will realize, as explained herein, that all these many taxes are but many pumps used by government to draw income from only **TWO BASIC SOURCES**.

The "New Look" explains why, after some 100 years of tax-education in colleges and universities, the great majority of Americans are more confused than ever. It shows how we can end this unfortunate tax-confusion, this supreme tragedy of American economic education.

Most Americans are concerned about the country's welfare — about taxes, labor-management-capital owner relations, and economic insecurity. Most people fear government power and its hold on private economy and on individual welfare. They doubt if any **permanent** good can come from mere administrative checks, or by reorganization of departments of government and functions, and in this they are right.

But take a hope-inspiring "New Look" at public revenue. See how we can **untax** productive labor, industry, business and finance. The story is told in only 14 pages of the pamphlet, "Truth About Taxes—the story of The Great American Tax Shift." Without obligation of any kind fill in and mail the enclosed card and get your copy free.

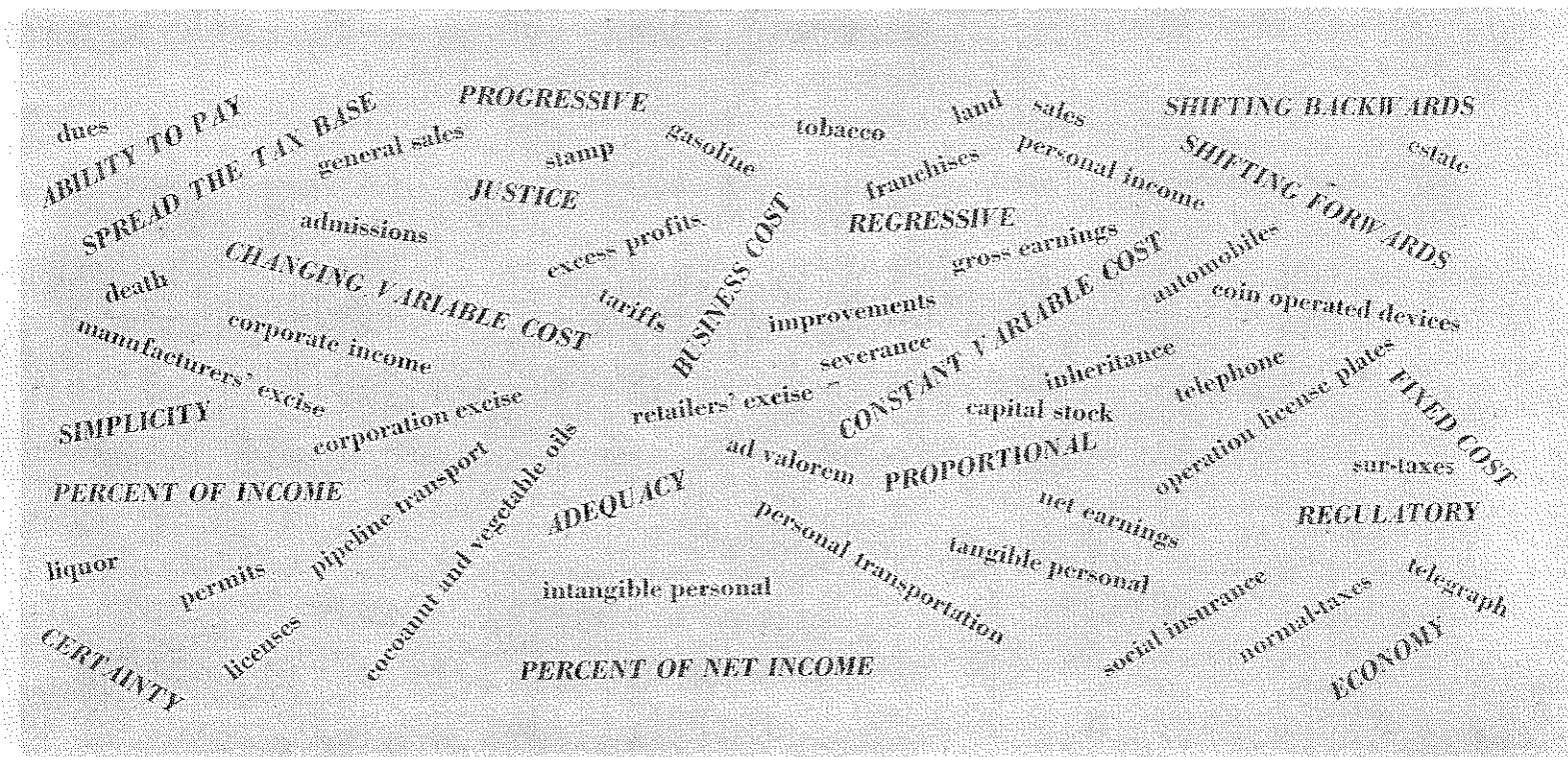
Sincerely yours,

Noah D. Alper

President,
Public Revenue Education Council.

■ How Taxation Is Taught Today

This illustration is an attempt to picture the background of tax-education used in most colleges and universities. Naturally it reflects our tax-thinking and practices. Many principles and taxes, found in standard textbooks, some of which are indicated below, are taught piecemeal and with little or no relation to great and underlying principles. As a result tax-confusion is not only continued, it is compounded as well.



■ The "New Look"

Reduced to basic and practical terms, the "NEW LOOK" shows that: REGARDLESS OF HOW MANY KINDS OF TAXES ARE LEVIED, WHO IMPOSES THEM ON US, OR WHERE THEY ARE PLACED, ALL GOVERNMENTS DRAW FROM ONLY TWO BASIC SOURCES.

These are:

1. **RENT-of-land** (including royalties on the severance of natural resources from land).*
2. **The WAGE REWARDS** of human effort (including the effort of management and capital owners).

■ The One Great Public Revenue Issue

Few students of "Economics," let alone other people, ever see or learn to think in terms of basic sources of public revenue in a direct, clean-cut, and scientific manner. If taught from this viewpoint they could easily grasp the one great public revenue issue an individual must know and decide correctly. This issue is:

Which source of public revenue ought to be used, or which ought to be drawn on first by governments?

* (NOTE: In ordinary usage incomes of improvements, tangible personal property etc. are often called "rent." Such incomes are properly termed interest, and are included here as WAGE REWARDS, RENT-of-land, or "economic rent" refers only to income received for the use of nature—land, and its natural resource contents.)

■ The Government's Diet Problem

Governments, like human beings, have a diet problem. Governments can "eat" either RENT-of-land, or the WAGE REWARDS of human effort. A mixed diet will reflect good or bad results in proportion to the use of the right or the wrong public revenue source.

■ Government, Publicly and Privately Created Tax Sources

Observation and honest inquiry into the SCIENCE of Economics shows clearly that RENT-of-land and WAGE REWARD incomes are of different origin. Economists and real estate authorities usually admit that RENT-of-land results from population growth and progress, and is publicly created; that it attaches to a "free good"—land, a gift of God or nature. By a simple rule of justice that "those who make should have" this RENT-of-land is natural PUBLIC revenue.

Wage incomes of labor and capital owners originate in human effort. They can be specifically identified as the private property incomes of worker or capital owner at whatever point or place earned. Such income is natural PRIVATE revenue.

The origin of the income source, and the effects of its use by government on people, form the basis for deciding which source should be used.

■ Result of Use of Wrong Source "Tax Diet"

Human beings get boils, rickets, scurvy, circulatory and other diseases because of improper diet. We, as a people, get economic, social and moral decay because we feed government a bad-source tax diet. Some of the symptoms of such a diet are: substandard housing, infested with slum areas; periods of abnormal "boom and bust" cycles with serious disturbances in debtor and creditor relationships, and in the value of money and investments payable in a fixed number of dollars; excessive labor-capital fights; mass insecurity and fear, the modern causes of war; excessive government, which if not reduced and prevented by the scientific removal of the cause of such economic malignancy, leads to Socialism, if not Communism, and war.

■ Great Shift in Tax Burden Since the Income Tax Amendment

A great tax shift, disastrous to labor, to capital owners, to customers and consumers, has taken place in the United States since 1915. By methods clearly explained in the pamphlet, "TRUTH ABOUT TAXES," the cost of government has been shifted from those privileged to hold land and to collect, or to speculate in the publicly created RENT-of-land, to those whose only income is WAGE REWARDS for producing the wealth and services from which all must live. As a result the very structure of Free Enterprise has been greatly weakened; the character of millions of Free Enterprisers has been greatly changed until government aid, in one form or another, is increasingly expected by more and more millions of people. A reverse tax shift is indicated, one that will help more people care for themselves, and reduce the need for excessive government spending and taxes.

■ Get Free Copy of History-Making Pamphlet

Without obligation of any kind fill in and mail the enclosed postage-free card and get your copy of "TRUTH ABOUT TAXES—the story of The Great American Tax Shift: How and Why It Happened."

PUBLIC REVENUE EDUCATION COUNCIL

ROOM 308, 705 OLIVE STREET

SAINT LOUIS 1, MISSOURI

Telephone: CHestnut 4350 (After April 1, 1954: CHestnut 1-4350)

TAXATION!
AT
"NEW LOOK"
A REVEALING AND EXCITING
HERE IS

PUBLIC REVENUE EDUCATION COUNCIL
Room 308 — 705 Olive Street
Saint Louis 1, Missouri

Sec. 3466, P. L. & R.
U. S. POSTAGE
PAID
St. Louis, Mo.
Permit No. 5448

Must Taxation Remain A "Class Struggle" Contest?

"While it may not have started as a class struggle . . . modern taxation or tax making in its most characteristic aspects is a group contest in which powerful interests vigorously endeavor to rid themselves of present or proposed tax burdens."

(From:—Economic Principles, Problems and Policies, by Wm. H. Kiekhofer, pp 705-6.)

So long as what amounts to tax mis-education is continued, and tax re-education is delayed, just so long will the people's greatest single economic problem retain the characteristics of a "class struggle." Because the SCIENCE of Economics is involved, the public revenue problem can be solved objectively. If we fail to guide our tax decisions on the revelations of this science, special privilege holders will continue in control of the people's main economic business—public revenue, and will use taxation power as a means to profit at the expense of producers.

This "class struggle" tax problem will never be settled—and nothing is ever settled until it is settled right—on the basis of individual welfare and the good of the nation as long as the present state of almost universal tax-confusion prevails, even as it does among the best educated top-third of Americans.