

ARE YOU SERIOUSLY DISTURBED BECAUSE ST. LOUIS IS BECOMING ONE VAST SLUM...

that is spreading in all directions and swallowing your hard earned tax money!

WHO or WHAT is to blame for this dismal failure?

Would you believe—

OUR REAL ESTATE TAXES?

Actually, our Real Estate Tax is not just one tax, but two entirely different taxes; one of which is "horrible," and the other is "one of the best," says Prof. C. Lowell Harriss, Columbia University economist and tax consultant to the Tax Foundation of New York City.

IGNORANCE OF THIS TRUTH produces and perpetuates slums in spite of anything we may spend or do. The "horrible" tax is the tax on improvements. It discourages new building and rehabilitation of old; and it encourages the owner to let his property deteriorate. The tax that is "one of the best" is the tax on the value of land (which was created and is maintained by the community). This discourages land speculation, makes land cost developers less and encourages its best use.

TO UNDERSTAND WHY SLUMS EXIST AND PERSIST (in spite of the expenditures of billions of your tax money) and to get the facts about our harmful Real Estate Tax, write or phone for our FREE literature. This shows how to correct what is wrong and how to eliminate or prevent the recurrence of slums and much of our general housing problem and spending of tax-raised money.

ASK FOR ENVELOPE GD-672 which includes such titles as "TAXES and the Death of Cities," by Perry L. Prentice, former publisher and editor of House and Home Magazine and The Architectural Forum, "A Solution to the Housing Problem," by Carl G. Kamp, Jr., Member, Federal Home Loan Bank Board, and "What's Good for the Building Trades Industry Is Good for All Industry," a Council publication.

Noah D. Alper, President,

PUBLIC REVENUE EDUCATION COUNCIL,

705 Chestnut St., Room 624,

St. Louis, Mo. 63101 • Telephone (314) 421-5630

(Non-profit, non-political, Missouri Incorporated,

January 31, 1952)

The Jobs Issue

In your June 11 editorial discussing the proposals of Senator George McGovern you said: "The McGovern proposals cannot be taken lightly, for if our American society, despite its affluence, does not create enough jobs, some way has to be found to care for the jobless and the poor and generate purchasing power. . . . What counts is that Mr. McGovern's proposals move in the right direction."

This naturally raises another question not discussed in your editorial or by Mr. McGovern in his speeches: Where do jobs come from?

Wants, which create jobs, begin in the needs of people and end in their satisfaction. The people are the basic economic employers; they give jobs. In our system we hire each other; we work for each other.

Mr. McGovern and his opponents of all parties should talk of jobs unlimited, of more jobs than men to fill them. Resources and land space exist in ample quantities, much of it now poorly used. The question Mr. McGovern and others should ask and answer is: What do we do to prevent this desirable condition from being realized?

Why for just this time can't the bottom question of man's economic condition float to the top? Why, just one time, can't the cause, and not the symptoms, be considered?

Noah D. Alper

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Dear Friend: —

The Saint Louis Globe-Democrat really came through for us. (See the article: "George's single tax theory still alive here" enclosed.)

It was seen by thousands of people in the greater St. Louis area. How do we know? The sample; many people on the street telling me and others, and by telephone that they saw and read it. Then, too, how could they miss it? It was given top-of-the-page headlines in Section A - the main news section - page 4.

Of course this delighted us. It came because of understanding and sympathy of important personnel at the top; a reward, we think, for our persistent, if minimal, work over the years. (Involved was the Henry George School of Social Science, The Lincoln Letters (remember?) and the work of PREC; and all who helped make these possible.

The idea that we must "keep on keeping on" with improved ideas and techniques counts. It costs business men and workers billions of dollars annually not to activate our basic NATURAL PUBLIC REVENUE proposal. We must help them see this. When they do they will come thru! When? The only answer we know is to "keep on keeping on" in educational ways that will bring the "mostest" support the quickest.

We believe that given the three "M's" - men, means and methods - to start with in the beginning of any one year to its end, that so much enlightened momentum can be built up that the movement could never be stopped. (The method includes a top-notch, up-to-date, professional (selected carefully) public relations program.

Realize, please, much background educational work in the study of Freedom and the Free Private Market economic and social philosophy is turned on by other well organized and funded organizations. Our biggest job is to supply the missing ingredient - the public collection of the publicly created and earned rental value of land for the support of government.

We hope you think this way, too; and if you have not done so yet - or are one of those grand folks who give at the end of the year - send in your help now. We plan to make the fall the greatest part of our year.

*See the ad and
letter on the other
side.*

Sincerely yours,

Noah D. Alper

Noah D. Alper,
President.