

Incentive Tax Fund

Melbourne (305) 723-4541

WILLIAM W. NEWCOMB, PRESIDENT

December 27, 1980

Dear Fellow Georgist:

We have contracted with Commentary, The Nation, New Republic and The Progressive for an editorial column ad in each magazine.

They have a total circulation of 280,000. The gross cost of the ads would have been \$1,605.00, but through the discount allowed publishers, and through our dealing with them direct, rather than through an ad agency, and by paying promptly, we got our ads placed for \$983.00, or slightly less than .004c per guaranteed, audited buyer! Think on that: 4/10c per magazine buyer!

There are six more magazines with circulations of highly literate, concerned readers that would bring our subscriber readership to 1,000,000 in this test campaign -- but you folks did not send us enough money to cover that entire million.

Of the six ads, we have only used three of them. But these six ads can be used in different magazines over and over again, plus the many column editorials we are asking our writing friends to prepare for future insertions. We hope in the future to run ads on specific subjects:

- 1) Vast transfer funds from the federal government to cities and states
 - 2) Vast transfer funds to local Boards of Education
 - 3) CETA -- "local job training" -- really an avoidance of using local property taxes
 - 4) Parity, milk subsidies
 - 5) Public housing
 - 6) Food stamps
- E T C

We don't know any other Georgist program which reaches such a highly literate concerned people which (1) states our thesis in such a few words, (2) develops activism on the part of concerned people, (3) advertises a low-cost book on LVT, and (4) sells INCENTIVE TAXATION in our logo.

On the page accompanying this letter are what some men said to us after seeing the six ads we mailed to you on December 6.

This letter is going mostly to women Georgists. We would like to have some comments from them -- with their checks. Many women sent us generous checks to help finance this project, but did not make any comments! Let's hear from you.

We have to send a follow-up letter for additional funds as soon as the first results are in, but right now we would appreciate receiving some brick-bats or bouquets from the few people who receive this letter. Make checks out to MEDIA FOUNDATION FOR LAND ECONOMICS for IRS exemption.

WNN WILLIAM W. NEWCOMB

P.S. My Girl-Friday normally types all of our form letters on her electric machine. But she deserved to have this week-end off, so please bear with my typing on the manual machine.