

# MEDIA FOUNDATION FOR LAND ECONOMICS, INC.

WILLIAM W. NEWCOMB, PRESIDENT

532 WICKHAM ROAD  
MELBOURNE, FLORIDA 329  
(305) 723-45

January 26, 1981

Robert Clancy, Chairman  
Mark Sullivan, Secretary  
Phil Finkelstein, Director, Henry George School  
Mary Davis, Generator at the 1979 Conference for a membership organization  
COUNCIL OF GEORGIST ORGANIZATIONS

Dear Friends:

On December 31, I sent the same letter to each of you in the hope that the Council of Georgist Organizations would develop a program of follow-through on those who answer our editorial-ads.

As yet I have received no reply from any of you. I hope the Council of Georgist Organizations is more than a letterhead organization.

When George Proctor (who prepared the attractive pamphlets which brought tens of thousands of dollars to the Schalkenbach Foundation during Vie Peterson's time) proposed that we buy advertising space for editorial-ads because of the resistance of magazine editors to buying articles that offer LVT as an alternative to monetary economics, we accepted his challenge.

Note the enclosed sheet with the contracted ads showing revised headlines. This represents a total audited circulation of 280,000, or a per subscriber cost of 4/10 cent.

I doubt whether any direct mail campaign to enlist people in taking a course in Fundamental Economics has been done for less than 10 cents per envelope -- even when postage, printing and labor were much much cheaper than today. A friend of mine told me he sent out 5000 pieces of literature to enlist students in Fundamental Economics in the San Diego area 25 years ago, and got two replies.

In the beginning we may not get many replies either, but we have received some postcard requests plus orders for the first book advertised -- CATALYST.

But the important thing, as Steve Cord, Len Huckabone, Hamlet Hilpert and others have said to us:

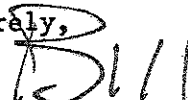
"The story has to be told over and over again" -- in the same magazines.

We want to add MOTHER JONES, with its 230,000 circulation, to the original four magazines. The current issue has a great many FULL-page ads offering books that are photocopied direct from typewriter-script. A friend of mine who has made a fortune in DIRECT/MAIL books, has two full-page ads. My friend recently had an ad in two issues of FAMILY WEEKLY, with its 3,500,000 weekly circulation....But he has a secret weapon: By always taking a full page, he puts the publication on notice that they are to run his ads when they have unfulfilled contracts -- and gets his ads in at a 50% discount!

Henry George Foundation is ready to pursue this program of developing activists from our responses. HGF also is one of our chief founts of financial aid.

DOES CGO want to work with us? The Georgist Movement is way overdue in getting into the mainstream of activism.

Sincerely,



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## **SOME ENDORSEMENTS WE RECEIVED**

**HAMLET HILPERT**, County Commissioner in Washington State

"The ads are all excellent - but with inflation on everyone's mind the Prentice ad is probably the most appropriate at this time. Change comes slowly and the story has to be told over and over and over. As Goebels - Hitler's propaganda chief - contended even a lie will be eventually accepted if it is published as truth often enough.

"Government officials with few exceptions will not try anything new unless there is substantial public support. The public has to be educated to the Henry George philosophy to the point where public pressure will force public officials to get into line."

**PHILIP FINKELSTEIN**, Director, Henry George School of New York

"This is a good idea and worth supporting. Perhaps the Council of Georgist Organizations can solicit their members for both ideas and contributions."

**STANLEY A. FREDERIKSEN**, Executive Director, Public Revenue Education Council

"To see if we can generate some help for you, in financing your proposed test-ads, I'm sending a copy of this letter, and of your December 6 letter, to our officers and directors, in the hope that one or more of them can either come up with some contributions, or make some suggestions as to how your objective can be accomplished. Certainly you have a lot of good thoughts and ideas going for you."

**JACK TETLEY**, Director, Henry George School of New Jersey

"My congratulations to you on INCENTIVE TAX FUND, and enclosed is a contribution toward the project. I am retaining the Questionnaire as I rate all of the ads #1. I have no comments or criticisms -- think a great job has been done and am just amazed at what you can do, Bill. I will be anxious to learn the result. May you be able to see good results of your efforts in 1981!"

**LEN HUCKABONE**, Long-time Georgist in Lincoln Park, Michigan

"The switch to editorial ads appeals to me very much. The message the six ads carry will be much better understood than the volumes of articles professional writers would turn out."

**LARRY RATHBUN**, Forester in Concord, New Hampshire

"More power to you, Bill."