

Dear Harry

Oscar B. Johannsen wrote recently: "I read with pleasure and delight your excellent article, Henry George, Prophet of the Good Society. I agree with you that we should stress that we favor no taxes . . . I've been looking for a catchy title, instead of 'Single Taxers' or 'Land Value Taxers'"

Oscar Johannsen is right. If we call ourselves "Land Value Taxers" people will get just one point — we are "taxers". They will believe we want to impose on them some kind of tax — and they will be against us.

If we say we are "Single Taxers", we will get a similar response. People will be turned off, thinking we want to impose a tax on them.

But there's a catchy title, made to order for us. If we call ourselves "Un-Taxers", the immediate reaction of nearly everybody will be, "Right On! We're for you!"

If they ask, "How far would you go in un-taxing us?" there are two answers. Everyone who understands economics could agree, "We would un-tax all the products of human labor; all buildings and improvements; all earned incomes."

Some would go further: "We would un-tax everything; eliminate all taxes."

This would probably bring the question, "How would you finance government?"

A LETTER

The answer is precisely stated in the words Earl Hanson used in the resolution for the Utah Republican Convention. "Economic rent is the rightful source of public revenue.

In **Equal Rights**, James L. Busey wrote "Proposition 13 indicates the people want to reduce taxes, not increase them. They are not interested in some new or apparently added tax, such as 'land-value tax'."

"They want to reduce or eliminate a tax or taxes . . . the abolition of some tax such as that on improvements, would have tremendous appeal at the present time."

"Never mind about 'where the money is going to come from?' Did California voters fuss about that?"

But some will ask that question, and insist on an answer. Fortunately, we have a perfect answer: The money will come from charging people for the things they use — the land, radio and TV channels, ports, harbors, rivers, forests, minerals and all natural resources.

People will have more questions for us, but if they look on us as "the Un-Taxers" they will not be asking questions the way they do now of "land value taxers" — as though they are challenging an enemy.

MORGAN HARRIS is a multiple professor of economics, writing, and advertising. Here's a letter.

If we are "the Un-Taxers" who are working to reduce and eliminate their tax burdens, they will look on us as their friends. They will want to know more — not to refute us, but to understand what we are saying and to help us achieve our goal.

Is it not common sense to enlist their support — by calling ourselves "the Un-Taxers"?

Sincerely,
Morgan Harris

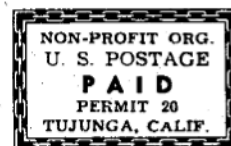
ROOTS (cont'd from Page 1)

Our message is not for this generation alone but for all generations so we need feel no trepidation about the teaching of Georgist philosophy. But changes are in order. We need a re-structuring of the basic course; more palatable reading material geared to the reading habits of our students; and more successful advertising to meet the changing tastes and attitudes of our communities.

We have never known a more propitious time, or a greater need, for what we have to give, the teaching of the principles set forth in **Progress and Poverty**. Paraphrasing Arnold Toynbee, the noted historian, every organization is judged by its ability to respond to its challenges. As the various celebrations of our centennial fade into history, may we take pride in having met successfully this most formidable of challenges.

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